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Mukhamed al-Hodari

Kansas University, USA, Lowrance
e-mail: amukhamed@gmail.com

ASSESSMENT OF INTEGRATION EFFECTS IN THE EURASIAN ECONOMIC UNION IN THE CONDITIONS OF GLOBAL CHALLENGES

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 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. 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.

Key words: EAEU, integration effects, Eurasian integration, integration associations, competitiveness, global challenges, globalization, sustainable development.

Introduction. 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 vari-

ous 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 (International integration. Astana Economic Forum 2016).

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) (On the prospects of Eurasian integration and a new model of the world economy (2018).

Literature Review. The formation of the Eurasian Economic Union was a consequence of the search for a format and directions for an equally beneficial cooperation. 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” (Uralov S, 2018).

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 (Decision of the Higher Eurasian Economic Council 2015).

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 (Long-term forecast of economic development of the Eurasian Economic Union until 2030).

International practice shows that any interstate association is experiencing different stages in its development and is complemented by new forms of cooperation (Golovin M, 2016).

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 (Arupov A.A., Abaidullayeva M.M., Raitskaya L.K., Aroupova N.R. 2015).

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.

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 | Worldshare |
|---|------------------------|------------------------------|------------|
| Gasproduction | 2 | 682,6 billion m ³ | 18,4% |
| Oilproduction | 1 | 607,5 milliontons | 14,6% |
| Coalmining | 6 | 261 milliontons | 5,8% |
| Electricitygeneration | 4 | 1 210,2 billionkWh | 5,1% |
| Metallurgicalproduction: | | | |
| – castiron | 3 | 54,6 milliontons | 4,5% |
| – steel | 5 | 76,9 milliontons | 4,5% |
| Productionofmineralfertilizers | 2 | 27 349 thousandtons | 10,8% |
| Agriculturalproduction: | 5 | \$144,1 billion. | 5,5% |
| Gross collecting grain and leguminous crops | 5 | 134 milliontons | 5,5% |
| Productionofmilk | 3 | 44 milliontons | 7% |
| Roadinfrastructure | 5 | 1 605,9 thousandkm | 2,5% |
| Railwayinfrastructure | 2 | 107 thousandkm | 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 (Vinokurov E, 2015).

Material and Methods. Within the EAEU the largest potential of development has:

1. In the sphere of goods – production of phar-

maceutical production and goods of chemical industry (The Eurasian doctrine of Nursultan Nazarbayev 2018).

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 (Table 2):

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 | Imports 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 |

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.

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.

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.

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.

Results and Discussion. 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. | scaleeffect |
| - 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.

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.

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.

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 «Karasu»);

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

Conclusion. 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 prin-

ciples 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.

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 (Sultanov B. K. 2015).

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 (Treaty on the Eurasian Economic Union (2018).

The countries of the EAEU need their own agreed reindustrialization program, as further re-

duction 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 special-

ized 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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Мухамед ал-Ходери,
Университет Канзас, США, г. Лоруенс
e-mail: amukhamed@gmail.com

Оценка интеграционных эффектов в Евразийском Экономическом Союзе в условиях глобальных вызовов

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 экономической политики выглядит чрезвычайно важным и своевременным. В целом к 2030 году результаты экономического развития ЕАЭС должны показать мировую конкурентоспособность интеграционного объединения. Несмотря на то, что эта идея не была понята и недооценена большинством политиков того времени в СНГ, сегодня она стала актуальной и широко востребованной не только в деловых кругах, но и на общественном и

гуманитарном уровнях. Интеграционные процессы на евразийском пространстве все больше набирают обороты. Более того, многие совместные платформы, которые усиливают евразийскую интеграцию, уже активно и успешно функционируют: Евразийский банк развития, Евразийский экономический клуб ученых, Евразийский деловой совет, Евразийский медиафорум, Евразийская ассоциация университетов и многие другие. Международная практика показывает, что любая межгосударственная ассоциация переживает разные этапы своего развития и дополняется новыми формами сотрудничества. В условиях современной экономической реальности, которая характеризуется тенденциями глобализации и регионализации, государства-члены ЕАЭС встали на путь объединения потенциалов национальных экономик для их устойчивого развития.

Ключевые слова: ЕАЭС, интеграционные эффекты, евразийская интеграция, интеграционные объединения, конкурентоспособность, мировые глобальные вызовы, глобализация, устойчивое развитие.

Мухамед Ал-Ходери,
Kansas University, США, Лоуренс қ.,
e-mail: amukhamed@ gmail.com

Жаһандық қатерлер жағдайындағы Еуразиялық Экономикалық Одақтағы интеграциялық нәтижелерді бағалау

Аңдатпа. Бұл мақалада қолда бар ресурстар мен оларды бірлесіп тиімді пайдаланудың объективті мүмкіндіктеріне негізделген Еуразиялық экономикалық одаққа мүше мемлекеттердің экономикалық дамуының стратегиялық бағыттары қарастырылады. Әлемдік экономикада болып жатқан барлық тұрақсыздық пен тұрақсыздық үшін экономикалық саясатты үйлестірудің негізгі бағыттарын анықтау өте маңызды және уақтылы болып табылады. Жалпы, 2030 жылға қарай ЕАЭО экономикалық дамуының нәтижелері интеграциялық бірлестіктің жаһандық бәсекеге қабілеттілігін көрсетуі керек. Бұл идеяны сол кездегі ТМД елдеріндегі саясаткерлердің көпшілігі түсінбейтін және бағаламағанымен, бүгінде ол іскер топтарда ғана емес, сонымен қатар әлеуметтік-гуманитарлық деңгейде де өзекті және сұранысқа ие болды. Еуразиялық кеңістіктегі интеграциялық процестер қарқын алуда. Сонымен қатар, еуразиялық интеграцияны нығайтатын көптеген бірлескен аяндар қазірдің өзінде белсенді және сәтті жұмыс істеуде: Еуразиялық даму банкі, Ғалымдардың Еуразиялық экономикалық клубы, Еуразиялық іскерлік кеңес, Еуразиялық медиа форум, университеттердің еуразиялық қауымдастығы және басқалар. Халықаралық тәжірибе кез келген мемлекетаралық бірлестік өзінің дамуының әртүрлі кезеңдерінен өтіп, ынтымақтастықтың жаңа формаларымен толықтырылатындығын көрсетеді. Жаһандану және аймақтандыру тенденцияларымен сипатталатын қазіргі экономикалық шындық жағдайында ЕАЭО мүше мемлекеттер ұлттық экономикалардың әлеуетін олардың тұрақты дамуы үшін біріктіру жолына түсті.

Түйін сөздер: ЕАЭО, ықпалдастық әсерлері, еуразиялық интеграция, интеграциялық бірлестіктер, бәсекеге қабілеттілік, жаһандық жаһандық сын-қатерлер, жаһандану, тұрақты даму.

A. Khalel, Alton Işıl

Kocaeli University, Turkey, Kocaeli,
e-mail: isilaltun@hotmail.com

PROBLEMS OF FORMATION ANTICORRUPTION LEGAL AWARENESS

Abstract. The article is considerproblem 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.

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.

Literature Review. 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.

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.

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 le-

gal 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 com-

pulsory 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.

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.

Material and Methods. 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)

Results and Discussion. 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

ic 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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А. Халель, Алтун Исиль
Кожаяли университеті, Түркия, Кожаяли қ.,
e-mail: isilaltun@hotmail.com

Сыбайлас жемқорлыққа қарсы құқықтық сананы қалыптастыру мәселесі

Аңдатпа. 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 зерттелінеді. Сондай-ақ мақаланың авторы құқықтық сананың ары қарай дамуына аса назар аударады. Автордың қол жеткізген нәтижелері мен қорытындыларын мемлекеттік саясаттың қамтамасыз етілуіне, қоғамның құқықтық санасын арттыруға, қоғамның құқықтық тәрбиесін көтермелеу 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 иммунитет бермейді. Бүгінде біз сыбайлас жемқорлыққа қарсы күрес, оның дамуы мен құрылымы, азаматтардың дүниетанымдық көзқарасы және тұтастай алғанда экономика туралы айтып отырмыз.

Қазақстан Республикасының тұңғыш 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 күрестің әртүрлі тәсілдері мен әдістері әзірленуде.

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

А. Халель, Алтун Исиль
Университет Коджаэли, Турция, г. Коджаэли,
e-mail: isilaltun@hotmail.com

Проблемы формирования антикоррупционного правосознания

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 дальнейшему развитию правосознания 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.

Первый 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.

Agnati, Luigi Francesco¹, K.S. Mukhtarova² , Zh. Bimagambetova² ,

¹Karolinska Institutet, Sweden, Stockholm

²al-Farabi Kazakh National University, Kazakhstan, Almaty,
e-mail: bimzhibek@gmail.com

ART FILM AS A MEANS OF FORMING LINGUISTIC AND SOCIO-CULTURAL COMPETENCE IN THE FOREIGN LANGUAGE LESSONS IN THE UNIVERSITY

Abstract. The article reveals the knowledge of a foreign language that implies not only the ability to speak or write in a foreign language but conducting intercultural dialogue, which requires not only language, but also cultural, country studies and other training. Readiness for film intercultural communication is the key to success both in the professional sphere and in the sphere of personal self-realization. Also it was focused on the most effective method of work will be a conversation about whether the expectations associated with the title of the film and the illustration on the cover were met. The use of authentic feature films in the process of teaching a foreign language has become firmly established in the practice of modern school and University teaching, but also more broadly - to conduct intercultural dialogue, which requires not only language, but also cultural, country studies and other training. The analysis of methodical literature confirms the expediency of using authentic feature films in the process of teaching a foreign language.

Key words: authentic feature films, teaching a foreign language, intercultural dialogue, post-text.

Introduction. The effectiveness of the use of a feature film is due to a number of features of cinema, which has no less, and sometimes more powerful impact than the artistic text. The film combines video and sound. «Unlike audio or printed text, which can have a high informative, educational, educational and developmental value, video text has the advantage that it combines various aspects of the act of speech interaction. In addition to the content side of communication, the video text contains visual information about the place of the event, appearance and nonverbal behavior of participants in a particular situation, often due to the specifics of age, gender and psychological characteristics of the personality of the speakers». The visual series helps to convey in a more accessible form and, accordingly, better understand the actual information and language features of speech in a particular communication situation. Sound (speech of heroes, musical accompaniment and «moments of silence») is of great importance for emotional and logical comprehension of artistic film production.

Work on a feature film can be organized similarly to work on a feature text: «Traditionally, when working with video, there are three stages: pre-text

(interrogation), text (viewing) and post-text (post-viewing)

Therefore it is necessary to formulate and offer students:

- 1) preview tasks aimed at preparing emotional and logical perception of the film;
- 2) tasks in the process of watching the film, contributing to the adequate perception of the film at the linguistic and cultural level;
- 3) post-inspection tasks (Antonova, I.V. (2011).

Literature Review. Currently, methods of learning a foreign language are offered on the basis of feature films that help immersion in the “natural” language and cultural environment, even if students do not have a real opportunity to visit the country of the studied language or direct communication with native speakers (F. Stoller, M. Allan, D. Stewart, Yuming Wang, A. Baratta, Stephen Jones, L. R. Samarova, I. M. Kuzmina, etc.). It is possible to note also methodical manuals on teaching of English on the basis of feature films (Schneider E. I.). The psychological features of teaching and the role of audiovisual tools in foreign language classes are given attention in the works of Russian psychologists (I. A.

Zimnaya, A. A. Leontiev, etc.). The use of a variety of audiovisual learning tools (educational films, authentic videos (animated, news, etc.)) due to the fact that significantly increases the efficiency of information perception by students, as is the bearing at the same time on a number of receptors, introduced a variety into the learning process, and thereby creates an additional incentive to study a foreign language, occurs activation of mental processes (memory, attention, etc.) (Barmenkova, O.V. (1999).

From the point of view of I. B. Smirnov, the final post-examination stage should be divided into the stage of control of the understanding of the content and the creative stage (Antonova I.V, 2011). The post-examination stage, thus, is associated with the comprehension of the ideological and artistic whole, the development and consolidation of lexical and grammatical skills, the organization of dialogical and monological statements, the performance of creative tasks, including written ones).

At each stage, it is necessary to work on the comprehension of national cultural characteristics and comparison with the specifics of native culture, as feature films provide great opportunities for analysis, based on the comparison of cultural realities and characteristics of people's behavior in different situations of intercultural communication (Barmenkova O.V, 1999). We should not forget that the dialogue of cultures is not only an emphasis on what distinguishes the interlocutors, but also a search for what brings them together. Therefore, when analyzing a feature film, it is important to find not only differences, but also points of convergence that make a genuine work of art a cultural heritage not of one people or one country, but also of the world community.

Material and Methods. The use of authentic feature films in the student audience allows to solve several didactic problems (within the competence approach):

1) expansion of lexical stock; development and improvement of listening skills (along with other types of speech activity); modeling of "immersion" in the language environment in educational conditions (assimilation of intonation and pace of live spoken language, acquaintance with live spoken language, idioms, phrasal verbs, with dialects and socially limited vocabulary, with features of speech behavior of native speakers), that is, the film allows to visualize the process of natural communication of native speakers (language competence);

2) familiarity with country-specific information (linguistic competence);

3) familiarity with the cultural characteristics of a country; aesthetic development and expansion of

the horizon of transnational ideas about beauty, the experience of interpersonal communication (socio-cultural competence).

Results and Discussion. Here is an example of the organization of work on a feature film in the student audience. For students who speak English at the intermediate level (if necessary-using English subtitles) and advanced can be offered to watch the film "American Beauty".

It is better to conduct a classroom viewing, if the number of training hours allows, but it is possible to organize an extra-curricular acquaintance (home individual viewing) if the time is limited. For students studying in non-linguistic specialties, the use of this film is also due to the fact that the study of English at the University has a rather narrow professionally-oriented orientation, and the appeal to an authentic feature film allows you to significantly expand the scope of acquaintance with the language and culture. A successful command of a foreign language in the field of professional communication is impossible without the development of intercultural dialogue skills.

At the preview stage, in our opinion, it will be productive:

1) organization of discussion on the following topics: "what is defined-limited to the concept of beauty?", "Does beauty have a nationality?"

2) a written task aimed at identifying cultural stereotypes: students are asked to write down the names of objects, characteristics, symbols, etc., which are associated with the concept of "American beauty" (beautiful life)..., beautiful woman - beautiful relationship - For example: beautiful life-career, money, expensive car, big house surrounded by rose bushes (money, new brand car, a big house, rose bushes); a beautiful woman is a young blonde (young sexy blonde), a handsome and successful man (Buddy: "you can call me crazy, but it is my philosophy that in order to be successful one must project an image of success"), a confident man of athletic build. Determine what students expect to see in the movie and suggest comparing expectations after watching the movie.

Tasks during the movie viewing stage can be divided into two types:

1) meaningful (for Example, effective questions in order to focus on directing and camera work: what is aesthetic experience a shock at the beginning of the movie, which Priy, we and for what purpose the Director uses-a slow approximation and immersion in the private life of the character from the characteristics of the General details, starting with the terrain described: "This is my neighborhood. This is my street. This is my life", to private circumstances and even intimate details

from the life of the hero: "I'm 42 years old and in less than a year I'll be dead... In a way, I am dead already. Look at me: jerking off in the shower. This will be the high point of my day. It's all downhill from here.").

In the process of viewing, it is necessary to aim the audience at the gradual identification by the authors of the film of stereotypes about "beautiful American life (big separately standing houses, flourishing roses) and their exposure ("I get exhausted just watching her (Carolyn)", "she used to be happy, we used to be happy", "gigantic loser"), to make them think about the problem: "Beautiful and ugly as form and content, their dynamic unity".

2) formative (analysis of stylistically contradictory language means (verbal and nonverbal) of different socio-age groups of characters, since "watching movies is a simple way to master idiomatic and slang expressions of the language spoken not only by teenagers and gangsters, but also by professors" (Ganshara I.V., 2005). For example, in the process of watching a movie, students can be asked to write out the lexical units used in the speech of the characters. If there are difficulties - include English subtitles. The work is expected in the following areas:

1) Speech characteristic Jane ("Jane is a pretty typical teenager: angry, insecure, confused");

2) sign language and teen slang: Jane Burnham, Ricky Fitts, Angela Hayes;

3) speech and facial expressions of "middle-aged heroes" in a particular situation of speech communication;

a) office clerks and real estate agents: Lester Burnham, Carolyn Burnham, Buddy Cane (cliched expressions, such as: "to cut corners", "times are tight", "to free up some cash", "you got to spend money to make money", "a job description mapping", "to assess who is valuable and who is expensive", "a dream come true for any cook", "to cut down on your energy Costs", etc.);

b) the military bearing and jargon of a retired military man: Colonel Fitts ("structure", "discipline");

4) analysis of situations involving the use of words-characteristics directly related to the main topic: freak, ugly, ordinary, successful, happy;

5) features of the semantic content of the word naked in the situation of mutual exposure Ricky and Jane-the development of skills of linguistic analysis.

While watching the movie allowed the stop (taking "freeze-frame") with an explanation of the most difficult to understand fragments (Zimnyaya, I. A. (1991).

After watching the film, it is necessary to conduct an initial discussion and exchange of impressions to identify the features of emotional and logical percep-

tion of the audience. At this stage, it is logical to return to the preview tasks and "verify" the impressions. The most effective method of work will be a conversation about whether the expectations associated with the title of the film and the illustration on the cover were met. It is necessary to return to the discussion of stereotypes of "American beauty" and their use in the film. After watching the film, it is necessary to organize work that helps to understand the most difficult from a linguistic and cultural point of view episodes of the film. To clarify the meaning of lexical units, it is advisable to organize work with several types of dictionaries: Collins English Dictionary, Dictionary of American Slang, American Idioms Dictionary (Kuzmina, I.M. (2008).

For example, I. B. Smirnov suggests at this stage to give tasks on drawing up questions for the characteristics of the characters of the film, filling in the gaps in the dialogue-sample, to identify the reactions of the characters to certain events, to analyze the language means used by the hero, to describe the mentality and English-language culture in the film.

To characterize the main character, you can offer tasks that update the knowledge of English grammar and aimed at analyzing the language and non-verbal means used by the hero. For example:

1) using the subjunctive mood, Past Perfect and modal verbs, tell about his alleged past.

2) Using basic questions, to make a detailed story-reasoning: what stereotypical term can be characterized by the present hero? If this is a "midlife crisis", then what is it characterized by? What adjectives convey the initial state of the hero ("exhausted", "sedated"), and what inspires optimism about possible changes in the life of the hero (non-verbal means: facial expressions, gestures, body language), language-self-irony Lester: "I wish I could tell her (Jane) that it is all going to pass, but I don't want to lie to her"; "Both my wife and daughter think that I'm this gigantic loser. And they're right. I have lost something..." And rhetorical appeals to the viewer: "But you know what? It's never too late to get it back"). Does the "midlife crisis" have national characteristics or does this concept have no "nationality"? Who else of the heroes is going through a crisis state? (Ganshara, I.V. (2005).

3) Characterize other heroes movie (Carolyn, Buddy, Angela, Jane, Ricky, Colonel Fitts) with attraction authentic vocabulary for mutual characteristics characters.

For the development of Dialogic speech, E. N. Solovova offers such an exercise as watching a movie with the sound turned off, followed by playing the proposed text of the video (Golik Yu.V., Karasev V.I. (2005).

Conclusion. The result of the discussion should be questions that lead to the comprehension of the ideological content of the film and allow students to bring to the detailed monological and dialogical statements. For example, to offer to think and speculate about the features of age crises or stereotypical ideas about “beauty”. For the analysis of a plot and development of speech skills it is possible to formulate the questions directed on comprehension of a feature film as a specific kind of art. For example: to Determine which episode of the film can be called the starting point of the plot? What is the culmination in the development of the theme? What place in the semantic unity of the film is occupied by the episode with the dancing plastic bag, its possible semantic content? How can you assess the ability of Ricky Fitts to see the true beauty in the lens of a video camera. What is the role of the experience of spiritual experiences in the formation of creative and aesthetic view. Age inconsistencies (video quote about beauty from Ricky Fitts monologue in the posthumous word of the protagonist). “Intersecting Parallels” of storylines: accidents and regularities. The effect of artistic stereometry at the intersection (in focus) of the problems of teenage/middle age crisis and generation gap. An element of a new vision of beauty: the aesthetically beautiful death of a hero (Hegel, 1990).

