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HISTORY AND STAGES OF DEVELOPMENT OF CHINA'S CULTURAL POLICY

The article examines the cultural policy of China. Cultural policy itself is one of the largest areas of politics. Today, its role in establishing relations with other countries in the international arena is very great. At the same time, the concept of cultural policy has been used since the 1960's, but its history dates back to ancient times. Each state has its own spirituality, valuable relics and cultural heritage. Cultural policy is directly related to the state and its people. In addition, cultural policy is formed at different levels in each country, its development depends on the attention and work of each state.

Key words: Cultural policy, International relations, Economy, China.

Cultural policy is a multilevel system that combines different components. The state, through its bodies, regulates the development and development of cultural activities, using financial and material resources, legislative, organizational, managerial and other