It is the problem discussion at the post-examination stage that serves as a solid basis for the develop-

ment of oral and written speech skills. To improve the ability of monological and dialogical statements, you can use the form of a story-the characteristics of the hero, a round table on the problem of creating and destroying cultural stereotypes, an oral review of the viewed film, etc (Vengerov A.B. 2018).

The result of the work can be a written task (essay-reasoning) on one of the topics: “the Revelation of beauty, leading beyond the usual household meanings” (on the example of the analysis of two episodes: “dancing package” and the death of the hero). It is also possible creative activity on the theme: “What do you see as alternative options for the development of storylines?” “How could the fate of the heroes?” (Karasev V.I. (2005).

The film “American tragedy”? as a result, creative tasks can be offered: “voicing” of monologues and dialogues of heroes, “finishing” of dialogues between heroes aimed at repetition and consolidation of lexical and grammatical material (Nazarova, V.V. (2013).

Language training of a specialist at the University aims to teach language and intercultural communication, that is, to form a linguistic-socio-cultural competence. Authentic feature film in foreign language classes at the University can be considered as a systemic means for its formation and improvement, and as a means that opens up a rich potential for monitoring and evaluation of the formation of this competence.

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Антони Луи Франческо¹, К.С. Мухтарова², Ж. Бимагамбетова²

¹Karolinska Институт, Швеция, г. Стокгольм

²Казахский Национальный Университет имени аль-Фараби, Казахстан, г. Алматы

e-mail: bimzhibek@gmail.com

Арт-фильм как средство формирования лингвистической и социокультурной компетентности на уроках иностранного языка в университете

Аннотация. В статье раскрывается знание иностранного языка, подразумевающее не только умение говорить или писать на иностранном языке, но и познание межкультурного диалога, требующего не только языковой, но и культурологической, страноведческой и иной подготовки. Готовность к межкультурной коммуникации через фильмы является залогом успеха как в профессиональной сфере, так и в сфере личностной самореализации. Также речь идет о том, что наиболее эффективным методом работы будет разговор о влиянии фильма на лексическое обогащение языка и культуры.

По мнению авторов статьи, на каждом этапе необходимо работать над осмыслением национально-культурных особенностей и сопоставлением их со спецификой родной культуры, так как художественные фильмы предоставляют большие возможности для анализа, основанного «на сопоставлении культурных реалий и особенностей поведения людей в различных ситуациях межкультурного общения». Мы не должны забывать, что диалог культур – это не только акцент на том, что отличает собеседников, но и поиск того, что сближает их. Поэтому при анализе художественного фильма важно найти не только различия, но и точки соприкосновения, которые делают подлинное произведение искусства культурным наследием не только одного народа или одной страны, но и всего мирового сообщества.

Ключевые слова: подлинные художественные фильмы, преподавание иностранного языка, межкультурный диалог, подтекст.

Антони Луи Франческо¹, К.С. Мухтарова² Ж. Бимагамбетова²

¹Karolinska Институт, Швеция, Стокгольм к.

²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,

e-mail: bimzhibek@gmail.com

Арт-фильм университеттегі шет тілі сабақтарындағы тілдік және әлеуметтік-мәдени құзыреттілікті қалыптастырудағы құрал ретінде

Аңдатпа. Мақалада шетел тілінде сөйлеу немесе жазу қабілетін ғана емес, сондай-ақ тілдік емес, мәдениеттану, Елтану және өзге де дайындықты талап ететін мәдениетаралық диалогты тануды білдіретін шет тілін білу ашылады. Мәдениетаралық коммуникацияға фильмдер арқылы дайындық кәсіби салада да, жеке өзін-өзі жүзеге асыру саласында да табысқа жетудің кепілі болып табылады. Сонымен қатар, фильмнің тіл мен мәдениетті лексикалық байытуға әсері туралы әңгіме жұмыстың ең тиімді әдісі болып табылады.

Мақала авторлары әр кезеңде ұлттық-мәдени ерекшеліктерді ұғыну және оларды ана мәдениетінің ерекшеліктерімен салыстыру үшін жұмыс істеу қажет екендігін талдайды, өйткені көркем фильмдер «мәдениетаралық қарым-қатынастың әр түрлі жағдайларында адамдардың мәдени болмысы мен мінез-құлқының ерекшеліктерін салыстыруға» негізделген талдауға үлкен мүмкіндік береді. Біз мәдениеттер диалогы – бұл тек қана сұхбаттасушылардың айырмашылығы ғана емес, сонымен қатар оларды жақындастыратынын іздеу екенін ұмытпауымыз керек. Сондықтан, көркем фильмді талдау кезінде тек қана айырмашылықтарды ғана емес, сонымен қатар өнердің шынайы туындысын бір ғана халықтың немесе бір елдің ғана емес, бүкіл әлемдік қауымдастықтың мәдени мұрасымен жасайтын жанасу нүктелерін табу маңызды.

Түйін сөздер: шынайы көркем фильмдер, шетел тілін оқыту, мәдениетаралық диалог, кіші мәтін.

Le Moli Francesco¹, A.Murtaza², Y. Chukubayev² 

¹Università degli Studi di Parma, Italy, Parma

²al-Farabi Kazakh National University, Kazakhstan, Almaty,
e-mail: murtaza.alma@mail.ru

The concept and the essence of academic mobility of students

Abstract. The article discusses the theoretical foundations of academic mobility of students. The concept of determining the academic mobility of students is clarified. The author characterizes the types of academic mobility of students, reveals the features of their organization in universities. The subjects of academic mobility of students and certain requirements for them are identified. The analysis of the tasks of organizing academic mobility of students facing Russian universities, as well as different types of activities for teaching students under the program of academic mobility, are presented. In legal acts and statutes of universities (MSU. Academic mobility is considered as the movement of someone related to education for a certain (usually up to a year) period to another educational institution (in their home country or abroad) for training, teaching or research, after which the student, teacher or researcher returns to their primary educational institution. This concept is not associated with emigration or a long period of study (work) abroad.

Key words: Academic mobility of students, European Higher Education, globalization, types of academic mobility, virtual mobility.

Introduction. Academic mobility is considered within the framework of the Bologna process as a prerequisite for the formation of the European Higher Education Area. One of the main directions of the Bologna process is to increase the level of academic mobility - an educational exchange of students, teachers, researchers and university administrators. In recent years, academic mobility, according to V. A. Galichin, is recognized as one of the effective tools to improve the quality of human capital. With the development of globalization, the exchange between countries in the field of science and education is growing rapidly. This helps to expand and strengthen interethnic cooperation in this area, enhancing the competitiveness of national education systems (Galichin V.A., 2009).

Literature Review. The provision on the importance of mobility is always present in Bologna documents. In our study, to disclose the concept of academic mobility, we relied on such documents of the Bologna process as the Magna Carta of Universities (Gafunova N.V, 2010), the Sorbonne Declaration (Bogoslovsky V.I, 2007), the Bologna Declaration (Martylenko O.O., 2016), the Berlin Communiqué (2003), Appendix to Recommendation No. R.

Committee of Ministers of the Council of Europe to Member States on Academic Mobility (Strasbourg, March 2, 1995), London Communiqué.

An analysis of a number of publications on academic mobility allows us to conclude that different authors interpret this concept differently.

V. I. Bogoslovsky, S. A. Pisareva note that the development of academic mobility of Russian students, teachers and administrators is one of the most important areas of Russia's entry into the Bologna process, along with the introduction of a multi-level system of higher education and a credit-module education system, modernization of the state a system of guaranteeing the quality of education and the development of intra-university systems for managing the quality of education and new formats of documents on education.

O. O. Martylenko defines academic mobility as an opportunity for students (first of all), teachers, administrative staff of universities to move from one University to another in order to exchange experience, to obtain those opportunities that are somehow unavailable in their University, to overcome national isolation and acquire a pan-European perspective.

N. S. Brinev, R. A. Chuyanov under academic mobility understand the period of study of a student in a country of which he is not a citizen. This period is limited in time; it also implies the return of the student to his country upon completion of studies abroad.

Academic mobility is one of the key ideas of the Bologna process, despite the numerous problems that arise in its implementation.

The organizational conditions are referred to in the Annex to the recommendations of the Committee of Ministers of the Council of Europe (Strasbourg, 2 March 1995, I (95) 8) in particular, it is noted that “academic mobility implies a period of study, teaching and / or research in a country other than the country of residence of the student or member of the academic staff. This period shall be of limited duration, with provision for the student or staff member to return to his or her home country after the completion of the designated period. “ Thus, there are two main conditions: a limited duration of stay in the University of another country; return to his native country.

In legal acts and statutes of universities (MSU). Academic mobility is considered as the movement of someone related to education for a certain (usually up to a year) period to another educational institution (in their home country or abroad) for training, teaching or research, after which the student, teacher or researcher returns to their primary educational institution. This concept is not associated with emigration or a long period of study (work) abroad.

On the basis of the analysis of the definitions given in the works of such authors as O. O. Martynenko, S. A. Pisarev, V. I. Bogoslovsky, V. N. Chistokhvalov, Ya. ya. Klementovichus, V. A. Galichina, we can distinguish one common feature of academic mobility-temporary training in other universities.

We have clarified the definition of academic mobility of students. This form (one form) of students associated with transferring to another University for a limited time period, with return to base school for completion of training.

V. I. Bogoslovsky, S. A. Pisareva note that the phenomenon of academic mobility is extremely diverse and can be classified on different grounds. Thus, V. I. Bogoslovsky,

S. A. Pisareva distinguish mobility on such grounds:

- on its subjects-teachers and students;
- on its objects-academic, research (for students); professional development (retraining), exchange of experience (teaching), research (for teachers and students);
- according to the forms of realization of the real, the virtual (physical);

- on the space of implementation-regional, inter-regional, international.

In the Bologna process, there are two types of academic mobility: “vertical” and “horizontal”.

Under vertical mobility mean full training of the student on degree in foreign higher education institution, under horizontal - training there, within the limited period (semester, academic year).

S. A. Tyrtu, who studies the formation of virtual mobility of higher school teachers in the process of professional development, notes that the virtual form of mobility implies the ability to study, teach and / or engage in scientific research in another educational institution through remote and telecommunication technologies.

O. O. Martynenko draws our attention to the fact that the term “direct mobility” is usually understood as the movement of students, postgraduates, teachers and researchers of their country abroad, respectively, “reverse mobility” - the movement of foreign citizens with educational and research purposes in their country.

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The analysis of works of V. I. Bogoslovsky, V. A. galichin, O. O. Martynenko on the problem allows to specify features of academic mobility of students. The main subjects of academic mobility are:

- students of all cycles of higher education (bachelor, master) and graduate students;
- graduates of the first and second cycles of higher education;

Researchers call certain requirements to subjects:

- a student must come to a foreign University for an internship on mobility programs;
- fluency in either English or the language of the host country.

V. I. Bogoslovsky writes that in the case of a one - year internship, universities are recommended to teach foreign students the first semester in English, and the second-in the language of the host country, but this is likely to be acceptable only for exact Sciences and engineering education, and even then in the case of using related languages.

In turn, this raises the question of the organization of in-depth study of English in all Russian universities, not only language or Humanities.

Thus, academic mobility is an extremely important process for personal and professional development, since each of its participants is faced with the need to solve life situations and simultaneously analyze them from the standpoint of their own and another, different culture.

Different authors classify academic mobility ac-

ording to different indicators, but in the context of our study it is necessary to distinguish three types of academic mobility of students: spatial (or physical); virtual; complex (combined). Virtual mobility is a convenient form of academic mobility by means of distance technologies. Spatial (or physical) involves full-time study in an educational institution. Integrated (combined) - full-time education at the University, using the communication capabilities of ICT.

The content and forms of academic mobility of students are determined by its purpose and objectives.

Academic mobility allows students, the researchers note, to achieve a range of goals and meet a range of needs. Goals and needs can be extremely diverse and can be both rational (mastering new competencies) and emotional (moving away from parents).

V. I. Bogoslovsky believes that the main tasks of mobility today are to give the student the opportunity to get a versatile European education in the chosen direction of training, to provide access to recognized centers of education and science, where the leading scientific schools were traditionally formed, to expand the student's knowledge in all areas of European culture, to instill in him a sense of a European citizen.

V. A. Galichin believes that mobility is also important for solving other problems. It is necessary for personal development, increasing knowledge and creating employment opportunities for people. It provides an opportunity to accumulate new knowledge, learn from different teachers and test yourself, your suggestions and competencies in new situations. Mobility promotes language learning. It is impossible to overestimate the importance of learning foreign languages as a means of European integration and development of citizenship, as well as for the functioning of the single market of educational services.

T. A. Fuselova rightly observes that not every environment in the University, creates conditions for formation of professional mobility of the student. Thus, the question arises about the need to create conditions in the University for preparing young people to enter into social relations, building a life and professional career.

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Rector of Moscow state University named after M. V. Lomonosov V. A. Sadovnichy writes that students engaged in academic mobility are sent to partner universities for: training in the framework of joint programs of double diplomas (degrees); included training

within the framework of interuniversity cooperation (without the issuance of a second diploma), including within the framework of academic exchange programs; internship (including language); training (research, production) practice; participation in summer schools (semesters).

In turn, E. V. Kuzevanova notes the need to form a research position of the student. The effectiveness of the process of forming a research position is due to the need to create a research environment, which is a system of pedagogical conditions.

Thus, the training of students under the academic mobility program includes different types of activities:

- educational;
- research;
- collection of research material;
- experimental;
- work in foreign laboratories;
- study of foreign experience of outstanding scientists of the world.

It should be noted that universities, in turn, also face the task of organizing the academic mobility of students. Consider some of them.

V. I. Bogoslovsky, S. A. Pisareva consider the following tasks of the University on the organization of academic mobility.

- introduction of a network of national information centres for academic recognition and mobility;
- introduction of credit transfer system;
- diploma Supplement.

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O. O. Makarenko notes that the minimum required range of tasks of mobility management should be as follows.

- inform;
- assistance in adaptation of the participants to the mobility;
- normative and methodological support of mobility;
- fundraising.

In accordance with these key objectives, it is advisable to form the organizational structure of the unit that provides mobility. Consider each of the above tasks in more detail.

The development of a system of informing the University about the opportunities and problems of academic mobility should be one of the main measures to support and develop mobility. To do this, it is recommended to hold seminars on certain grant and exchange programs, meetings with representatives of embassies on training abroad. The website of the University should have a page with

information about all current grant and exchange programs.

To enhance the effectiveness of the implementation of mobility, it is recommended to maintain a database for all students participating in the programs. - trouble. The availability of such a system will allow for more effective monitoring of academic mobility.

The development of intra-University legal and regulatory support for academic mobility should become one of the obvious priorities in the direction of the development of academic mobility. Intra-University regulations should be characterized by unambiguity, clarity and certainty, contained provisions and recommendations, which should clearly describe the algorithms of actions of participants. The most important issues of normative and methodological support of mobility include the development of joint programs with foreign universities, the formation of individual plans and training programs for "mobile" students.

An effective system of financing is an equally important factor in the development of academic mobility in the University. This task can be solved at the expense of the raised funds, for which it is necessary to establish work on the search for grants, credit programs and subsidies for mobility.

Thus, universities face difficult tasks at first glance, the solution of which requires serious changes in the University itself.

As a result of the analysis of works of V. A. Galichin, V. I. Bogoslovsky,

O. O. Martynenko it is possible to allocate the General circle of the tasks necessary to solve at the organization of academic mobility at the level of higher education institutions:

- creation and development of a grant system for students and teachers;

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- improvement of organizational mechanisms and intra-University normative and methodological support of academic mobility;

- to ensure maximum awareness of students about the content of education in countries and specific universities;

- promotion of foreign languages, international relations and country studies;

- the integration of study abroad with curricula of higher education;

- maintaining cooperation between universities;

- creation of infrastructure to support foreigners;

- creation of necessary social and living conditions;

- development of intra-University mobility assessment system;

- organization and holding of competition for participation in academic exchange programs.

Only as a result of the implementation of such an educational policy will students become full participants in academic mobility, the quality, attractiveness and competitiveness of educational programs will be ensured.

Academic mobility is the movement of students and teachers of higher education institutions for a certain period of time to another educational or scientific institution within or outside their country for the purpose of learning or teaching.

Students participating in academic mobility programs are usually divided into two groups: so - called freemovers-students who go to other educational institutions on their own initiative on a self-financing basis, and program students who are participants in student exchange programs based on any Department, faculty, educational institution or organizations at the national level (for example, such as Erasmus, Nordplus or Fulbright program). At present, the Erasmus exchange program, which has already become traditional for European students and teachers (which implies such movements), has been supplemented by an element of virtual mobility, or Virtual Erasmus, thanks to which students from different countries can study together without leaving their homes.

General information. According to data published by the Organisation for economic co-operation and development (OECD), the mobility of students from different countries has increased significantly over the past four decades, from 250,000 students in 1965 to approximately 3.7 million in 2011. This statistic characterizes the academic statistics of students from different countries who seek to get abroad not just a short-term experience of studying abroad, but also education as a whole. According to UNESCO research, more than 2.7 million students study outside the countries of which they are citizens. Students from Asian countries make up the largest proportion of all students enrolled in educational institutions abroad. This proportion reaches 45% of the total number of international students in OECD countries and 52 % of the total in non-OECD countries.

Academic mobility is the movement of students or teachers-researchers for a certain academic period (including the passage of educational or industrial practice), usually a semester or an academic year, to another higher education institution (within the country or abroad) for training or research, with the mandatory transfer in the prescribed manner of the

mastered educational programs in the form of credits in their University.

There are external (international) and internal (national) academic mobility. External academic mobility is understood as the training of students in foreign universities, as well as the work of teachers-researchers in foreign educational or scientific institutions. Internal academic mobility is understood as the training of students, as well as the work of teachers-researchers in leading Kazakh universities.

Academic mobility differs from traditional foreign internships, first of all, in that, firstly, students go to study abroad, albeit for a limited, but long time – from semester to academic year, and, secondly, during such internships they study fully, not only learn the language and familiarization of individual disciplines, but pass a full semester or a year course, which is credited to them upon return to the basic University. “Basic University” we call the University where the student entered, and whose diploma he originally wanted to get. This means that any student who meets the selection criteria has the opportunity to leave for 1 semester or 1 year under the academic mobility program.

Who can participate in the mobility program?

In the academic mobility program, as a rule, students of 2-3 courses of study take part, as in the first year they study mainly General subjects that do not require departure. In the last year of study, it is required to pass an internship and write a thesis, which makes it impossible to participate in the mobility program.

What is required to participate in the program? Are there any special requirements for students? In order to participate in the program, You must be a full-time student, have “good” and “excellent” grades and apply to participate in the competitive selection of students for academic mobility programs.

In addition, if You want to travel to one of the foreign countries, you need a good command of a foreign language, usually English. Where can I go? The student actually has the right to choose any higher education institution in the territory of the Republic of Kazakhstan or abroad, which will ensure the transfer of credits (i.e. grades for courses).

In addition, the University has signed cooperation agreements with more than 40 higher education institutions around the world (including the Russian Federation, Poland, the Czech Republic, Switzerland, the United States, etc.). When choosing a University from the list of partners, the application process is significantly simplified, and the chances of a positive answer increase. More details about the list of partners can be found on the official website of

the University www.kuef.kz under International cooperation.

What does participation in the academic mobility program give me?

Academic mobility programs are a chance to broaden your horizons, to visit another country, to get a unique experience of studying in a higher educational institution of another state. All this will not only make new friends and get a lot of impressions, but also to increase their competitiveness in the future.

What will happen to my studies at the University during the period when I leave for the academic mobility program? Before the student leaves, a lot of work is carried out to coordinate the courses that he will take at the host University, so that they coincide with those studied at the sending University.

All You need is to successfully master the program of the host University, pass the session, after which an academic certificate will be issued with grades in the subjects passed. Upon returning to the University, your grades will be counted, and if there are any subjects that You have not passed – they will need to be passed in the summer semester.

How do I pay for the programs of academic mobility?

The amount and procedure of payment are determined individually for each student. This is primarily due to obtaining the consent of the host University, as it will determine the order of payment for training. Some partner higher education institutions agree to accept students free of charge, others with partial or full tuition fees.

In addition, the student, of course, should provide for the costs of flight to the country of passage of the program, accommodation and additional personal expenses.

Barriers

Most students participating in academic mobility programs face difficulties in both their daily lives and academic activities. For example, researchers Sanchez, Fornerino and Zang surveyed 477 students who were studying in the United States, France and China at the time. The results of the survey show that students who studied in these three countries faced family, financial, psychological and social difficulties. Psychological barriers and difficulties are associated with aspects of student life such as homesickness or fear of a new environment and social environment. Social difficulties usually refer to problems in communicating with family and friends. The level of students' feelings about certain difficulties differs in each case.

Specific difficulties await students participating in academic mobility programs using the credit sys-

tem (credits). The study conducted by klar and Ratti focuses on the insufficient level of recognition in the sending universities of semesters spent by students abroad, and received abroad credits (credits). Students participating in academic mobility programs using the credit system (credits), during training, also tend to face the fact that they do not know the educational systems of other countries, the difference in the structure of curricula, the time of examination sessions. In addition, the insufficient level of knowledge of a foreign language is considered another significant barrier to the academic mobility of students, not only those who are enrolled in programs using the system of credits (credits).

Female students participating in academic mobility programs face a number of specific challenges due to their gender role. Female students, especially at an older age, are bound by certain obligations. For example, having a partner and children has a significant impact on the academic mobility of female students. Some conclusions from interviews conducted with scientists from Bulgaria and Poland confirmed the great importance of personal and family relationships for the academic mobility of female students, either as a barrier or as an incentive.

The program of academic mobility

* Fellowship Program for Studies in the High North (Norway)

• FIRST (Finland)

* Erasmus Mundus

* DAAD (Germany)

• North to North

* Quota program (Norway)

* Barents Plus

* Tempus

Academic mobility of researchers

Switzerland, where 57% of scientists are foreigners, is the country with the highest proportion of foreign researchers. Between 30 and 50% of foreign researchers work in Canada, Australia, the USA, Sweden and the UK. In the Netherlands, Germany, Denmark, Belgium and France - from 10 to 30%. In Brazil, Spain, Japan, Italy and India-less than 10%. Switzerland and India are among the countries with the highest proportion of their researchers who move to work in other countries.

Academic mobility program-Semester at a foreign University in KazNU

International academic mobility of students of KazNU.al-Farabi is one of the main conditions for the formation of high-quality modern specialists, competitive in the domestic and international labor market. The objectives of KazNU academic mobility are training, exchange of experience, improvement

of the quality of research, transformation in the academic environment and the study of culture and traditions of other countries.

Austria, Belgium, Bulgaria, great Britain, Germany, Greece, Denmark, Ireland, Spain, Italy, Cyprus, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Finland, France, Czech Republic, Sweden, Estonia, USA, etc.

I went to Italy in autumn 2015 under the program «Academic Mobility», which is provided by the Ministry of education and culture of Kazakhstan. Few people know about the conditions and selection criteria. In fact, the Department of the University selects candidates according to the specified criteria, after which the candidates write a language test. I passed Italian, then defended myself and applied for a visa to the Italian Embassy. Passed the qualifying round, got on the list and got a place in Italy. The number of students from Almaty and Astana dominated. There are two reasons: there are fewer universities in other cities and students there are not aware of this program.

I think three factors helped me: knowledge of Italian, academic performance and a successful interview at the Embassy.

Most difficult of all was the hassle with documents, certificates and other bureaucracy, which took two weeks. There were also many questions about the University and subjects. I had to confirm the subjects for the next semester and explain to the professors the Italian system of assessment of knowledge, so that my scores were correctly translated at the end of the semester. Exhaled only after obtaining a visa and approval of the University. During the flight, I looked out the window, feelings were mixed: I did not know what to expect and how everything would be.

Thanks to my Hobbies and knowledge of Italian, I felt that I was in my environment.

Adaptation passed quickly, one week sufficed. Thanks to the study of Italian, there was no sense of discomfort. Plus there cultivate my favorite Hobbies: art, classical music, poetry. European appearance helped to merge, others took for local. The first week seemed mysterious; I didn't know how it worked or what to do. Because of the binding to the faculty of Economics, I had to wander around the city, looking for a Department to be enrolled in the University. The next problem was that foreigners were not issued student cards due to the lack of a residence permit. Only after additional expenses and a walk around the city, I received a student card and became a full-fledged student of Pisa.

The first shock was how much smoke there is. Everywhere I go, tobacco smoke follows me. 90% of

students smoke tobacco products on a regular basis. I was also surprised that people save a lot. For example, smoke cigarettes, and most of the cars at the mechanics (to save on gasoline and motor oil). Few people knew about Kazakhstan – this was more expected. Before the beginning of study I thought that classes will be held in English. When I came to the first lecture, and suddenly it was all in Italian, my eyes popped out of their sockets. At first I did not understand what was happening, then I got used to it.

The whole semester consisted of funny moments. For example, when they found out that I was a foreign student. So I sit on the pair on the subject of «Modern history»; the teacher talks about the agricultural system in the USSR, but can not pronounce the words «collective farm» and «state farm». Then suddenly from the audience a student from Kazakhstan loudly and confidently utter these words. Also faced with the famous «punctuality» of Italians. The exam was scheduled for eight in the morning. I went to the University in the bitter cold, came half an hour earlier. The other students didn't arrive until an hour later, and the teacher never showed up. And here is through three hours emerges our teacher and with secure the face of is beginning to exam.

European students have a different attitude to study: once they come for a couple, it means they want to get knowledge, and not to register for attendance.

During the semester I noticed several significant differences between universities. If the Treasury give points for attendance, then in Pisa for what you came to class, no one will put you an assessment. At lectures, students take notes of the material, as this is the only way to gain knowledge and prepare for exams. In Europe, if you study, you do it responsibly, take the maximum knowledge. I remember going to a special hall where they prepare for exams, and was surprised that in this giant room there are no seats. Students prepare in advance, realizing that the classes have a large amount of materials and need to be well prepared for exams.

The level of teaching is different. In Kazakhstan, often negligent attitude of the teacher to lectures. The Professor may have a personal dislike for the student, I think many students have encountered this. In Europe it is simpler, teachers come only to teach and do the work which gives knowledge. No one used blanks, teachers just took the microphone, walked around the audience and told interesting lectures.

In Kazakhstan, it is enough just to go to University and get a diploma; I think this is the depreciation of higher education in our country.

We often have a diploma-just a piece of paper. Most students just want to close the session; they don't care about the specialty. You do not need to be an expert to understand the wrongness of this approach to learning. A person goes to UNIVERSITY to get knowledge for the future profession. In Europe, not everyone gets to go to University. They graduate from colleges or special courses; for example, a waitress or a mechanic is required to complete courses before starting work.

I would recommend an exchange program to anyone who wants to test life skills and get out of their comfort zone.

The experience is enormous. The semester was held in a chic University, where knowledge was given at the highest level, and the aesthetics of the city pleased every day. Thanks to the Schengen zone, I still managed to travel to neighboring countries. The exchange program is good because a person tries himself in another place and conditions, checks the character. It was the most intense six months in my life, which changed the idea of the world, gave a lot of impressions and information, and even strengthened the love for home.

That was in 2012, January. We took a group of students by academic mobility program to the New York Language School. We were very impressed with the English teacher, exactly his teaching method. Grammarian – Jason Lewin, taught us by reading rap.

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Ли Моули Франческо¹, А. Муртаза², Е. Чукубаев²

¹Пармский исследовательский университет, Италия, г. Парма

²Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы,

e-mail: murtaza.alma@mail.ru

Концепция и сущность академической мобильности студентов

Аннотация. В статье рассматриваются теоретические основы академической мобильности студентов. Уточняется понятие определения академической мобильности студентов. Автор характеризует виды академической мобильности студентов и раскрывает особенности их организации в вузах. Определены субъекты академической мобильности студентов и определенные требования к ним. Представлен анализ задач организации академической мобильности студентов, стоящих перед вузами, а также различных видов деятельности по обучению студентов по программе академической мобильности.

Подробно рассматривается внешняя (международную) и внутренняя (национальную) академическая мобильность. Под внешней академической мобильностью понимается подготовка студентов в зарубежных вузах, а также работа преподавателей-исследователей в зарубежных образовательных или научных учреждениях. Под внутренней академической мобильностью понимается подготовка студентов, а также работа преподавателей-исследователей в ведущих казахстанских вузах. Академическая мобильность отличается от традиционных зарубежных стажировок, во-первых, тем, что студенты выезжают учиться за рубеж, пусть и на ограниченный, но длительный срок – от семестра до учебного года, а, во-вторых, во время таких стажировок они не только изучают язык и знакомятся с отдельными дисциплинами, но и проходят полный семестр или годичный курс, который зачисляется им по возвращении в базовый вуз. «Базовым университетом» мы называем университет, в который поступил студент и чей диплом он изначально хотел получить. Это означает, что любой студент, отвечающий критериям отбора, имеет возможность выехать на 1 семестр или 1 год по программе академической мобильности.

Ключевые слова: академическая мобильность студентов, типы академической мобильности, Европейское высшее образование, глобализация, виртуальная мобильность.

Ли Моули Франческо¹, А. Муртаза², Е. Чукубаев²

¹Парм зерттеу Университеті, Италия, Парма қ.

²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,

e-mail: murtaza.alma@mail.ru

Студенттердің академиялық ұтқырлығының тұжырымдамасы және маңыздылығы

Андатпа. Мақалада студенттердің академиялық ұтқырлығының теориялық негіздері қарастырылады. Студенттердің академиялық ұтқырлығын анықтау ұғымы нақтыланады. Автор студенттердің академиялық ұтқырлығының түрлерін сипаттайды және олардың ЖОО-да ұйымдастырылу ерекшеліктерін ашады. Студенттердің академиялық ұтқырлығының субъектілері және оларға белгілі талаптар анықталды. Жоғары оқу орындарының алдында тұрған студенттердің академиялық ұтқырлығын ұйымдастыру міндеттеріне, сондай-ақ академиялық ұтқырлық бағдарламасы бойынша студенттерді оқыту бойынша әр түрлі іс-әрекеттерге талдау жасалынды.

Ол сыртқы (халықаралық) және ішкі (Ұлттық) академиялық ұтқырлықты қарастырады. Сыртқы академиялық мобильділік деп студенттерді шетелдік жоғары оқу орындарында даярлау, сондай-ақ оқытушы-зерттеушілердің шетелдік білім беру немесе ғылыми мекемелердегі жұмысы түсіндіріледі.

Ішкі академиялық мобилділік деп студенттерді даярлау, сондай-ақ жетекші қазақстандық жоғары оқу орындарында оқытушы-зерттеушілердің жұмысы түсіндіріледі. Академиялық ұтқырлық дәстүрлі шетелдік тағылымдамалардан ерекшеленеді, біріншіден, студенттер шетелге оқуға баратынымен, шектеулі, бірақ ұзақ мерзімге-семестрден оқу жылына дейін, екіншіден, мұндай тағылымдамалар кезінде олар тілді оқып қана қоймай, жеке пәндермен танысады, сонымен қатар базалық ЖОО-ға қайтып келгенде толық семестрден немесе жылдық курстан өтеді. Студент оқуға түсіп, ойлаған дипломына ие болатын университетті – «базалық университет» деп атаймыз.

Түйін сөздер: студенттердің академиялық ұтқырлығы, академиялық ұтқырлық түрлері, еуропалық жоғары білім беру, жаһандану, вертуалды мобилділік.

T. Muravska¹, L.A. Medukhanova² , A.Zh. Bekmurza²

¹Business Administration, Riga Stradiņš University, Latvia, Riga

²Al-Farabi Kazakh National university, Kazakhstan, Almaty,
e-mail: medukhanova.l@gmail.com

PROBLEMS OF DEVELOPMENT AND EFFECTIVE USE OF HUMAN CAPITAL IN DEVELOPING COUNTRIES

Abstract. The article discusses main problems of development of human capital in developing countries. The main purpose of the article is to identify problems of effective use of human capital in developing countries. The relevance of the article is to justify the economic content of human capital, to analyze the basic indicators and indices of human capital development in developing countries in comparison with other countries of the world, to make a comparative analysis of the problems of effective use of human capital by countries, and the World Bank's role in the development of human capital. The article identifies problematic issues of projects for the development of human capital. The general methodological basis of the article is the general scientific methods of knowledge used for the theoretical analysis of economic phenomena. The results of the study confirm the need to make additions to human capital development programs and the need to create conditions and factors for its effective development in order to create an innovative economy of the future. The ways of improving human capital development programs are proposed.

Key words: human capital, developing countries, human capital index, efficient use of human capital, integrated assistance.

Introduction. The last two decades of management science have passed under two banners: “innovation” and “human resources”. This time can be characterized by a complication of the external organizational environment, a sharp increase in the pace of its change and fiercer competition in world markets. All these phenomena required the search for hidden reserves and new ways to increase efficiency. Thus, the concept of human capital and its theory arose in the second half of the twentieth century, as a response of economic science to the challenges of the time, to the accelerated formation of an innovative economy, post-industrial and information societies. The role of specialists and workers of intellectual labor in the modern economy has grown tremendously. The role and share of unskilled labor, on the contrary, has decreased and continues to decline with the beginning of the formation of a knowledge economy. It is the “human resource” or “human potential” that has become the resource that hides the largest reserves for increasing the efficiency of the functioning of a modern organization. “Human capital” has come

to be seen as a more important object of investment than factories, equipment, technologies, etc.

Besides, the development of a modern economy, increasing its competitiveness is impossible without the accumulation and development of human capital, since the foundation of the transformation of the economic system into an innovative economy is human capital. In this regard, the level of development and the efficient use of human capital is of paramount importance.

Literature Review. This research aims to identify the problems of effective use of human capital in developing countries in the framework of South Asian developing countries. The general methodological basis of the thesis is the general scientific methods of knowledge used for the theoretical analysis of economic phenomena. Economic and statistical research methods, comparison, dialectical methods of cognition of the phenomenon from general to particular are also used.

There is a large body of literature that has revealed that one of the most important factors of economic growth is human capi-

tal (Pelinescu, 2015: 184-190). The economist Fisher bluntly stated that «wealth in the broadest sense includes people» (Fisher I, 1906: 168)

Caring for economic growth, governments prefer to invest in real capital – new roads, beautiful bridges, shining airports and other infrastructure. Investing in human capital, defined as the health, knowledge, skills, experience and habits of people, usually interests them much less. This is wrong, since neglect of investment in human capital can drastically weaken a country's competitiveness in a rapidly changing world – a world in which more and more highly qualified specialists are required to ensure sustainable economic growth.

Scientists are well aware of the diverse benefits of improving the quality of human capital. However, their knowledge did not translate into a compelling call to action for developing countries. One of the obstacles is the lack of convincing data that would clearly demonstrate the profitability of investing in human capital not only to ministers of health and education, but also to heads of state, ministers of finance and other influential officials in different countries of the world. That is why the human capital index, calculated for different countries, can stimulate growth in the volume and efficiency of investment in people.

Over the past thirty years, the difference in life expectancy in rich and poor countries has begun to decline gradually. The coverage of school education has expanded many times. It should be noted that the degree of development of human capital varies greatly between countries and regions, while some people have the opportunity to receive free, high-quality education, a medical examination, others cannot satisfy their basic needs for food and housing. In the recent decade, the management of organizations has found that human resources have the greatest importance in gaining sustainable competitive advantage and efficiency (Pasban, 2016: 249-253).

Next, we consider the problems of human capital

development in developing countries using the example of South Asian countries.

Material and Methods. The South Asian region is unique in the world. According to the World Bank classification, it includes eight countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. These countries have historical, political, social and cultural ties that unite them with each other. They also have the largest workforce available to its industries and the largest pool of educational and research institutions. Political uncertainty, poor governance, corruption, human rights violations, poverty and a poor investment climate are important factors that cannot be ignored when discussing national policies and practices in the field of human capital development in the context of South Asian countries.

In order to compare the degree of development of human capital by country, it became necessary to create a quantitative assessment of human resources. One of such indicators is the Human Capital Index, which was developed by the World Bank and is used to characterize the state of human capital by country, draw conclusions on the results of work and create new projects to improve the quality of human capital. The first version of the human capital index was published at the IMF and WBG annual meetings in Bali, Indonesia, in October 2018. This simple cross-country metric is expected to attract the political attention needed for actions aimed at investing in human capital around the world.

For a comparative analysis, the Human Capital Indices of countries occupying the five first and last places are presented according to the rating presented by the World Bank. The results of South Asian countries are also shown in Table 1. According to the World Bank, it can be concluded that South Asians are not able to realize 50% of their potential, Sri Lanka is the most developed country in terms of human capital, where the indicator exceeded half (World Bank, 2018) – Table 1:

Table 1 – Human Capital Index of developing countries in South Asia in comparison with the first and last five countries of the world for 2018*

| № | Country | Human Capital Index, HCI |
|---|----------------------|--------------------------|
| 1 | Singapore | 0.88 |
| 2 | Korea, Rep | 0.84 |
| 3 | Japan | 0.84 |
| 4 | Hong Kong SAR, China | 0.82 |
| 5 | Finland | 0.81 |

| № | Country | Human Capital Index, HCI |
|-----|-------------|--------------------------|
| ... | | |
| 1 | Sri Lanka | 0.58 |
| 2 | Nepal | 0.49 |
| 3 | Bangladesh | 0.48 |
| 4 | India | 0.44 |
| 5 | Afghanistan | 0.39 |
| 6 | Pakistan | 0.39 |
| ... | | |
| 1 | Liberia | 0.32 |
| 2 | Mali | 0.32 |
| 3 | Niger | 0.32 |
| 4 | South Sudan | 0.30 |
| 5 | Chad | 0.29 |

*Note: Compiled by the authors based on data provided in source (World Bank, 2018).

There are many problems that impede the development of human capital in the countries of South Asia and they appear in each country differently.

There is a specific problem which occurs especially three countries of South Asia.

Fertility growth at an accelerated pace affects the quality of human capital. This reduces per capita availability of existing facilities such as sanitation, jobs, sewage, water supply, housing, hospitals, education, food supply, etc. India is the largest country in South Asia. As of January 2020, 1,388 million people live in India, which is 17.87% of the total population of the earth. Other countries in South Asia with a large population: Pakistan – almost 208 million (2.67%) and Bangladesh – almost 170 million (2.19%).

Results and Discussion. The remaining problems below are manifested in all countries of South Asia, especially in India, Bangladesh, Sri Lanka and Afghanistan.

1. Nutrition and food shortages. Due to a large population growth of 1.2% in 2019, India faces such a problem as food shortages. This represents 22% of the disease burden in India and negatively affects economic growth with an estimated adult productivity loss of 1.4% of GDP. There is no access to drinking water, due to which about 200 thousand people die every year (World Bank, 2018).

Bangladesh faces one of the most serious malnutrition problems. According to data from 2017, 24 million people are starving, 61 million children suffer from malnutrition and other developmental problems. Currently, per capita consumption is only 1850 kilocalories, which is by any standard much lower than the required requirement (World Bank, 2018).

Malnutrition arises from the convergence of poverty, the unfair distribution of food, disease, illiteracy, rapid population growth and environmental risks, exacerbated by cultural and social inequalities.

Afghanistan has one of the highest levels of child malnutrition in the world. About 36.6% of children under the age of five suffer from chronic malnutrition, and women and children suffer from a high level of deficiency of vitamins and minerals (World Bank (Afghanistan), 2019: 56). More than half of Afghan girls and boys suffer from damage to their minds and bodies, which cannot be fixed because they eat poorly in the first two years of life.

2. Lack of health care. In India, government spending on public health is a meager 1.6% of GDP compared to a global average of 6%. Despite impressive fertility rates of 27.6 million people in 2018, infant and child mortality rates are high – 38 and 48 deaths per 1000 children, respectively, 30 to 100 among the adult population while the average life expectancy among the population is 68.8 (135th place in the ranking of UN countries by life expectancy). High mortality is associated with a shortage of specialists. The ratio of doctors to residents is 1: 1700, which is less than the WHO prescribed 1: 1000. The unwillingness of doctors to serve rural areas stems from a sense of professional isolation and inequality in living conditions. There are almost four times more practicing doctors in the city than in rural areas per 10,000 people.

According to 2018 data, life expectancy at birth in Bangladesh is approximately 70 years, slightly higher than the World Health Organization average of 69 years. Despite improved maternal health, Ban-

gladesh still ranks fourth in the world in terms of infant mortality under one year, with approximately 27 deaths per 1000 live births in 2017. Only one in four births occurs in a medical facility, putting both mothers and children at risk. Although infant and child mortality is declining, poor nutrition is a serious public health problem in Bangladesh. Maternal mortality accounts for 176 to 100,000 live births (World Bank, 2018). About half of the children aged 6-59 months suffer from anemia; four out of ten are stunted; and one in three is underweight. Bangladesh has one of the most severe childhood malnutrition problems in the world. Infectious diseases are the leading cause of death and disability in Bangladesh. The country is still among the top ten countries in the world with the highest burden of tuberculosis.

According to the WBG, only 83% of children under the age of five in the country are not stunted. This situation is observed in Sri Lanka. Sri Lanka's Human Development Report showed that 30 percent of the poor in the country account for poor nutrition. Although the country has initiated several programs in this area, the nutritional status of children under the age of five has improved only slightly. For example, studies show that from 2006 to 2016, the percentage of underweight children in the country decreased by less than one percentage point, from 21.1% to 20.5% (World Bank, 2018).

Afghanistan's state budget for basic health services is sufficient to maintain current levels of care. Almost 7% of the population lives at least two hours from the nearest medical facility by any means of transport (Government of Islamic Republic of Afghanistan, 2018: 23). Poor people are generally excluded from public services because they often cannot bear the costs of accessing them (for example, the cost of transport to get to the nearest school or medical facility). The World Bank estimates that for every 50,000 people in Afghanistan there is only 1 doctor, while in the United States this figure is about 1 doctor for every 350 people. Institutions are in urgent need of rehabilitation and there are inadequate supplies of medicines, vaccines, equipment and fuel (World Bank, 2018).

3. The scope of education. According to the IBEF report, the total enrollment rate in higher education in 2016-17 in India was 25.2%, which is lower than in the United States (85.8%) and China (43.39%). The literacy rate in India is only 72%, which is lower than the world literacy rate of 86%, according to a UNESCO report (UNESCO, 2015: 132). The low quality of knowledge suggests that although the average Indian child will receive 10.2 years of formal education, and his quality is equivalent to only 5.8 years of standard

education. Some children studying in the fifth grade do not know how to read and write. Nearly three-quarters of third-grade students in rural India cannot solve the double-digit subtraction example.

Bangladesh spends less than 3% of its GDP on the education sector, which is significantly lower than other countries, given that the average age of the population in 2018 was 25.6 years. The average adult literacy rate is 61.38% in 2018, among youth this indicator is higher and equal to 83.13%. In recent years, there has been a tendency to increase literacy among the female population, an increase in the number of students of girls. The UNESCO Institute for Statistics shows that literacy in Bangladesh still needs to be improved. Approximately 30% of the population aged 15 and over is still trying to successfully read and write. There is also no single curriculum in Bangladesh schools. Studies show that 35% to 40% of students in the country are not able to go to colleges or public universities. Of the 20 million children of primary school age, four million do not attend school and another four million or more drop out before completing primary education (UNESCO, 2015: 132). UNICEF believes that the problem of dropping out of Bangladesh arises from the need for children to help parents with farming, poor teaching methods, crowded classrooms, and an unattractive educational environment. The lack of qualified teachers and poor school equipment in terms of the number of schools, classrooms, libraries and playgrounds are responsible for the poor quality of education in primary schools.

According to a report published by the Ministry of Education of Afghanistan and UNICEF, almost half of Afghan children do not attend school due to factors such as nationwide conflict, poverty and forced marriage of children. This represents about 3.7 million or about 40% of children aged 7 to 17 years who are not receiving education. Girls make up 60% of children skipping classes, while in the most impoverished areas this percentage reaches 85%. The country also needs more female teachers to encourage girls to attend school (Jabarkhail S., Dooley L.M., 2019). In the 21st century, getting a higher education is a dream for women in Afghanistan, a dream that may not come true. The higher education system in Afghanistan also has problems. The percentage of people attending universities in Afghanistan is only 8%, compared with India (18%) and Malaysia (42%), which means that access to higher education is limited. There is also poor quality of abilities, low student rewards, inadequate teaching methods, outdated curricula, poor leadership and student control for those at the university, combined with a huge lack of support and analysis. This has led to the fact that a huge

number of students do not receive and do not acquire the necessary skills necessary for them to make a significant contribution to the working and social environment in Afghanistan or on a global scale. Most teachers in private schools lack qualifications, so they are considered illiterate and inexperienced.

One area where Sri Lanka is performing poorly is quality-adjusted years of study. The expected number of years of schooling for a child born in Sri Lanka today is 13 years, but as a result, after adjusting for quality education, the school index in Sri Lanka drops to 8.3 years, which indicates that almost five years out of 13 do not lead to additional training. According to the Ministry of Education, about half of students do not pass the exam at the general educational level, mainly because of mathematics. Sri Lanka lacks qualified and experienced teachers, mainly due to problems with training, recruitment and placement. Only 35% of the population aged 15 and over have completed secondary education in Sri Lanka and only 13.3% have a university degree (Ranasinghe, J., 2018: 34-38).

Nonetheless, the Sri Lanka HDI is the best in the South Asian region (0.58). However, a figure of 0.58 indicates that Sri Lanka is 42 percent lower than its potential.

The World Bank is facing such challenges in building human capital. A wide range of problems requires a large-scale, diversified approach to solving them. Consider what projects the World Bank has undertaken in selected countries.

Human capital is a priority in South Asia. Sri Lanka, the highest ranked country in South Asia, ranks 74 (out of 157 countries) on the HCI. But overall, South Asia ranks low with high child stunting rates and low-quality education in most South Asian countries. Significant investments are now underway to improve the quality of health and education throughout the region. Bhutan and Pakistan are early adopters of the Human Capital Project.

South Asia is the second-largest region for the International Development Association (IDA), with an IDA18 core allocation of above \$10 billion - \$6.1 billion in fiscal year 2018 and \$4.9 billion in fiscal year 2019. IDA has spurred transformative changes in South Asia. India and Sri Lanka graduated from IDA in 2017. Its goal is to help other South Asian countries reach that goal.

In India, between 2000-01 and 2017-18, IDA helped an extra 33 million students enroll in elementary school (from 156.6 million students in 2000-01 to 189.9 million in 2017-18). Since 1997, World Bank-supported programs have provided treatment to more than 20 million tuberculosis patients, avert-

ing 3.5 million deaths. Since 2000, IDA has helped 36 million people in 40,000 villages gain access to better drinking water.

In Sri Lanka, with IDA support, all public universities and some private higher education institutions now offer courses to equip undergraduate students with the skills they need on the global market (Ranasinghe, J., 2018: 34-38). Existing school libraries have received more than 1,500,000 library books in 3,062 titles in Sinhala, Tamil and English. New libraries got 100,000 book sets. IDA helped redevelop the conflict-affected North and East of Sri Lanka, including the completion of 790 km of rural roads, 49 km of flood storm drainages, four rural water supply schemes, 400 public facilities (such as markets, parks, playgrounds, and cemeteries), and 11 km of rural electrification schemes.

In Bangladesh, the Private Sector Development Support Project has helped attract nearly \$3 billion of investment, generated more than 23,000 jobs, and altered the industrial zone landscape of Bangladesh. In Pakistan, \$198 million was generated in private investment across manufacturing, health and beverage sectors through the Punjab Jobs and Competitiveness Program (World Bank, 2019).

There are also many government programs aimed at developing human capital in each country of South Asia.

In April 2019, Prime Minister Khan of Pakistan launched a flagship program focused on investing in people, reducing inequality, and lifting lagging districts. It uses modern data and technology to focus on the central role of human capital formation for poverty eradication, economic growth, and sustainable development.

At the Pakistan Human Capital Summit in Islamabad in March 2019 held in conjunction with the launch of the Pakistan@100 Report, human capital messages were broadcast nationwide by the media and country leaders. Pakistan@100: Shaping the Future (March 2019) argues that Pakistan's young and growing population of 208 million is its greatest asset. Capitalizing on a demographic dividend will be essential to double the country's productivity.

A joint Bhutan-Nepal Forum was held in Kathmandu in June 2019 to elevate the human capital agenda with political leaders and government officials across different ministries, media and civil society. The Forum sought to craft a vision for human capital development of the two countries. As a result, Nepal announced 22% increase for social sectors next year.

Human Capital National Priority Program (2018) of Government of Afghanistan considers univer-

sal and quality health care services, outcome-based and standardized education programs, market-driven higher education and training programs and efficient, effective social protection programs.

Even if such programs are implemented, there are problems that reduce the effective use of human capital in developing countries.

1. Corruption in the education sector. In Afghanistan, findings on ghost teachers, students and schools as well as the buying and selling of teacher positions have significantly eroded trust in the education sector. Recent reports and surveys on the vulnerability to corruption and girls' education indicate critical governance challenges that range from teacher management to corrupt practices in the recruitment of teachers. Similarly, lack of a rigorous and transparent system for allocation and delivery of resources such as teacher recruitment, delivery of textbooks, and school construction continue to negatively impact the intended outcomes of investments in the sector.

In India, 61% of educational institutions are subject to corruption. India's education system is mired in corruption and a high rate of teacher absenteeism in the country was a key factor for it according to the new global study.

2. Brain drain. Brain drain refers the situation when highly qualified and trained people leave a country to permanently settle in some other country. It is also referred to as 'human capital flight'. Highly educated professional people immigrate to other advanced countries for better opportunities and a comfortable life style.

As economist Aneesh K.A. mentioned, "after independence India is engaged in difficult struggle against poverty. But struggles cannot be launched in papers; they require armies of trained technical know-how and specialists in the field of planned development" (Aneesh K., 2019: 1-26). If, instead of contributing to the prosperity of India, the Indian scientists, research scholars, engineers, doctors and economists immigrate to other countries, it is difficult to see how India can implement her development plans and attain her goal of prosperity. In last decade, brain drain from India is happening at an alarming rate, and the statistics will open your eyes more clearly.

Educated unemployment is one of the most popular forms of unemployment visible in India itself reflects the failure of the government to better utilize the demographic dividend opens exclusively for India (Aneesh K.A., 2016: 359-375). India's high educated unemployment rate is the most important reason for this alarming human capital flight from India. Jobs are not matching the growth in population, and lakhs of graduates remain unemployed every year,

and they have no option to fly to foreign in search of job. Though the government has been implementing industrial liberalization policies since 1991, most of the fiscal and industrial policies are still a pulling factor of the entrepreneurs back from starting a new venture in India. The rampant corruption and no value of talent is the another factor for brain drain in India. Better life style and currency difference also make thinking the talented youngsters roost to foreign countries. In 2018, more than 554 thousand citizens migrated from the country.

3. Unemployment. Even if there are many educational programs, in some countries the quality of education is very low, which cannot provide the labor market with competent specialists. In other countries, governments cannot provide jobs for trained professionals.

For example, the national unemployment rate stands in Afghanistan at nearly 24%, with two million people classified as unemployed, and youth unemployment is nearly 31%. Of those who are employed, only 20% are in secure positions, with the remaining 80% of the workforce having less secure employment. With Afghanistan's burgeoning youth demographic, the labour market is expected to have 1.6 million new entrants in the next five years and lead to the danger of unemployment levels rising further (Government of Islamic Republic of Afghanistan, 2018). The current status of unemployment and underemployment in the country is partially due to the fact that current education policies in Afghanistan are not structured to meet market demand and are unlikely to fit future labour market needs. The competencies of many graduates are not at the level required for entering the workforce and a large share of courses offered are not linked to market demand.

A spectrum of labor and human capital institutions have existed historically (Goldin C., 2014: 5). As we can see, many workers in developing countries still face social problems such as unemployment, low pay and poor working conditions.

Issues related to the labor market constantly torment both the authorities of developing countries and the population. This is not surprising: all sorts of problems in this area are given with acute pain in all directions of the social organism. Here is an incomplete list of the most urgent of them: 1) unemployment, especially youth and especially in single-industry towns; 2) extremely low labor productivity; 3) low wages and high levels of inequality; 4) high proportion and continued growth of the informal sector; 5) educational imbalances (university graduates very often do not work in their specialty or occupy less qualified jobs).

The common denominator is this: the economies of developing countries do not generate enough decent-quality jobs or creates very few of them. To solve the problem, it is only necessary that the economy creates new jobs all the time and everywhere. Then old jobs will be eliminated. Education and qualifications will be used more fully. Informal employment will decrease. Unemployment will decrease, and people will become more mobile. In general, most of the socio-economic problems that are directly or indirectly related to the labor market are beginning to resolve, and there is no other way in nature.

Job creation is a system golden key, which, however, is not so easy to use. The belief that the state will be able to solve this problem manually and with budget money is not even an illusion, but criminal naivety. Therefore, help must come from outside.

The World Bank should consider the link between educational programs and employment, as well as the possible contribution of official development assistance and external borrowing to maintain employment in developing countries. This means that World Bank assistance must be comprehensive so that it can address the side effects of single industry assistance.

How are jobs created? There are only two sources: the creation of new enterprises and the expansion of existing ones. In the countries of Central and Eastern Europe, the first one is the main one: it accounts for 40% to 70% of newly created jobs. Developing countries have a bad situation with both. Enterprises are rarely born and in heavy torment. Grow slowly and reluctantly. The way from an idea to the beginning of its implementation takes years. At the same time, research suggests that the newly created enterprises make the largest contribution to the creation of new jobs. It is at the initial stage of their life cycle that they most quickly generate employment. Old enterprises are often reduced than expanded.

New jobs, as a rule, are more productive, use more modern technologies, require a better education. Replacing old jobs with new ones is one of the most important sources of labor productivity growth.

In developing countries, job creation also means poverty reduction, the normal functioning of cities, and also the creation of prospects for young people that provide them with opportunities for creation, not violence.

“Good work can change a person’s life, and much-needed jobs can transform society as a whole. Job creation should be a priority for governments to promote prosperity and fight poverty in their countries,” said World Bank Group President Jim Yong Kim. “It is very important that governments work effectively with the private sector, which accounts

for 90% of all jobs. Therefore, we need to find the most effective way to stimulate the growth of small enterprises and farms. Jobs give people hope and are the key to peace. Thanks job creation, the situation in countries on the brink of conflict can stabilize”.

Creation of highly productive jobs has the greatest effect on the growth of population incomes, improves the functioning of cities, strengthens the economic ties of countries with world markets, helps protect the environment and increase the role of the population in making socially important decisions.

However, in many developing countries, where the majority of workers are employed in agriculture and self-employment prevails, where the social security system is poorly developed or practically absent, the unemployment rate may be low. In such countries, the majority of the poor have a long working day, but can barely feed themselves. Moreover, violations of fundamental rights are by no means a rare occurrence. That is why providing not only quantity, but also quality of jobs is a vital task.

A three-step approach to solving the employment problem is proposed, which will help governments achieve their goals: firstly, it is necessary to ensure stable fundamental indicators, including macroeconomic stability, a favorable business environment, human resources and the rule of law; secondly, labor relations policies should not be an obstacle to job creation, and should also ensure the protection of interests and access to social assistance for the most vulnerable segments of the population; thirdly, developing countries should determine which jobs are most conducive to development, taking into account the specific circumstances of the country, and remove or neutralize the obstacles to job creation in the private sector.

Conclusion. The modern economy is the economy of effective human capital, which emphasizes its main role in the development of the economy and society as a productive factor. Human capital is becoming the most important factor in the country’s economic growth, the foundation of sustainable economic development. International experience confirms that investments in human capital and, in particular, in education, from early childhood to adulthood, contribute to significant returns for the economy and society, and the country’s economic growth.

Despite unprecedented successes in human development over the past 25 years, serious challenges remain, especially in developing countries.

Human capital development is at the center of the World Bank’s global development strategy. Investing in people is one of the three areas of activity of organizations to achieve the dual goal of eradicating

extreme poverty by 2030 and ensuring common prosperity in all countries.

The “Human Capital Development Project” is a global program of action to accelerate investment in people for the achievement of social justice and economic growth. The World Bank is proud of its contribution to numerous successes in human capital development and initial investment but human resource productivity depends on the availability of tangible

assets, such as infrastructure, equipment, and a stable, efficiently managed economy. For this reason, the World Bank should consider the link between educational programs and employment, as well as the possible contribution of official development assistance and external borrowing to maintain employment in developing countries. This means that World Bank assistance must be comprehensive so that it can address the side effects of single industry assistance.

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T. Muravska¹, Л.А. Медуханова², А.Ж. Бекмурза²

¹ Рижский Государственный университет бизнес-администрирования, Латвия, г. Рига

² Казахский национальный университет им. аль-Фараби, Казахстан, г. Алматы

Проблемы развития и эффективного использования человеческого капитала в развивающихся странах

Аннотация. В статье рассматриваются основные проблемы развития человеческого капитала в прогрессирующих странах. Основной целью статьи является выявление проблем эффективного использования человеческого капитала в развивающихся странах. Актуальность статьи заключается в обосновании экономического содержания человеческого капитала, анализе основных показателей и показателей развития человеческого капитала в развивающихся странах по сравнению с другими странами мира, проведении сравнительного анализа проблем эффективного использования человеческого капитала по странам и роли Всемирного банка в развитии человеческого капитала. В статье определены проблемные вопросы проектов по развитию человеческого капитала. Общей методологической основой статьи являются общенаучные методы познания, используемые для теоретического анализа экономических явлений. Результаты исследования подтверждают необходимость внесения дополнений в программы развития человеческого капитала и выдвигают идеи создания условий и факторов для его эффективного развития с целью создания инновационной экономики будущего. Предложены пути совершенствования программ развития человеческого капитала.

Ключевые слова: человеческий капитал, развивающиеся страны, индекс человеческого капитала, эффективное использование человеческого капитала, комплексное содействие.

T. Muravska¹, Л.А. Медуханова², А.Ж. Бекмұрза²

¹Рига мемлекеттік іскерлік әкімшілік университеті, Латвия, Рига қ.

²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,
e-mail: medukhanova.l@gmail.com

Дамушы елдердегі адами капиталды дамыту және тиімді пайдалану мәселесі

Аңдатпа. Мақалада дамушы елдердегі адами капиталды дамытудың негізгі мәселелері талқыланады. Мақаланың негізгі мақсаты – дамушы елдердегі адами капиталды тиімді пайдалану мәселелерін анықтау. Мақаланың өзектілігі – адами капиталдың экономикалық мазмұнын негіздеу, әлемнің басқа елдерімен салыстырғандағы дамушы елдердегі адами капиталды дамытудың негізгі көрсеткіштерін талдау, елдердің адами капиталды тиімді пайдалану мәселелеріне және Дүниежүзілік банктің адам капиталын дамытудағы рөліне салыстырмалы талдау жүргізу. Мақалада адами капиталды дамыту жобаларының проблемалық мәселелері көрсетілген. Мақаланың жалпы әдіснамалық негізі – экономикалық құбылыстарды теориялық талдау үшін қолданылатын танымның жалпы ғылыми әдістері. Зерттеу нәтижелері адами капиталды дамыту бағдарламаларына толықтырулар енгізу қажеттілігін және болашақтың инновациялық экономикасын құру үшін, оның тиімді дамуы үшін жағдайлар мен факторларды қалыптастыру қажеттілігін растайды. Адами капиталды дамыту бағдарламаларын жетілдіру жолдары да қатар ұсынылған.

Түйін сөздер: адами капитал, дамушы елдер, адами капитал индексі, адами капиталды тиімді пайдалану, кешенді көмек.

E.A. Georgieva¹, K.T. Akimbaeva²,
Zh. A. Askarova² , A. S. Kyzdarbekova²

¹Professor Plekhanov Economics State University, Russia, Moscow,

²Al-Farabi Kazakh National University, Kazakhstan, Almaty,

e-mail: aseta_ks@mail.ru

DIGITAL ECONOMY – AN ELEMENT OF INFORMATION AND COMMUNICATION TECHNOLOGIES

Abstract. Over the past decades, the world has been rapidly moving towards a new type of economy, where digital technologies are becoming the main tool for its formation. Expanding the role of information technology in the private and public sectors is the basis for the transition to a digital state.

The term «digital economy» (digitaleconomy) was first used relatively recently, in 1995, by an American scientist from the University of Massachusetts, Nicholas Negroponte, to explain to colleagues the advantages of the new economy in comparison with the old one in connection with the intensive development of information and communication technologies. The article deals with the concept of the digital economy, its introduction, and the world experience of structural and institutional support for the development of the digital economy. Special attention is paid to the development and implementation of digital technologies in the economy. Based on the studied material, it was concluded that for the application of modern technologies in all sectors of human life, it is necessary to develop appropriate programs that ensure the effective use of digital technologies.

Key words: digital economy, information technologies, digitalization, efficiency, state program, electronic economy, technologies, digital content, foreign experience, Internet.

Introduction. Now we can hear more and more about the rapidly growing role of advanced technologies and innovations. The world is changing, and economic processes are changing with it. With the help of modern advanced technologies, many companies increase the efficiency of production forces and business processes. All this progress affects the well-being of all sectors and spheres of people's life.

The introduction of new innovative technologies is carried out both at the global level and at the local level. This leads to the emergence of huge markets for cellular communications, Internet services, the online gaming industry, and others. New technologies have a transformative effect on some aspects of the activities of established economic entities, which mainly consists in replacing analog mechanisms of operation.

The spread of digital technologies over a long period of time determines the trajectory of economic and social development and has repeatedly led to

drastic changes in people's lives. The formation of the digital economy is one of the priorities for most of the leading economic countries, including the United States, Great Britain, Germany, Japan, and others. As a rule, they are characterized by a long period of implementation of the «digital development agenda» and a succession of priorities - from building a basic information and communication infrastructure to forming a coordinated policy in this area and programs to support the widespread introduction of digital technologies (Tan K.H., Ji G., Lim C.P., Tseng M.-L. Using Big Data to Make Better 2017).

In recent years, another wave of transformation of business and social models has been unfolding, caused by the emergence of a new generation of digital technologies, which, due to their scale and depth of influence, have been called «end-to-end» - artificial intelligence, robotics, the Internet of things, wireless communication technologies, and a number of others. Their implementation is estimated to

increase productivity in companies by 40%. In the near future, it is the effective use of new digital technologies that will determine the international competitiveness of both individual companies and entire countries that form the infrastructure and legal environment for digitalization (Chakpitak N., Maneejuk P., Chanaim S., Sriboonchitta S. 2018).

Literature review. The digital economy will end the dominance of office clerks and other non-material workers and mark the emergence of a new social stratum. The key factor of digital transformation in the activities of market participants is the development of digital culture.

A significant number of scientific papers have recently been devoted to the problems of digitalization of the economy. among them are the works of V. B. Betelin, K. Y. Eremeychuk, G. I. Kudryavtsev, I. V. Sudarushkina, A. A. Kharchenko, E. V. Ustyuzhanina, and others. Among foreign authors, N. Chakpitak, C. P. Martin-Shields, H. Goldstein, M. Pilik, K. H. Tan, and others have contributed to the study of issues related to the digital economy.

For a deep understanding and full awareness of the process of transforming the economy into a digital segment, it is still necessary to determine the phenomenon of «digital economy». Many scientists agree that the very concept of «digital economy» arose in the 90s of the twentieth century. The best ideology of the concept under study in 1995 was designated by Nicholas Negroponte. The digital economy is described by American computer scientists Chakpitak N., Maneejuk P., Chanaim S., Sriboonchitta S. in the form of the following metaphor: the transition from the movement of atoms to the movement of bits.

It is fair to note that a single term has not yet developed. Thus, along with the concept of «digital economy», «electronic economy», «application economy», «new technological way of the world», «creative economy», «API economy» and others are often used. At the same time, it is important to emphasize that the European part of the scientific community is increasingly using the term «digital economy». In turn, the American one tends to be more technologically named – «API economy».

According to Kharchenko A. A., Konyukhov V. Yu. to date, the very concept of «digital economy» is still not fully established. This concept can include anything, including such areas as high-tech manufacturing, software, computer technology, as well as many other modern things, including the provision of electronic services and various Internet services together with Internet messengers.

Russian economist V. Katasonov believes that the Russian hype around the topic of «digital economy» is quite common «companionship». Another hobby.

The digital economy is the activity of economic entities, for which the main factor of production is data in digital form and the processing of large amounts of information. Using the results of this data analysis significantly increases the efficiency of various types of production and services provided.

In theoretical terms, it is also interesting to consider the dual approach to the essence of the concept of the digital economy, formulated by Professor RM Meshcheryakov, which is as follows:

- classic – when the digital economy is considered as an economy based on digital technologies in the field of electronic goods and services (telemedicine, distance learning, media content sales, etc);
- advanced-as an economic production using digital technologies, including the chain of goods and services provided with their help (logistics, Internet of things, industry 4.0, smart factory, fifth-generation communication networks, engineering services, prototyping, etc.).

Based on the theory of F. In our opinion, it is more correct to speak about the digital economy than about the digital segment of it. In fact, the various methods of production are closely related to each other – the most advanced depend on the state of the most primitive and Vice versa.

Material and Methods. The term «digital economy» is very young. By all accounts, it was introduced in 1995 by the American computer scientist N. Negroponte from the Massachusetts University of technology [Urmantseva A., 2017; Mitin S., 2017, etc.]. The concept of «digital economy» received international recognition in 2016, after the release of the world Bank report «Digital dividends» [World development report, 2016]. Prior to this, other terms were used to refer to economic relations arising from and around the use of new information and communication technologies, including «information economy», «e-economy», etc. For example, the OECD produced research materials on the Internet economy, but after 2013 switched to a new term (WEF (2018), Digital Transformation Initiative.. WEF (2018), Digital Transformation Initiative).

We can agree that the phrase «digital economy» sounds better than other terms, i.e. it is more «winning» (more «beautiful») from a linguistic point of view. Some scientists have noticed that recently terms in science come from journalism. And this is not accidental – the expressiveness of the concepts used means a lot for the dissemination and popularization of the ideas behind them.

International practice has not yet developed a harmonized definition of the digital economy. In most foreign sources, when describing the digital economy,

the focus is on technologies and changes in the ways economic agents interact with them. This may include either specific types of technologies or certain forms of changes in economic processes. Often, the definition

of the digital economy is replaced by a list of areas of its influence on the economy and social sphere.

Examples of definitions of the digital economy abroad are presented below (Table 1):

Table 1 – Definitions of the digital economy*

| | |
|--|--|
| Digital economy | A global network of economic and social activities supported by platforms such as the Internet, as well as mobile and sensor networks [Australian Government, 2009] |
| | A new way of economy based on knowledge and digital technologies, which creates new digital skills and opportunities for society, business and the state [world Bank, 2016a]. |
| | An economy based on digital technologies, but we understand it more as the implementation of business operations in markets based on the Internet and the world wide web [British Computer Society, 2013]. |
| | A complex structure consisting of several levels / layers connected by an almost infinite and constantly growing number of nodes [European Parliament, 2015]. |
| | Digital technology-based markets that facilitate trade in goods and services via e-Commerce on the Internet [Fayyaz, 2018]. |
| | An economy that can provide high-quality ICT infrastructure and mobilize the capabilities of information and communication technologies for the benefit of consumers, businesses, and the state [the Economist, 2014]. |
| | A form of economic activity that results from a billion examples of networking between people, businesses, devices, data, and processes. The basis of the digital economy is Hyper-connectivity, i.e. the growing interconnectedness of people, organizations and machines, formed by the Internet, mobile technologies and the Internet of things [Deloitte, 2019]. |
| | The digital economy is characterized by its reliance on intangible assets, massive use of data, widespread adoption of multi-stakeholder business models, and the complexity of determining the jurisdiction where value creation occurs [OECD, 2015a]. |
| | The digital economy is the main source of growth. This will encourage competition, investment and innovation, which will lead to better services, greater choice for consumers, and the creation of new jobs [European Commission, 2018a]. |
| | An economy in which, thanks to the development of digital technologies, there is an increase in labor productivity, the competitiveness of companies, reducing production costs, creating new jobs, reducing poverty and social inequality [world Bank, 2016b]. |
| *Note: Digital economy, European Commission, 2014. | |

As can be seen from the examples given, perceptions of the digital economy range from very narrow to extremely broad (Sarycheva A.D., 2019).

For enterprises, digitalization is an opportunity to increase efficiency both by reducing costs and implementing new business models. According to McKinsey research, companies investing in digital solutions expect annual growth and cost efficiency improvements of 5-10% or more over the next 3-5 years. According to scientists, the introduction of «end-to-end» digital technologies (artificial intelligence, robotics, the Internet of things, wireless communications, etc.) can increase productivity in companies by 40%.

Currently, the idea of digital transformation covers the entire world and in many countries, digitalization is a strategic priority for development. It is

assumed that in order to fully benefit society, digitalization is not required, but digital transformation.

Digital transformation is a deep transformation of business and organizational activities, processes, competencies and models to fully exploit the changes and opportunities of combining digital technologies and their accelerating impact on society in a strategic and priority manner, taking into account current and future changes. Digital transformation can be implemented at several levels: process, organizational, business, and social.

Unlike digital transformation, digitalization means using digital technologies and data (digitized and initially digital) to generate revenue, improve business, replace/transform business processes (rather than just digitize them), and create a digital business environment that puts digital information in focus.

Scientists distinguish three stages (or three waves) of digitalization:

1. Converting analog content to digital content. This is a technical digitization of analog content and services without fundamental changes in the structure of the industry. This stage can be described briefly as the digitization stage.

2. Separation of devices that have historically been closely related. For example, media services such as music, books, email, and movies can be delivered over different types of networks using multiple devices.

3. Introduction of new products and services. Devices, networks, services, and content that were created for certain purposes are re-mixed for use for other purposes.

At the same time, organizations engaged in digitalization face numerous challenges, mainly related to prioritizing investments and understanding the true value of digital technologies (measurable results and clarity of business cases).

Different countries use different initiatives to promote digitalization and digital transformation of national economies and regions as a whole.

The European Union's «digital Agenda» program aims to make better use of the potential of information and communication technologies to promote innovation, accelerate economic growth and progress. The main goal of the Program is to create a single digital market to create smart, sustainable and inclusive growth of the EU economy by 2020. The program, in turn, also has seven areas: creating a single digital market, improving compatibility and standards, strengthening online trust and security, promoting fast and ultra-fast Internet access for all, investing in research and innovation in world-class information and communication technologies, promoting digital literacy, skills and inclusiveness.

As a result, six EU countries (Denmark, Sweden, Finland, the Netherlands, Norway, Iceland and Switzerland) are among the «top ten» countries in the digital economy And Society Index. In particular, Denmark ranks first in the EU in this Index and has advantages over other EU countries in a number of indicators. 93% of the Danish population regularly visit the Internet and use various digital services: 88% use e-banking, 82% make purchases online and 71% use e-government services. About a quarter of Danish SMEs sell their products and services over the Internet. Over the past 15 years, the Danish government has implemented several digital growth strategies. They mainly focused on the use of digital technologies as a tool for modernizing processes, services for citizens and businesses, and improving

the efficiency of the public sector. The strategy for 2016-2020 is aimed at shaping the future of digital Denmark and ensuring that the public sector can use technological opportunities to increase value added, accelerate growth and improve efficiency, while maintaining citizens' trust in the digital society (Catlin, T., Scanlan, J., Willmott, P., 2015).

The Republic of Korea ranks 2nd after Denmark in the International digital economy and society index, 2nd in the information and communication technology development Index, and 3rd in the e-government development Index. Korea's information and communication technology sector is a stable pillar of the country's economy and a driving force for innovation, providing a high share of value added and employment; high business spending on research and development in information and communication technologies; a higher proportion of information and communication technologies are patents than in any other OECD country. It is not surprising that Korea is one of the world's top ten exporters of information and communication technology products. Korea also surpasses many OECD countries in fixed and mobile broadband networks with very high fiber penetration (74%) in fixed networks and well-developed mobile broadband. On average, 90% of all people use the Internet and there is a very high level of usage among young people (100%), but there is potential for this level to increase among older people (64%). Korea has an above-OECD average for some uses, such as reading news and creating content, but has the potential to improve the situation for more complex online activities by individuals, such as cloud computing and job search. Similarly, although about 100% of Korean firms have a broadband connection, there is potential for growth in the use of more advanced and performance-enhancing technologies such as customer relationship management, cloud computing, and big data analysis.

India is the largest economy that provides information and communication technologies with human resources around the world. Despite high growth rates, 50% of India's rural population does not have access to basic telecommunications. The government of India has launched several digital projects to address these issues. In line with the UN sustainable development goals, the Digital India initiative aims to create a digital infrastructure to serve every citizen, including universal access to mobile communications, broadband connections, digital Finance, and digital literacy training for 60 million people in rural areas. In tandem with other reforms, this initiative has elevated India to 39th place in the world economic forum's Global competitiveness index out of

138 countries (Digitization, digitalization and digital transformation: the differences 2020).

For the digital transformation of the economy, first of all, it is necessary to recognize the need to digitalize socio-economic systems at the state level and allocate resources, in particular, the consistent development of innovative knowledge-intensive industries, the development of information and communication technology infrastructure, and personnel support for digitalization processes.

In turn, the European Union, which has developed the international index of digital economy and society (I-DESI), assesses the level of development of the digital economy in countries based on five main factors: the spread of broadband access and the quality of communication, Internet use, human capital (how well residents know how to use network technologies), the integration of digital systems and technologies, and the development of digital services and public services.

The world economic forum network readiness index measures the level of development of information and communication technologies in three main groups of parameters: the availability of conditions for the development of information and communication technologies, the readiness of citizens, businesses and government agencies to use information and communication technologies, and the level of use of information and communication technologies in the public, commercial and public sectors (Кудрявцев Г.И., Скобелев П.О., 2018).

The ICT Development Index is calculated using the methodology of the International telecommunication Union, a specialized unit of the United Nations that defines world standards in the field of information and communication technologies. The index is calculated on the basis of three groups of sub-indices: access to ICT, use of ICT, skills in the field of information and communication technologies.

Results and Discussion. The digital economy is being monitored at both the global and national levels. There are various methods for estimating its scale. The simplest and most common method is to estimate the share of the digital economy in the GDP of countries. In particular, such calculations were made by BCG. According to its data, the share of the digital economy in the GDP of developed countries from 2010 to 2016 increased from 4.3 to 5.5%, and in the GDP of developing countries – from 3.6 to 4.9%. In the G20 countries, this figure has grown from 4.1% to 5.3% over five years. The first place in the share of the digital economy in GDP is taken by the UK-12.4%. The top five also include South Korea (8.0%), China (6.9%), India and Japan (5.6%

each). The United States is in sixth place (5.4%), and Germany is in eighth (4.0%). The top ten countries include Mexico, Saudi Arabia and Australia.

Since 2011, BCG has also calculated the e-Intensity index, or index of digitalization of economies. According to the developed methodology, the final indicator is defined as the weighted average of three subindexes, of which 50% is accounted for Internet availability (the degree of infrastructure development, availability and quality of Internet access, fixed and mobile), 25% – for online spending (the amount of online retail and advertising spending) and 25% – for user activity (the weighted average of lower-level subindexes: the activity of companies, consumer activity and government agencies). All subindexes are formed from weighted average values of several parameters. International reports (Gartner, UN E-Government survey, the Global Information Technology Report of the WEF, etc.) are used as data sources. according to the e-Intensity index for 2015, the leaders of the digital economy were Denmark, Luxembourg, Sweden, South Korea, the Netherlands, Norway and the United Kingdom. China was in 35th place, Russia in 39th, and the United States in ninth place.

Finally, Mastercard and the School of law and diplomacy. Fletcher at tufts University (USA, Massachusetts) proposed a method for rating the Digital Evolution Index, which reflects the progress in the development of the digital economy in different countries, as well as the level of integration of the global network in people's lives. The Digital Evolution Index ranks countries (60 in 2017) on 170 parameters that describe four main factors that determine the pace of digitalization: the level of supply (availability of Internet access and the degree of infrastructure development); consumer demand for digital technologies; institutional environment (government policy, legislation, resources); innovation climate (investment in R&D and digital startups).

One of the most serious comments on the proposed international methods is the ambiguity of which industries / areas / companies should be considered part of the digital economy. Accordingly, the share of this sector in the GDP of countries is determined differently and a set of indicators is selected. The discrepancy between existing international estimates and the lack of a generally accepted methodology leads to attempts at the national level to measure the level of development of the digital economy as a whole or its individual segments.

Understanding information that is rapidly growing requires a workforce with appropriate analytical, computational, and methodological skills, as well

as a high-throughput information and communication technology infrastructure (Yoo Y., Lyytinen K., 2010).

Taking advantage of advanced information and communication technologies requires appropriate infrastructure, services and skills.

The main advantages of the digital economy:

1) The Expansion of trade. The Internet has allowed small companies to expand and gain a customer base, compete with other manufacturers and take their place in international trade.

2) Increase productivity. IT helps to reduce production costs and, consequently, increase efficiency and productivity in almost all sectors of the economy. For example, parcel delivery company UPS is known for using smart routing algorithms to avoid left turns: this saves time and saves up to 4.5 million liters of gasoline annually.

3) The Development of competition. The market becomes flexible and open for young promising manufacturers, companies quickly appear and develop, without requiring large investment investments (Goldstein H. Editorial, 2017).

4) Creation of new jobs and employment of certain categories of people. For example, people with disabilities, residents of remote regions, or single mothers will be able to work remotely. However, we should not ignore the fact that there is a tendency to reduce existing professions by 40%. It is predicted that in Denmark and Sweden, the leading countries of digitalization, in 2015-2020 the number of new jobs will exceed the number of reduced by 1.6-2.3 million.

5) Improving the quality of public services. The ability to access public services through digital portals improves the quantity, quality and timing of services, and consumers can choose the best products and services at lower prices. Many experts Express concern about whether the digital economy will lead to economic destabilization and whether everyone will grow in prosperity. The digital economy as a new phenomenon largely destroys the old foundations, in particular, automation leads to the fact that some lose their jobs. Among the low-income population, competition for jobs will increase, which will lead to a reduction in nominal incomes and mass unemployment.

It is also necessary to predict possible problems of national security of the country with access to the international level. It is obvious that even the leading countries are not protected from cyber threats Parvainen P., Tihinen M., Kaariainen J., Teppola S. (2017).

The weak point of the digital economy is the lack of a single methodology for assessing the macroeco-

nomical effect, which excludes the possibility of unambiguous calculation of the growth rate or loss of GDP. Proponents of expanding the digital economy assume that in 2015 the share of the digital economy was 2.1% of GDP – this is 1.3 times more than 5 years ago, but 3 times less than that of world leaders. In the UK, for example, the share of the digital economy reached the level of 12.4% of GDP in 2016.

The digital economy is a new model that assumes effective personal service for people, businesses, and things, and is scalable globally for the entire world through the use of information technology, the Internet, and all their properties. For the effective functioning of the digital economy, a number of measures should be taken to reform education and train personnel in areas where the country has entered the world market (antivirus SOFTWARE, social networks) (Danish Agency for Digitisation Organisation, New Digital Strategy 2016-2020).

A number of modern business processes start in the physical economy, then move to the digital economy, then re-connect the physical processes, and complete everything with a finished product or event. With this cyclical operation, the physical and digital economy work in parallel. It is necessary to strengthen protection against cyber threats and increase the stability of all elements of infrastructure, the financial system, public administration and education.

Conclusion. The basis of digitalization of the economy is production. The concept of digital production is a set of tools for optimizing the workflow through software and hardware solutions. To put it quite simply, digitalization is nothing more than a transition from analog to digital. This process involves not only the replacement of production tools, but also the introduction of analytical systems that make production as cost-effective as possible. The digital economy is based on these tools. This is just a new stage of economic development.

The main problem that society may face in implementing digital technologies in the economy will be the effectiveness and timeliness of the programs that are being developed to regulate the relationship of digitalization. But despite this, many countries already have at their disposal newly developed programs that correspond to the digital economy (Pilik M., Juříčková E., Kwarteng M.A., 2017).

A more balanced view is that the digitalization of the economy is not a recipe for all ills and a «well – developed» digital segment is just support for the economy as such. When the effect of digitalization ends (and this inevitably happens), it is necessary to activate the analog economy (How the Republic of

Korea became a world ICT leader). Moreover, digital technologies do not work without setting up relations between economic entities and management in General. Digital changes are not only associated with a lot of technological innovations and organizational changes, but also radically change the corporate culture. Finally, the development of the digital economy largely depends on government policy. This is recognized at the international level, as well as realized (and implemented) in many countries of the world (Martin-Shields C.P., Bodanac N., 2017).

However, implementing a conscious and successful policy requires solving a number of complex theoretical problems related to the phenomenon of the digital economy. First of all, concerning its definition and measurement. As experts rightly point out, the method of evaluating the macroeconomic effect of the digital economy is highly questionable. In fact, the calculation is based on the indicators of companies that develop, manufacture and trade in informa-

tion and communication technologies, i.e. the share of the information and communication technology sector (development and production of software and hardware for computers, cellular communication services, Internet, etc.) is calculated. This sector develops only technical tools that are used by companies in other industries for operations in the field of electronic Commerce, electronic banking, etc. There is still no universal and reliable method for calculating the added value created by all participants in digital economic activity.

In conclusion, I would like to note that information and communication technologies have played an important role in the formation of a new sphere such as the digital economy. Based on the fact that it is still gaining strength for its large-scale application, it is too early to talk about a defining role in the development of the world economy. For at least 10-15 years, there will be a strong dependence of the digital economy on the traditional one.

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Е.Г. Жиоржиева¹, К.Т. Акимбаева², Ж.А. Аскарова², А.С. Кыздарбекова²

¹Российский экономический университет им. Плеханова, Россия, г. Москва

²Казахский национальный университет им. аль-Фараби, Казахстан, г. Алматы
e-mail: aseta_ks@mail.ru

Цифровая экономика – элемент информационно-коммуникационных технологий

Аннотация. За последние десятилетия мир стремительно движется к экономике нового типа, где основным инструментом ее формирования становятся цифровые технологии. Расширение роли информационных технологий в работе частного и государственного секторов является основой для перехода к цифровому государству.

Сам термин «цифровая экономика» (digitaleconomy) впервые был употреблен сравнительно недавно, в 1995 году, американским ученым из Массачусетского университета Николасом Негропonte для разъяснения коллегам преимуществ новой экономики в сравнении со старой в связи с интенсивным развитием информационно-коммуникационных технологий. В статье рассматривается понятие цифровой экономики, ее интерпретация, мировой опыт структурно-институциональной поддержки развития цифровой экономики. Особое внимание уделяется развитию и внедрению в экономику цифровых технологий. На основе изученного материала был сделан вывод о том, что для применения современных технологий во всех отраслях жизнедеятельности людей необходима разработка соответствующих программ, обеспечивающих эффективное использование цифровых технологий.

Ключевые слова: цифровая экономика, информационные технологии, цифровизация, эффективность, государственная программа, электронная экономика, технологии, цифровой контент, зарубежный опыт, интернет.

Е.Г. Жиоржиева¹, К.Т. Акимбаева², Ж.А. Аскарова², А.С. Кыздарбекова²

¹Плеханов атындағы Ресей экономика университеті, Ресей, Мәскеу қ.





²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.
e-mail: aseta_ks@mail.ru

Цифрлық экономика – ақпараттық-коммуникациялық технологиялардың элементі

Аңдатпа. Соңғы онжылдықта элем жаңа үлгідегі экономикаға тез жылжып келеді, онда оны қалыптастырудың негізгі құралы цифрлық технологиялар болып табылады. Жеке және мемлекеттік секторлардың жұмысында ақпараттық технологиялардың рөлін кеңейту цифрлық мемлекетке көшу үшін негіз болып табылады.

«Цифрлық экономика» (digitaleconomy) термині алғаш рет салыстырмалы түрде жақында, 1995 жылы Массачусетс университетінің американдық ғалымы Николас Негропonte ақпараттық-коммуникациялық технологиялардың қарқынды дамуына байланысты ескі экономика артықшылықтарын әріптестеріне түсіндіру үшін қолданды. Мақалада цифрлық экономика ұғымы, оның интерпретациясы, цифрлық экономиканың дамуын құрылымдық-институционалдық қолдаудың әлемдік тәжірибесі қарастырылады. Цифрлық технологияларды дамытуға және экономикаға енгізуге ерекше назар аударылады. Зерттелген материал негізінде қазіргі заманғы технологияларды қолдану үшін, адамдардың тіршілік әрекетінің барлық салаларында цифрлық технологияларды тиімді пайдалануды қамтамасыз ететін тиісті бағдарламаларды әзірлеу қажет екендігі туралы қорытынды жасалды.

Түйін сөздер: цифрлық экономика, ақпараттық технологиялар, цифрландыру, тиімділік, мемлекеттік бағдарлама, электрондық экономика, технологиялар, цифрлық контент, шетелдік тәжірибе, интернет.

N. Prodanova¹, S. Ahmetkalieva² , N. Dabyltayeva² , Zh. Kozhamkulova² ,
B. Yedilbayev² , K. Abisheva²

¹Plekhanov Russian University, Russia, Moscow

²Al-Farabi Kazakh National University, Kazakhstan, Almaty,
e-mail: abisheva-007@bk.ru

MODEL OF DIGITAL ECONOMY

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.

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

Introduction. The rapid decline in computing costs, the emergence of the Internet as a communication tool, the rapid development of the mobile internet, the proliferation of day-to-day applications, and the increasing role of internet-based social networks and commercial platforms, have greatly affected the functioning of the economy and have profoundly affected businesses, public organizations, and personal life.

Emerging digital technologies such as the Internet of Things, artificial intelligence, and Big Data, will lead to further disruptive innovation, and create new opportunities and challenges.

Digitalization has brought many benefits to consumers and businesses, but it has also generated new problems and policy issues. Policy makers are struggling to respond to these new challenges.

From these in-depth analyses, we will be able to understand better Europe's areas of strength and areas where investment is needed to boost AI in Europe.

AI has a wide range of potential economic and social implications including new forms of economy and governance. AI Watch will provide an independent assessment of the impacts and benefits of AI on growth, jobs, education, and society.

Digitalization makes information and knowledge easy to store, access and modify. Digital technologies create a media and communications system that increasingly links all parts of social and economic life.

This, and the interactivity between the user and the content, facilitates the proliferation of creative recombinations of knowledge and technologies.

The JRC is investigating the processes in which digital innovation and entrepreneurial activity take place and what framework conditions facilitate them, including the role of Intellectual Property Rights and standardization of complex and interdependent technologies.

Sharing information on environmental and social phenomena is at the heart of Digital Economy. To do so we need a framework of technologies, standards,

organizational arrangements and policies that makes it possible to find, access, use, share, and publish such information, in other words we need an information infrastructure, or to be more precise we need to connect the multiple information infrastructures being developed across the world.

In modern economic conditions in many countries, the digitalization of the economy is a strategic priority of development. According to the forecasts of the world's leading experts, by 2020 a quarter of the world economy will be digital, and the introduction of technologies of digitalization of the economy, allowing the state, business and society to interact effectively, is becoming an increasingly large-scale and dynamic process (Digital Kazakhstan, 2018). Singapore forms the "Smart economy", Canada creates an ICT-hub in Toronto, South Korea in the "Creative economy" focuses on the development of human capital, entrepreneurship and the spread of ICT, while Denmark focuses on the digitalization of the public sector.

Currently, the attention of the Government of the Republic of Kazakhstan and society to digitalization as a global trend, including the expectations of the socio-economic effect of their implementation, are significant. And this level, first of all, is set by the scale and specifics adopted by the President of Kazakhstan N. Ah. Nazarbayev plan of the nation «100 concrete steps» (plan of the Nation -100 concrete steps).

In particular, one of the 100 steps «is the creation of the state Corporation» Government for citizens « – a single provider of public services on the model of Canada Service in Canada and Centrelink in Australia (National Plan -100 concrete steps).

As part of the current reforms, Kazakhstan is focused on countries that have achieved significant success in creating a digital state. As you know, it is Austria, USA, Denmark, Australia, Canada, Singapore. According to the level of digitalization of the economy in 2016, Kazakhstan took the 50th place in the ranking of 85 countries and was in the group with the emerging digital economy (Third modernization: global competitiveness, 2017).

In the message of the President of the Republic of Kazakhstan to the people of Kazakhstan «the Third modernization of Kazakhstan: global competitiveness» dated January 31, 2017, it is noted that it is necessary to develop in the country such promising industries as 3D printing, online trading, mobile banking, digital services, including health and education, and others. These industries have already changed the structure of the economy of developed countries and gave a new quality to traditional industries (Tulegenova M. S., Syzdyk N. S. 2017, 12).

In connection with these aspects, The state program «Digital Kazakhstan» was developed (Digital Kazakhstan, 2017). The basis for its development was the decree Of the President of the Republic of Kazakhstan dated February 1, 2010 № 922 «on the Strategic development plan of the Republic of Kazakhstan until 2020» (on the strategic development plan of the Republic of Kazakhstan, 2010).

The Foundation of the program «Digital Kazakhstan» was the state program «Information Kazakhstan-2020», approved in 2013 (Information Kazakhstan-2020). In The Message Of The President Of Kazakhstan N. Ah. Nazarbayev «growth of welfare of Kazakhs: increase of income and quality of life» from October 5, 2018.it is noted that it is necessary to ensure the development of such areas of the «economy of the future» as alternative energy, new materials, Biomedicine, big data Internet of things, artificial intelligence, blockchain and others. The place and role of the country in the global world depend on them in the future (growth of welfare of Kazakhstan Citizens: increase of income and quality of life, 2018).The world Bank names three important categories of problems that are signs of the possibility of digital transformation: legal regulation, the availability of skills in the population and the creation of appropriate institutions of digital governance (the Digital economy has transformed, transformed 2018). Therefore, in order to transform the economy into a digital one, it is necessary to create an appropriate regulatory framework for e-business, reform the education system and involve citizens in the management of the state through e-services, transparency and control over budget spending. Such well-known foreign scientists as: M. Bahl, D. Charoen, C. Granambandam, M. Knickrehm, R. Kling, K. Lamb, L. Margherio, L. Lane, T.L. Mesenbourg, M. Rouse, A. Tapscot.

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, Dnisev F. M., A. K. Koshanov, G. M. Mutanov, B. M. Mukhamediev, N. To. Theoretical and practical issues], K. A. Sagadiyev, M. S. Tulengenova 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.

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.

Thus, one of the largest Telecom operators in the country-SKT - has indicated its intention to invest more than 4 billion US dollars in artificial intelligence and Internet of things technologies. Table 1 shows what tasks and goals should be set by the state and companies in order to achieve good results in the implementation of digitalization in the country (Tabl. 1):

Table 1 – Challenges faced by the state and companies for the introduction of the digital economy in Kazakhstan*

| Companies | State |
|---|---|
| Introduction of new technologies, improvement and digitalization of production processes | Improvement and digitalization of production processes |
| Search for new personnel, cooperation with educational and research centers | Introduction of new approaches to learning, improvement of educational processes |
| Investment in new technologies, choice of advanced areas | Increasing investment in NIOC |
| Increase of competitiveness, development of innovative culture on the model of the world's highly developed digital companies | Preparation of the base for mass retraining of personnel, due to the disappearance of many professions and the emergence of new professions and jobs |
| | Improvement of the innovation processes and good management on the part of the state. Digitalization of public services, increasing literacy and universal involvement of the population in the digital economy |
| *Note: developed by the author | |

The digital economy in developed countries develops in different ways, but they have important common features: an enabling environment for development and innovation, as well as large investments in digital technology and infrastructure. Kazakhstan has great opportunities to make technological leaps in all sectors of the economy. For the successful functioning of the digital economy in the country is necessary: the development of infrastructure with Internet access, using telecommunications, as well as e-business and Commerce. In accordance with the main directions of administrative reform, the priorities of the use of information technology in public administration are:

- 1) improving the effectiveness of the implementation of the law establishing the functions of the state and improving the mechanisms of state regulation.
- 2) improving the efficiency of law enforcement activities of public authorities.
- 3) improving the efficiency of control and Supervisory functions (Stefanova N. A, 2018 -122).

The legal framework for the regulation of the Kazakhstan market should take better account of the specifics of the relations developing in it. Therefore, it is important to take into account in the legisla-

tive form the degree and form of assistance of state employment agencies, both participants in the labor market: the employer and the unemployed. In this regard, it is effective, first of all, to provide financial support to entrepreneurs who create additional jobs for the unemployed, through the competent employment authorities. The need for the regulatory role of the state in restructuring the social development of organizations, taking into account the growing tension in the domestic labor markets, becomes obvious, which is confirmed by the special attention of the state to solving social problems.

In this regard, we believe that it should:

- develop a strategy for regulating the digital economy in accordance with the chosen model of development of the Republic of Kazakhstan and its regional features;

- develop a package of legislative acts, providing them with temporary housing and health services, social insurance.

Research result. The greatest difficulty is the issue of regulation of innovative processes is the fact that technology is evolving faster than the legislation. The Law «on digital economy in the Republic

of Kazakhstan» is proposed (figure 1). Solutions can have a counter - effect: for example, increased control over information can affect the development of the Internet, and support for a particular format of digital communications-lead to the consolidation of one business model, while creating obstacles to the emergence of new ones.

Results and Discussion. Strengthening the system of state control over the procedures of the digital economy involves monitoring for possible insolvency of the activities of not only economically and socially important enterprises. We consider it necessary to expand the coverage of enterprises. In addition, the implementation of state control and monitoring should cover more extensive crisis management infrastructure. The formation of the development model is the key to sustainable development of the company. To understand the structure of the classical economic model, it is necessary to consider the main subjects and mechanisms of economic interaction (Fig. 1):

In the national economy there are three entities: the population (households), enterprises, and the state. Each of the economic entities under consid-

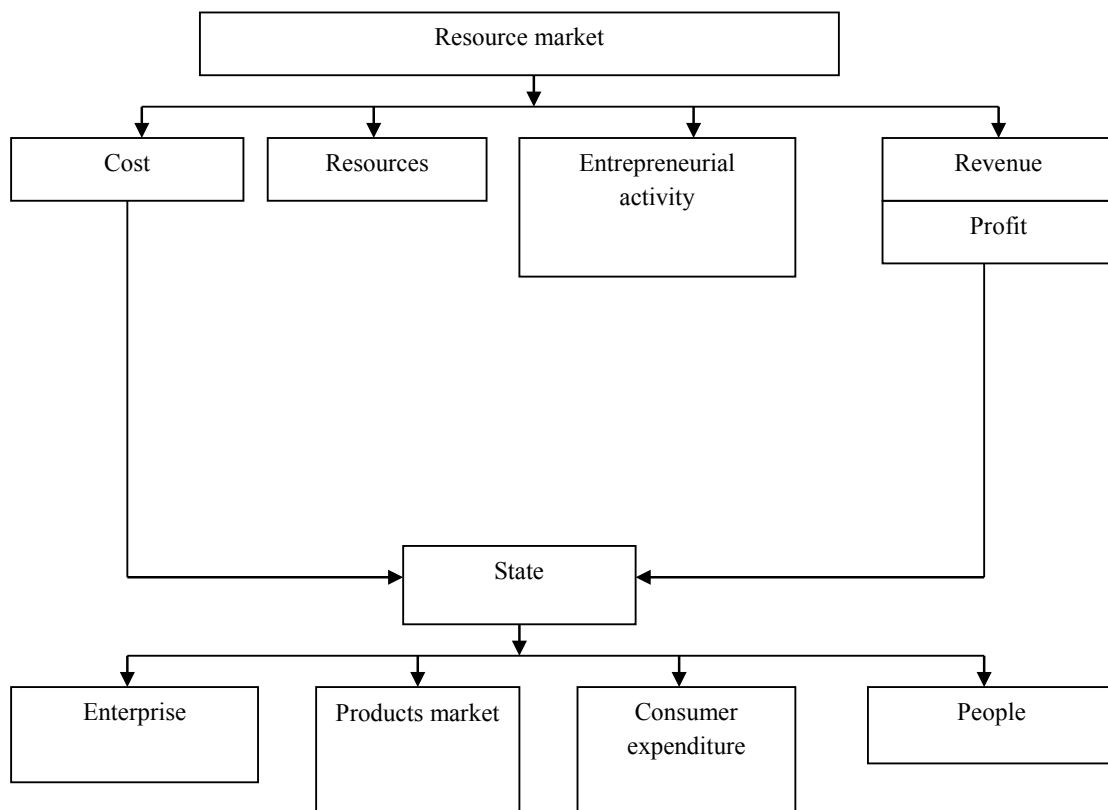


Figure 1 – Economic model*

*Note: according to literature 2, 3

eration has a number of specific features that carry out many activities. The main creative element of economic turnover are enterprises (firms) that produce the necessary products and services for society (households). The activities of firms aimed at making a profit. For the products sold, firms receive an appropriate monetary equivalent, in addition, they are the state's preddacha consists in the production of public goods, i.e. goods that are produced in the interests of the whole society. These include security, social protection, the development of science and culture, and the formation of social infrastructure. The activity of the state does not pursue the purpose of profit and is aimed at the realization of national interests. Most authors who write about the economic model try to compare it with the economic models of other countries, the same level of development in different ways and methods (in the competitiveness index Kazakhstan took 59th place, 2018).

The digital economy is characterized by many indicators, in particular the index of economic freedom is calculated on the average of ten benchmarks: property rights, freedom from corruption, fiscal freedom, government participation, freedom of enterprise, labor, trade, investment, monetary freedom, and financial freedom. In terms of the index, the Republic of Kazakhstan ranks 153rd out of 178 possible places from the countries represented in the ranking by methods (in the competitiveness index Kazakhstan took 59th place, 2018). In countries with freer economies, the welfare of the population is much higher, with economic freedom yielding relatively quick and tangible results, in contrast to the total state regulation of the economy, which prevails (Ranking of the world's countries by the level of economic freedom, 2017). Countries that pursue policies of economic freedom create favorable conditions for trade, entrepreneurship and innovation that generate economic growth. The index of economic freedom is primarily based on the degree of economic liberalism, covering macroeconomic indicators such as growth rates, degree of technological modernization, the level of development of infrastructure and that it innovation is important.

The conclusions emphasize the importance of the state of economic freedom, and therefore the economic model as a whole for the population. In "free" countries, it innovations are also more developed. Such countries have higher national income (the most developed countries in the field of IT technologies are Named, 2018). The policy of economic freedom creates favorable conditions for the development of the IT industry, which is considered to be the fastest growing industry in many countries of the world (Top 10

countries with advanced technologies, 2018). Thanks to digital telecommunications, which include modern digital innovations, a model of the digital economy is often called the digital future (nnemtsov, 2017-320).

The analysis of the economic situation, the rating of economic freedom, in the lists of which is not the best result, showed that the economy of the Republic of Kazakhstan must move from the existing model, which is used to the population, to the new digital economy of the future. Thus, the model of development of the digital economy should be implemented through digital telecommunications, which include modern innovations such as cloud computing, business Analytics, big data and much more. The main resource of the digital economy is information that does not dry up like other types of resources, it can be used an infinite number of times. The Internet is a global global network in which the area of use of resources is not limited, as well as storage thanks to cloud technologies.

Today, all companies strive for digital trends, thanks to which there is a profit. And digital trends, in turn, contribute to the simplification of the population's life, and improve the state of the economy in the country. Currently, the desire of transition to a digital economy has engulfed all spheres of life: education, online sales, health care, etc. For example, create server public services, made a significant step forward for simplification of life of the population. The accumulation of a large amount of information on the Internet has led to the need to store it somewhere and this has contributed to the emergence of new technologies such as big data and business Analytics. Big data or big data is applicable in many areas such as medicine and even in the field of education, where the need to store a large amount of information is at the forefront.

Business Analytics, in turn, is applicable in any areas where the company is faced with a constant flow of business information. These areas are one of the key drivers of information technology development. Thus, the presented model of development of the digital economy orients the company in accordance with the goals for effective work both in the short and long term. In this model, the main attention is paid to the adaptive response to the emergence of possible adverse situations. The very appearance of these situations is predicted, and measures to neutralize them are developed in advance. The application of this model of development of the digital economy will enhance the quality of ongoing monitoring of the market, the performance of planning of its development and the effectiveness of regulatory measures.

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. The digital economy in the Republic of Kazakhstan is implemented in areas that include: digital transformation of traditional sectors of the economy, the development of human capital, the digitalization of public authorities, the development of digital infrastructure, as well as a breakthrough in the development of the ecosystem of entrepreneurship in the field of digital technologies and, as a consequence, the change in production models and the creation of added value in the real sector of the economy.

The regulation of the digital economy needs to be improved. The greatest difficulty is the issue of regulation of innovative processes is the fact that technology is evolving faster than industrial relations. At the same time, a draft Law “on the development of the digital economy in the Republic of Kazakhstan” is proposed.

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Н. Проданова¹, С. Ахметкалиева², Н. Дабылтаева², Ж. Кожамкулова², Б. Едильбаев², К. Абишева²

¹Российский экономический университет имени Плеханова, Россия, г. Москва

²Казахский национальный университет им. аль-Фараби, Казахстан, г. Алматы

e-mail: abisheva-007@bk.ru

Модели цифровой экономики

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.

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

Н. Проданова¹, С. Ахметкалиева², Н. Дабылтаева², Ж. Кожамкулова², Б. Едильбаев², К. Абишева²

¹Плеханов атындағы Ресей экономика университеті, Ресей, Мәскеу қ.,




²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.

e-mail: abisheva-007@bk.ru

Сандық экономика модельдері

Аңдатпа. Сандық экономика инновациялардың, экономикалық өсудің және бәсекеге қабілеттілікті 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.

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

J. Castellino¹, Zh.T. Sairambayeva² , Z.M. Baimagambetova² , A.A. Otynshiyeva² 

¹Middlesex University, UK, London

²Al-Farabi Kazakh National University, Kazakhstan, Almaty,
e-mail: aidana-best91@mail.ru

HUMAN RIGHTS IN KAZAKHSTAN AND THE UNITED KINGDOM: LEGAL-COMPARATIVE ANALYSIS

Abstract. The article examines the human rights issues based on the experience of the Republic of Kazakhstan and the United Kingdom. A comparative analysis of the scientific views of domestic and foreign scientists; reveals the problematic aspects of protecting human rights.

In the era of globalization, the role of the human rights in solving urgent problems of human civilization is growing. In recent years, dramatic changes have occurred in the global legal system and the legal system of Kazakhstan. These changes will serve as the basis for the protection, enforcement and development of human rights. On the one hand, it is a process of integration and regionalization based on world globalization, on the other hand, domestic political and liberal reform processes in Kazakhstan.

The main aim of the articles in the context of globalization, to do a comparative analysis of human rights in the Republic of Kazakhstan and in the UK, to develop further recommendations for improving the human rights legislation of the Republic of Kazakhstan.

Key words: human rights, freedoms, legal status of individuals, enforcement, implementation, government.

Introduction. There are a number of international documents that significantly contribute to the development of domestic legislation in the field of regulation of the legal status of a person and citizen. Among them, first of all, the Universal Declaration of Human Rights of 1948, the

International Covenant on Civil and Political Rights of 1966, the International Covenant on Economic, Social and Cultural Rights of 1966 should be noted. Together, all three documents are referred to as the Bill of Rights. Here are proclaimed ideas, views that all peoples and states strive to implement, provide, recognize and comply.

The first Constitution of the Republic of Kazakhstan, adopted on January 28, 1993, for the first time proclaimed the priority of natural rights and freedoms of the individual. This provision was further enshrined in the Constitution of the Republic of Kazakhstan, adopted on August 30, 1995. These rights and freedoms are reflected in other constitutional laws. We especially note the significance of the Law on Citizenship of the Republic of Kazakhstan.

The creation of the Astana International Financial Center (AIFC) is one of the instruments for Ka-

zakhstan to become one of the thirty most developed countries in the world. In his speech, the President of the Republic of Kazakhstan Kassym-Zhomart Tokayev noted that this task is not easy, ambitious. "This requires sustained high-quality economic growth, ensuring the attraction and maintenance of new high-quality investments and technologies. However, we are not afraid of reform. Therefore, for the first time in the territory of the former Soviet Union, English law begins to be successfully applied in our country within the framework of a unified system of justice. I am convinced that the creation of the AIFC court, consisting of the most honored and respected British judges, will ensure its ultimate success. Today, the AIFC court and the International Arbitration Center (IAC) are starting to write their own story and are developing an element of trust at the local and global levels. It is time to take advantage of our competitive advantages."

The International Arbitration Center offers an independent, cost-effective and efficient analogue of legal proceedings, operating in accordance with the best international standards for resolving civil and business disputes in the AIFC. This requires a spe-

cial study of the rules and regulations of English law regarding the protection of human rights. Thus, there is an urgent need to develop new scientific and theoretical approaches containing reasonable proposals and recommendations for improving legislation and measures to protect human rights in the Republic of Kazakhstan. All of the above indicates the relevance of the research.

Literature review. The rights, freedoms and duties of man and citizen are studied in the framework of philosophy, sociology, political science, jurisprudence. We note the works of well-known domestic legal scholars dedicated to the study of the legal status of the individual. They: S.S.Sartayev, S.Z.Zimanov, G.S.Sapargaliev, M.T.Baimakhanov, V.A. Kim, Z.K. Kenzhaliev, D.M. Baimakhanova, A.S.Ibrayeva, S.K.Amandykova, S.N.Sabikenov, A.Sman, Zh.D.Busurmanov and others.

The concept of the legal status of an individual, the history of the development of human rights and freedoms, the theory and practice of citizenship were studied by Russian legal scholars. They: S.A.Avakyan, N.G.Aleksandrova, M.V.Baglay, N.V.Vitruk, N.N.Alekseev, L.I.Petrazhitsky, E.N.Trubetskaya, B.N.Chicherin, N.I.Matuzov, G.V.Maltsev, B.C.Nersesyants, V.E.Chirkin, A.B.Malko, B.A.Maslennikov, N.A.Mikhaleva, V.A.Chetvernin and others.

The legal status of the individual as a separate topic was investigated in the writings of British scientists. They: P.Alston, K.Annan, A.Bayefsky, T.H.Marshall, W.Kymlicka, F.Klug, A.Cassese, P.Webb, N.Yuval-Davis, J.Castellino, H.Wray, E.F.Isin, P.K.Wood, B.S.Turner, E.Kofman, C.Joppke, T.Faist, R.Koopmans, M. Doxey, M. McDougal, J.Merrills, A.Robertson, Sh.Benhabib and others.

A number of research on the study of human rights also addressed issues such as citizenship, general and special legal status. We note the doctoral dissertation of famous Kazakhstani scientist, Professor D.M. Baymakhanova "Problems of human rights in the system of constitutionalism in the Republic of Kazakhstan". (Баймаханова, 2009) In the paper of A.M.Dyusekova "Problems of implementing the norms of international covenants and conventions on human rights in the national legislation of the Republic of Kazakhstan" is a comparative analysis of national legislation and international legal documents on human rights. (Дюсекова, 2008)

We also point out A. Sman's doctoral dissertation "The legal status of the individual in the Republic of Kazakhstan (constitutional and legal aspect)". Here we consider the constitutional consolidation of

the legal status of the individual in Kazakhstan. In the paper of A.B. Seifullina "Restriction of human rights and freedoms in a state of law (general theoretical problems)", a scientific analysis of the institution of restriction of human rights is carried out. In the research of A.B. Zhumagulova "Institute of Human and Citizen Rights: Problems of Theory and Practice" theoretical and practical issues of human and civil rights are described. In contrast to these works, this article examines the human rights in the context of globalization on the basis of a comparative analysis of the legislation of the Republic of Kazakhstan and the legislation of the UK.

Material and Methods. A person is a part of a society with common interests. Human rights and freedoms are the rights and freedoms of an individual recognized by the world community, enshrined in international legal instruments, socially and legally guaranteed, unlimited or prohibited by anyone. Natural law is associated with the emergence of man and human society. The first ideas about the existence of certain human rights began to form in the ancient world. It is mentioned in the works of Socrates, Plato, Aristotle and other thinkers of antiquity. The concept and essence of natural law at that time was much different from today's concept.

According to Aristotle, the division of human beings into slaves and free people was given by nature, because nature itself freed some people and gave them the right to own, and enslaved other people, who had to submit to the former.

In the ancient Roman state, lawyers developed many concepts of natural law. In the works of ancient Roman jurists, the law was divided into «jus civile» - civil rights in terms of positive law, «jus gentium» - the law of peoples, «jus naturale» - the law of nature or natural law, natural law.

The famous ancient Roman jurist Ulpian defined natural law as follows: «Natural law is a law taught by nature to all living things: this right is not only for the human race, but also for animals and birds.» Thus, unlike in ancient Greece, in ancient Rome, natural law was shown to be legally justified and defined.

At present, the theory of natural law is widely discussed. Many researchers consider natural law as a socio-legal phenomenon and analyze it as a positive legal precondition. In addition, in the modern Republic of Kazakhstan, natural human rights are supported by the state, and the relevant provisions are included in the Constitution of the country. Currently, there are two main directions in the theory of natural law: The first is recognized as a neotomistic theory. This direction was created by a new interpretation of the

medieval scholar Thomas Aquinas. According to him, the source of natural law is God. This conclusion was supported by J. Mariten, V. Katrain, I. Messner. Natural rights include:

- 1) the right to life;
- 2) the right to liberty;
- 3) the right to equality;
- 4) the right to dignity of a person;
- 5) the right to personal inviolability;
- 6) the right to health care;
- 7) the right to privacy, the right to a favorable environment;
- 8) the right to communicate;
- 9) property rights;
- 10) the right to security and etc.

However, the classification of some of these rights as natural rights in the legal literature is also controversial. For example, property may be segregated in certain circumstances.

In addition to the term «natural», the terms «indivisible», «universal», «fundamental», «basic» are used in the definition of these rights. A special place among natural rights is given to the right to life. This «first right» is at the top of the natural legal pyramid, because if a person loses his life, the rest of the rights lose their meaning.

Everyone's right to life is enshrined in Article 15 of the Constitution of the Republic of Kazakhstan. For the first time in our history, this is reflected in the Constitution. Along with the right to life, the right to honor and dignity, the right to personal inviolability are enshrined in international human rights instruments, as well as in the Constitution of the Republic of Kazakhstan (Амандыкова, 1998).

All other natural rights are recognized as secondary natural rights arising from the primary. For example, the right to health, the right to a favorable environment can be considered as a component of the right to life. Freedom of movement and freedom of speech are components of the concept of freedom.

Among these natural rights, the right to life, liberty, honor and dignity of the individual and personal inviolability can be identified as a fundamental human value and put in a hierarchical order. Social benefits that are recognized as the object of natural law can be considered as follows: Life is the biological life of man as the owner of life, as well as the process of his social activity.

Freedom is a person's activity, behavior, actions based on his own desires, inner beliefs, interests and needs. Dignity of a person is his social status, which is characterized by self-esteem, the violation of which causes negative moral concern, and sometimes leads to legal liability. Personal inviolability is the inadmissibility

of a search of a person's body, home, personal belongings, records or other aspects of his or her personal life without his or her permission.

The basic principles of the relationship between the state and the masses, which ensure the enjoyment of certain benefits by man, allow him to act voluntarily, are human rights and freedoms. Human society has long focused on this issue. Aristotle, for example, divided human rights into «natural» and «conditional.» He puts natural human rights above the conditional rights established by the state.

In the Middle Ages, human rights and freedoms were interpreted as charity, amnesty. As the most important of the principles, they stressed that people have equal rights to live freely and safely, to own property, that the people are the main owner of power, that power should be branched out, that power should serve the interests of the people.

The ancient Greek philosophers said that all people are born equal. Therefore, it is believed that all of them have equal natural rights. He put natural law above the law established by the state. He believed that natural law should be an example of conditional law. This is because conditional law changes more often and they arise as a result of government work and agreement between people. However, in the era of feudalism, a completely different concept of human rights emerged.

The natural right to be equal from birth has been abolished. The law itself was interpreted as a mercy of khans and kings to their subjects. Each class had its own rights. As we understand it today, human rights are closely linked to liberalism, which was born in the age of capitalism. The Liberals sought to limit the power of the monarchy through parliament, expand suffrage, and promote political freedom.

The author of the famous pamphlet «Human Rights» T. Payne is one of the founders of the concept of human rights. According to Payne, «free and equal individuals with inalienable rights are superior to the state. Therefore, in order for a state to be recognized as legitimate and «civilized,» it must be created with the consent of all individuals. This agreement must be formalized in the constitution and ratified by parliamentary representative mechanisms. Civilized governance systems are constitutional systems of government that are free and have power with the active consent of individuals. «Such governments do not have rights, they have responsibilities only to their citizens».

Individualism, based on the balance of personal freedom and private property, has been a significant stimulus for the development of the productive forces, social development and the formation of po-

litical democracy. History has shown that there can be no freedom of the individual without a variety of sources of livelihood and without economic freedom of choice. Modern thinkers defended personal freedom, advocated private property, and believed that individual freedom was based on private property.

Such a normal situation, in which everyone has the right to do nothing, leads to the violation of the highest spiritual values of man, and thus to the violation of the natural laws of man. Therefore, external forces are needed to prevent such violations, including violations of natural rights. Such a force, according to the thinker, is the state. Under natural conditions, people live on the basis of moral principles, but moral norms do not provide complete safety for people.

After all, any human being is by nature self-centered. In the pursuit of self-interest, he seeks to undermine the values of others, regardless of their interests. Transition to the state means the transition to a higher institution that protects the natural and artificial rights of the individual.

The state is a more stable and promising community than a natural society. The state determines the nature of the individual. Hence, natural rights are replaced by civil rights and freedoms. The protection and full provision of civil rights and freedoms is the responsibility of public authorities. In his writings, F. Aquinas states that «all laws are the fruit of God's wisdom.» It has been made available to mankind in two main forms: «religious law» (for example, the Koran or the Bible), and «natural law», which forms the concept of God.

Charles-Louis Montesquieu, author of the world-famous work *On the Spirit of Law*, followed the theory of natural law. According to Montesquieu, the laws of human existence arise from human nature, so they can be called natural. These laws describe the natural state of people in pre-state life. By nature, a person is kind, peaceful and open, does not violate the rights of others, is kind. It is changed by society, so it can be concluded that the balance can be maintained only through the protection of human rights.

According to Montesquieu's philosophy, human freedoms must be paramount. To take any action within the limits permitted by law, to use all your opportunities, is related to the concept of human freedoms. It is wrong for a citizen to think that this is his freedom if he is acting illegally. This will not lead to security, the rule of law and civil society, he wrote. He saw in natural law the result of people's desire to find solutions that equate personal well-being with public good. These actions were first fully implemented in the Declaration of the Rights of Man and

of the Citizen in 1789, and it should be noted that the word «law» is significantly closer between the subjective and objective meanings. Objective law, the rule of law is the main purpose of protecting the individual, ensuring his prosperity and freedom, in short, allowing him to exercise «his rights. «Nevertheless, these ideas are still used and have not lost their appeal in today's world.

Along with the positive right, that is, the laws adopted by the state, a person is given a high, true, natural right from birth. This is called the unwritten right, which is a set of natural and inalienable human rights. The source of human rights is not in the laws, but in human nature, these rights come from birth or from God.

There are several features that characterize the theory of natural law:

- human rights belong to a person from birth;
- they are an integral part of man;
- Human rights represent the most important social opportunities of a person (Coulton, 2012).

Classical natural-legal thinkers (Aristotle, Augustine, Thomas Aquinas) considered natural law as a variable, ie «unconditional» law that does not change more than «conditional» law. The question of the causes and significance of the historical development of positive law has been reduced to the level of ideas about the variability of human rights, as imperfect as the nature of any human being. However, with the accumulation of knowledge, the problem of explaining the historical development of law became clearer. Later, scientists developed a «theory of application» of human rights, according to which the eternal principles of natural law are explained by changes in the human mind and living conditions, thus creating important concepts of «second generation or secondary» natural law, which are important in a particular socio-historical context (Сырых, 2007).

As before, the «primary» natural law was accepted as the absolute source of any right, and the «secondary» law was accepted as a relatively imperfect right. The imperfection of the historically variable law remained a dogma. There are many scientists who have studied the concept of human rights, freedoms, responsibilities, their types and classification. In general, in terms of types, human rights are, first of all, universal - that is, any person can be the owner of the right. Secondly, rights are unconditional - this means that everyone has rights and it is impossible to take them away from a person. Third, human rights are egalitarian - this reaffirms that everyone's rights are equal and equal. Fourth, human rights are considered to be individual - that is, human rights belong to each person, each individual and protect them from

various violations that may occur in society, recognizing the important role of society for the individual. Fifth, human rights can be called fundamental or fundamental - that is, human rights protect fundamental and essential elements of human nature, and sixth, human rights are indivisible and inseparable - all human rights must be protected and respected, they complement each other and they meet the requirements legitimized with positive and negative responsibilities.

It is important to understand the importance of human rights issues. The main tool for building a civilized state governed by the rule of law is the protection of human rights and freedoms. To do this, any state has experienced many difficulties over the years, which means that human life, human rights and freedoms, personal dignity, respect for human rights and freedoms are an inalienable value, so the main task of the state is to respect human rights. At the same time, it is appropriate to quote the words of the German philosopher Hegel: «Man does not live for the state, the state lives for man.» In different historical epochs, natural rights have been divided into categories. In general, it is impossible to distinguish the general concepts inherent in all stages of development of this theory (Fuller, 1956).

Today, natural human rights are divided into the following types:

- The right to life. This category is often called natural biological rights. Today, human life is the highest social value protected by the state;

- The right to liberty. In this case, the concept of «freedom» means the ability to do something that does not contradict the law and does not violate certain rules established in society;

- the right to honor. This category also includes moral values. The dignity of the individual is the obligation to respect and self-esteem, as well as respect for others;

- property rights. Anyone can own property;

- the right to privacy. The principle that a person cannot be imprisoned without a reason (for example, committing a criminal offense). The natural-legal theory of law is based on the recognition of two types of law: natural and positive.

Positive law is a set of universally binding norms recognized by the state and operating within its borders. In the field of jurisprudence, this category is considered as a system of principles introduced at the legislative level. Today, natural and positive rights are contradictory. Positive legal benefits are established by the state, controlled and guaranteed by regulations. Natural rights are inherent in human beings from birth. They do not depend on anyone's will.

The legal image of the world consists of interacting and interacting national legal systems. Each country has its own legal system. Therefore, if there are more than two hundred states in the world, it means that there are more than two hundred national legal systems. Many scholars have contributed to the study of modern legal systems. For example, the French comparatist Rene David pointed out three positions that reveal the value of comparative law. He formulated the history of law, the study of national law, the best legal forms of relations in international relations and the benefits of comparative jurisprudence for mutual understanding of peoples. The modern world is characterized by the interconnectedness and harmony of the peoples that unite mankind.

Many legal systems can be grouped into different groups or by different criteria. For example, German scientists K. Zweigert and G. Ketz cite legal style as the main criterion, linking it with five factors:

1. Historical formation and development of the legal system;

2. The dominance of the doctrine of legal thought and its features;

3. legal institutions with their own peculiarities;

4. legal sources and methods of their discussion;

5. ideological factors.

S.S. Alekseev identifies four main legal families: the Romano-Germanic legal family, the Anglo-Saxon legal family, the dominant religious and communal legal system in a number of Asian and African countries, the legal systems exposed to the ideology of authoritarian political regimes. The most effective type of legal system was shown by Rene David, who showed three types of legal systems: Romano-Germanic legal system, general legal family and socialist legal family. Rene David also mentions a number of non-basic legal systems in his writings, which are based on religious dogmas, ancient customs and norms. These include Rene David: Muslim law, Indian law, the legal system of the Far East, Africa and Madagascar. Currently, the Anglo-Saxon legal system exists in England, the United States, Canada, New Zealand, Australia, Northern Ireland and other countries. The concept of the Anglo-Saxon legal family is different.

Many scholars do not like to call it the «Anglo-Saxon family», they think that it is better to combine English and American law and call it a «common law family». Such contradictions connect England with the conquest of Normans in 1066, which resulted in many changes in the history of the English legal system. The independent development of the English legal system is characterized by the fact that it was not influenced by Roman reception, lack of codifications,

developed in an autonomous way, not under the influence of continental European law. The history of Anglo-Saxon or general law can be considered as the history of English law, as English law prevailed and remained a historical model for them as a result of the spread of British law to other countries. There are opinions that common law developed in three ways: the first - with its formation, the second - general law was supplemented by fair law, and the third - with the discussion of statutes. Lawyers point to four stages in the development of the Anglo-Saxon legal system: The first period is the early Middle Ages up to 1066. During this period, England did not have a central system of government, all power was in the hands of Anglo-Saxon kings. Therefore, this period was characterized by different laws and customs of barbaric tribes.

The second period is the period from XI to XV centuries. As a result of the Norman conquest, common law began to develop, which was established by the royal court. During this period, a precedent began to be formed, which later became the main link in the English legal system.

The third period was the reign of the Tudor dynasty, which lasted from 1485 to 1832. This time was considered the heyday of English law. In addition to the rules of common law, the rules of justice were introduced into English law, which was formed as a result of the functioning of the Westminster royal courts. During this period, the role of laws passed by Parliament increased, laws became a source of law and its supremacy was defined.

The fourth stage dates back to the XIX century and continues to this day. At the beginning of this period, various legal and judicial reforms were carried out. These reforms have increased the importance of substantive rights as well as procedural rights. Various regulations have been systematized and many acts have been repealed. Thus, in the 70s of the XIX century, England underwent a comprehensive judicial reform, which was implemented in relation to all judicial activities.

The Supreme Court will be empowered by three courts, and common law and justice will be merged to form a mixed legal system, now known as common law. In 2005, England adopted an act of constitutional reform and introduced a new judicial system. This Supreme Court was empowered to hear appeals to all courts in England, Wales, and Northern Ireland. At present, the main source of English law remains the judicial precedent, which is a universally binding, valid, court decision on a particular case. This is the peculiarity of their legal norms. And legal creativity here is characterized by a complex structure and de-

tailed design. The structure of law in the Anglo-Saxon legal family is much different from the concept of the Romano-Germanic legal family. Precedent in English law is a rule of law, and it is mandatory (Ewing, 2005).

England still does not have a written constitution, which is replaced by parliamentary acts. The state of the legislature as a source of law is unsatisfactory, as parliamentary acts are discussed by the courts and become court precedents. The distinctive features of legal knowledge in this legal family correspond to the formula: «The means of judicial protection are more important than the law. «The form of the claim, procedural rules, evidence, brevity of motivation, strict ritual of the decision, oral and continuous litigation - are the features of English law.

There is no definition of «British law» in the literature, but the term «English law» is used instead. English law includes the law of England and Wales. In addition to English law (with elements of Roman law), Scottish law and Northern Irish law also apply in the UK. When we talk about the law of UK, we are talking about the law of England, that is, the law of England and Wales.

Rene David, a classic of comparative jurisprudence, states: “The scope of English law is limited to England and Wales. It is not the right of either the United Kingdom or the United Kingdom, as Northern Ireland, Scotland, the English Channel and the Maine Peninsula are not subject to English law.” It is well known that the main types of legal systems in the world are the general legal system (Anglo-Saxon legal system) and the continental legal system (Romano-Germanic legal system). There are many differences between them, the two are recognized as different legal systems.

English law belongs to the common law system, and Kazakhstani law belongs to the continental legal system, which is based on Romano-Germanic law. English law is often referred to as case law. But this is not true, because case law is a major part of English law. However, English law was formed by the courts, which at that time ruled on the basis of custom. In time, court decisions and precedents became binding on lower courts. However, along with case law, the law of equity was established in England. It is set up by the Lord Chancellor's courts to hear complaints about justice. The Lord Chancellor's Court was not bound by case law.

In 1873, the Law on the Judicial Structure was adopted. This law affirmed that justice prevails over common law. There is also the concept of statutory law in English law. Formally, acts of Parliament take precedence over judicial precedents. In practice,

however, case law has been recognized as fundamental. Along with laws, the main source was authorized laws. Authorized laws are acts based on the law adopted by governmental organizations. In this case, the court may terminate the provisions of the authorized law if it is overstated or procedural violations occur. In English law, the law is not divided into private and public. Rene David writes: "As we have seen, there are many differences in the structure of law.

As far as we know, the division of law into private and public, we do not find in English law, their rights are not divided into civil law, commercial law, administrative law, social security law. Instead, we see that in English law, first of all, the law is divided into general law and the law of justice.

Continuing his thoughts, R. David states: "In English law it is impossible to find the concepts of parental power, usufruct, legal entity, enormous power, abuse of power. But there are a lot of concepts that we do not know: entrustment, satisfaction of the opponent, estoppel, trespass, etc. The meaning of these terms is not translated into other languages, we do not know the terms. If it needs to be translated, it loses its meaning. The meaning of «agreement» in English law does not correspond to the meaning of «agreement» in French law, the English law of justice - equity does not correspond to the French «justice»; administrative law is not administrative law, and civil law is not civil law" (Finnis, 1994).

One of the reasons why English law was incompatible with continental law was that continental law was derived from Roman law, and English law could not incorporate Roman law for many reasons. First, Roman law was private in nature and could not be applied by the tsarist-Westminster courts, as they resolved public law disputes within their jurisdiction. Second, the reception of Roman law was hampered by local customs and traditions in England that were incompatible with Roman law. Thirdly, this was due to the peculiarities of the development of England's legal system, which was necessary to stay within the framework of evolutionary and general law (Marochini, 2012).

One of the unique features of English law is the high level of independence of the judiciary. It means that the common law is judicial law. The courts form the law and it is recognized as the real power. Various steps and proposals have been made and are still being made to introduce the principles and elements of Anglo-Saxon law into the law of Kazakhstan and the CIS countries. During the implementation of legal reforms in Kazakhstan, American consultants have been actively working to introduce elements of common law into our system.

As a result, in 1998, under the influence of American consultants, the Law on Joint Stock Companies was adopted. But this law did not work. Because it did not fit into our legal system, in 2003 it was repealed and replaced by a new law. This law was a legal document based on the continental legal system. However, we had to move away from concepts that are alien to us, in particular, the introduction of the institution of trust property - trust - did not fit into our legal system.

The Russian government has also made some efforts to implement this institution, but these steps have not been implemented. Because we do not understand the difference between common law and continental law, the concept of a closed joint stock company has emerged. A closed joint-stock company in general law turned out to be a limited liability company in continental law.

Initially, the introduction of elements of the Anglo-Saxon legal system into the continental legal system was really very difficult and confusing. There were various conflicts, because our morals, traditions, the psyche of the people, the elements of power did not come to Anglo-Saxon at all. From all this it is clear that many elements of English case law do not fit into the Kazakhstani legal system. Therefore, we need to pay special attention to the implementation of English law and get only where it is needed, what comes to our legal system. Special attention should also be paid to the implementation of various institutions of English law. It is necessary to be very careful when using the institution of legal entities, because in English law there is no such thing as a «legal entity».

There are similarities between the institution of representation and contract law, and there are interesting elements that benefit Kazakhstani law. Currently, legal families continue to develop. Each state, forming its own legal system, together constitutes international law. The combination of the domestic state system with the international legal system has a certain peculiarity: international legal norms prevail over national legal norms. Creating an international union, most countries around the world agree. Thus, international law can be a factor in improving the domestic law of the state. This is especially true in the regulation of human rights, as the constitutions of many countries meet international standards. The development of legal systems is influenced not only by the processes of economic, social and other integration that contribute to the development of the national legal system, but also by the evolution of the sources of law. The intensification of integration processes is reflected in the international grouping of countries.

The European Union has achieved the highest re-

sult of international cooperation. If we analyze the current processes on the European continent, we can see the Europeanization of the legal field. The European Union is gradually pushing national rights out of the legal space and into European legal institutions as a whole. Such a process can also be called harmonization, that is, in order to bring the legal systems closer together, various contradictions are eliminated and common legal institutions and norms are established. At present, the development of legal systems is closely linked with structural changes in the economies of developed countries, changes in their social structure, and changes in the political system (Margot, 2003).

There is a connection between the Romano-Germanic legal system and the Anglo-Saxon legal system. As a result of such interaction, it can be seen that in the family of common law, along with case law, the role of positive rights is growing and becoming the main source. When considering the development of legal systems, it should be borne in mind that the legal system is closely linked with globalization. Old legal theories will be replaced by new «legal models», which will be based on a new legal culture, a new ideology, new methodological research aimed at recognizing the legal environment of man (Dorf, 1996).

To understand legal systems, the categories of «legal knowledge», «lawmaking», «law enforcement» must be key. Factors that contribute to the development of legal systems, such as consolidation, unification and harmonization, help legal systems to be closely interconnected and interact with each other, to take advantage of the positive achievements of other legal systems. This is currently the case in the United Kingdom and the United States. In these countries, along with precedent, there are laws.

Results and Discussion. The scientific novelty of the article consists in the author's approach to the study of the legal foundations of regulation and protection of human rights and freedoms. In the paper, from the point of view of globalization, the essence and significance of the legal status of the individual were investigated; features of the historical stages of the development of the status of a person are revealed; a comparative analysis of the legal status of a person in the Republic of Kazakhstan and the UK.

It is concluded that the legal status of an individual is part of social status and depends on the qualities of a person and citizen. It is proposed to understand the terms «legal status» and «legal status» of an individual as equally significant. The legal status of a person is defined as a set of rights, freedoms and duties, and guarantees for the protection of these rights.

It is determined that in the UK, due to the lack of a single Constitution, norms on the rights, freedoms and duties of citizens are not represented in a certain system, are regulated by various laws, precedents and legal practice. By virtue of this, protection in court is an effective protection of rights and freedoms. Within the framework of state protection of human rights and freedoms, the model of the British Ombudsman is of interest.

A scientific analysis of the process of applying the norms of English law in the legal practice of Kazakhstan. It is concluded that this process is necessary for the development of investment law, ensuring the supremacy of the Constitution and international law.

A scientific analysis of modern concepts of human rights and freedoms has been carried out; The features of such approaches to human rights as liberal (Western), Muslim, Marxist-Leninist (socialist) are defined. It is concluded that the legal status of a person should be one of the basic principles of state and social construction. Developed proposals aimed at improving the institution of citizenship of the Republic of Kazakhstan.

In the work, the legal status of the individual is the legal status of the individual in the state and society. The legal status of the individual is part of social status and is associated with the personality of the individual. The concepts of «legal status» and «legal status» of an individual are synonyms. The legal status of an individual is determined for a person more than the legal status of a legal entity. The basis of a person's legal status is his rights, freedoms, interests and obligations in unity. The freedom of man is also his right. The legal status of a person is enshrined in the Constitution and is based on a new concept of human rights. It is based on international legal documents that determine the level and establish general legal standards for human rights and freedoms.

One of the important tasks of legal science is the effective and proper development of legal norms to ensure the rights and freedoms of man and citizen by further consolidating the institution of citizenship. The historical development of the institution of citizenship as a legal phenomenon and its occurrence in the modern world necessitates an analysis of this institution. The main component of the idea of citizenship should be considered as the legal basis for the interaction of the individual and the state. The article will discuss ways to improve the institution of citizenship. It is also noted that the institution of the Ombudsman of the UK should be implemented in the Republic of Kazakhstan.

In the UK, human rights and freedoms are gov-

erned by various laws, judicial precedents, and legal customs. Particular attention is paid to ensuring effective judicial protection of rights and freedoms. The history of the development of the legal status of a person in the UK dates back to the Middle Ages. This is reflected in the Magna Carta of Freedom of 1215, the Act of Habeas Corps of 1679 and the Bill of Rights of 1689. These acts testify to the emergence and development of British human rights law. As a result, the British came up with the principle: "Subjects have the right to do everything that is not prohibited by law" (Goodpaster, 1973).

Currently, civil rights are guaranteed in the UK: the inviolability of the person and home, freedom of conscience and religion, the confidentiality of correspondence and telephone conversations, as well as the protection of electronic privacy controls. Of particular interest is the model of the British Ombudsman in the field of state protection of human rights and freedoms.

In determining the legal status of a person, foreign experience is considered in the content of the work. In our opinion, we would like to make suggestions on improving the legislation of the country governing the area of the legal status of an individual, in particular: to administer justice in our country, we need to introduce the principles of English law, for which we use the practice of English in our judicial practice. This is a reflection of the exercise of the judiciary and human rights in developed democracies. The research is based on the need for further training of judges on the basis of British judicial practice, improving the judicial system in the country, preparing judges for international affairs, which increases the legal status of the individual, further development of the rule of law, civil society and legal awareness and culture of citizens. A scientific analysis of the application of English law in the legal practice of Kazakhstan was carried out. It has been argued that this process is necessary to ensure and develop the rule of law in the Constitution and international law.

An important element of the legal regulation of the status of a person and a citizen is the approval of the concept of the status of a person, which determines a person's place in society and the state. Worldview concepts formed by various humanity were developed on the role of man in the life of society and the state, his rights and freedoms. These concepts are secular and religious, have individual and collective, legal and ritual forms and so on. In the modern constitution there are three concepts that identify a person's personality: liberal (Western), Muslim, Marxist-Leninist (socialist). In world constitutions, the concepts of personality status encom-

pass personal, political, economic, social and cultural human rights. In our opinion, in the first place as a person should be a person, his life, security, freedom, secondly, he should be able to participate in public life and state affairs, and thirdly, he should have the right to participate in economic processes.

An updated system that confirms the status of a person should be one of the fundamental principles of state and social structure. It should determine the list and content of fundamental and sectoral human rights, freedoms and duties, state goals, tasks and content of state bodies. These questions are carefully studied and recommendations are given in the article.

Conclusion. In the research the following scientific conclusions were reached by the author: Human rights were the result of a certain stage in the development of society, in which public consciousness reached a level of understanding of the importance of the preservation of each person for all social perspectives. Rights were also the result of a society that had conquered a certain socio-economic level that allowed it to meet human needs. Of course, the state, due to its weak economic, political, social and other development, cannot meet all the vital needs of man. However, for the development of a progressive rule of law and society, the perspective ideas implemented in the policy of the human state give grounds to say that the field of human and civil rights is inexhaustible and especially important.

The legal status of the individual is one of the most important political and legal categories, which is closely linked with the social structure of society, the level of democracy, the rule of law, human nature. The analysis of the three generations of human rights and freedoms is based on the inconvenience of the hierarchy of rights in terms of their significance. The interaction between the legal status of man and the rule of law takes place in the framework of the processes of organic communication in the legislation of the Republic of Kazakhstan on universal and universal human values of world civilization, which allows to assess the legal status of man and his position in society and the state (Зиманов, 2008).

The ways in which human rights and freedoms are enshrined and reflected in law vary, but in most cases their main source is constitutions. The issue of the status of the individual is one of the main issues in the content of the constitution. Constitutional regulation of the status of a person and a citizen is basic, fundamental, as well as primary, derivative, basic, as it determines the content of laws and other legal acts relating to the status of an individual.

In fact, for the first time the constitutional enshrinement of human and civil rights and responsi-

bilities was enshrined in the 1937 Constitution of the Kazakh SSR. The next Constitution of the Kazakh SSR of 1978 further strengthened the legal status of man and citizen. However, the current Constitution of the independent Republic of Kazakhstan, adopted on August 30, 1995, for the first time declared man, his rights and freedoms as the highest value, became the basis not only for international principles of human and civil rights, but also for accession to a number of international conventions.

The creation of the legal status of a person and a citizen in the UK is associated with the formation of constitutional law. The fundamental rights and freedoms of various categories of citizens should be considered not only in the classical legal acts of the «unwritten» constitution of the United Kingdom, but also in the absence of a consolidated Constitution as constitutional acts in the Great Charter of Freedom in 1215, the Petition of Rights in 1628, the current European Convention on Human Rights, 1998 reflected in the Act on Human Rights (Howard, 1987).

International law promotes the formation of basic principles of civil law regulation, such as the right to citizenship, the prohibition of voluntary deprivation of citizenship. These general principles are aimed at the convergence of national legal systems on matters of citizenship, serve as a criterion for the legitimacy of domestic acts of citizenship and are the link between the institution of citizenship in constitutional and international law. In the UK, there are three types of specialized government human rights institutions dealing with human rights, working independently of each other - the Ombudsman (Parliamentary Commissioner), the Commission on Human Rights, and the Special Commissioner for the Protection of Certain Types of Subjective Rights and Legal Interests. The institution of the Ombudsman in the British Commonwealth has a number of general characteristics: a) a public institution that is an individual institutionally connected with the Parliament; b) only complaints related to "bad management" ("administrative violations committed") are considered; (c) The main form of its human rights activities is the settlement of disputes between a particular citizen and the organization of public power by agreement with the parties and the submission of proposals for the elimination of violations of subjective rights and legitimate interests.

According to the legal doctrines of the Republic of Kazakhstan and Britain, the most important elements that form the basis of a person's legal status are citizenship (citizenship, citizenship), the principles of legal status and the basic rights and freedoms of direct citizens. The general principles of the legal status of an individual predetermine the basic boundaries of a person's legal status in all areas of the exercise of his legal capacity, regardless of the regulation of public relations in any public sphere. Fundamental rights, freedoms and responsibilities form the basis, core, core of the legal status of man, which is determined by the integrity of the norms of all areas of Kazakhstani and British law.

It is necessary to increase the number of institutions, bodies and organizations that protect human and civil rights and freedoms in the Republic of Kazakhstan. It is necessary to pay attention to the quality, function, optimal solution of issues in accordance with the law. It would not be wrong to say that the legal protection of any issue through appropriate legislation, the ratification of international legal treaties in the state, the opening of a large number of quality commissions to advise on the implementation of the law - a solid step towards improving human rights and freedoms.

There are some recommendations for the actual application of research results. The positive aspects of the institution of the Ombudsman of the United Kingdom should be introduced into the practice of our country. In particular, the Decree of the President of the Republic of Kazakhstan dated September 19, 2002. About the Commissioner for Human Rights, approved by the Decree N 947 to include in the rules the position of "Parliamentary Commissioner for Administrative Affairs", "Commissioner for Pensions", "Commissioner for Press Complaints", "Commissioner for Trade Union Affairs" to consider complaints of citizens against negative governance. It is necessary to introduce the principles of English law in the country for the administration of justice. The prestige of British judges is so high that they resolve not only domestic but also international disputes. British judges are considered to be the strongest judges in the world. We need to improve the skills of judges on the basis of improving the judicial system of the country, so that we can train judges to decide cases not only at the national level, but also at the international level.

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Дж. Каstellино¹, Ж.Т. Сайрамбаева², З.М. Баймагамбетова², А.А. Отыншиева²

¹Университет Миддлсекс, Великобритания, г. Лондон

²Казахский национальный университет им. аль-Фараби, Казахстан, г. Алматы,
e-mail: aidana-best91@mail.ru

**Права человека в Казахстане и Великобритании:
сравнительно-правовой анализ**

Аннотация. В статье рассмотрены проблемные аспекты соблюдения и защиты прав человека на основе сравнительного анализа опыта Республики Казахстан и Великобритании. На сегодняшний день в эпоху глобализации возрастает роль прав человека, происходят кардинальные изменения в мировой правовой системе и правовой системе Казахстана. Эти изменения послужат основой для защиты, обеспечения и развития прав человека: с одной стороны, это процесс интеграции и регионализации, основанный на мировой глобализации, с другой – внутривосточные и либеральные реформенные процессы в Казахстане.

Целью статьи является исследование правового статуса личности в Республике Казахстан и Великобритании, выработка рекомендаций по совершенствованию правозащитного законодательства Республики Казахстан.

При проведении данного исследования проведен сравнительный анализ правового статуса личности в Республике Казахстан и Великобритании; выявлены особенности механизма реализации прав и свобод человека и гражданина; рассмотрены возможности имплементации норм международного права и зарубежной практики в национальное законодательство Республики Казахстан для совершенствования института гражданства.

В выводах авторами даны практические рекомендации и предложения по совершенствованию механизма защиты прав человека на основе обобщения практики Республики Казахстан и Великобритании.

Ключевые слова: права человека, свободы, правовой статус человека, исполнение, реализация, государство.

Дж. Кастеллино¹, Ж.Т. Сайрамбаева², З.М. Баймағамбетова², А.А. Отыншиева²

¹Миддлсекс университеті, Ұлыбритания, Лондон қ.

²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.

e-mail: aidana-best91@mail.ru

**Қазақстандағы және Ұлыбританиядағы адам құқықтары:
салыстырмалы-құқықтық талдау**

Андатпа. Мақалада Қазақстан Республикасының және Ұлыбританияның тәжірибесі негізінде адам құқықтары қарастырылған. Отандық және шетелдік ғалымдардың ғылыми көзқарастарына салыстырмалы-құқықтық талдау арқылы адам құқығын қорғаудың проблемалық жақтарын байқауға болады.

Жаһандану дәуірінде адамзат өркениетінің өзекті мәселелерін шешудегі адам құқықтарының рөлі артып келеді. Соңғы жылдары әлемдік құқықтық жүйеде және Қазақстанның құқықтық жүйесінде түбегейлі өзгерістер болды. Бұл өзгерістер адам құқықтарын қорғау, сақтау және дамыту үшін негіз болады. Бұл бір жағынан, әлемдік жаһандануға негізделген интеграция және аймақтандыру процесі, екінші жағынан, Қазақстандағы ішкі саяси және либералды реформалар процестері.

Мақаланың басты түйіні жаһандану жағдайында Қазақстан Республикасындағы және Ұлыбританиядағы жеке тұлғалардың құқықтық мәртебесін зерттеу, Қазақстан Республикасының адам құқықтары туралы заңнамасын жетілдіру бойынша ұсыныстар әзірлеу болып табылады.

Мақалада жаһандық үдерістер арқылы жеке тұлғаның құқықтық мәртебесін ашу және оған авторлық тұрғыдан түсінік беру, адам құқықтарының қорғалуының құқықтық негіздері қарастырылды. Қазақстанда адам және азамат құқықтары мен бостандықтарының қалыптасу ерекшеліктерін айқындау, азаматтық институтын талдау және оны ары қарай дамыту жөнінде ұсыныстар жасалды. Ұлыбритания мемлекетінде жеке тұлғаның құқықтық мәртебесінің ерекшеліктерін ашу, адам мен азамат құқықтары мен бостандықтарын жүзеге асыру механизмдерінің қамтамасыз етілуі анықталды.

Түйін сөздер: адам құқықтары, бостандықтар, жеке тұлғаның құқықтық мәртебесі, күшіне ену, жүзеге асыру, мемлекет.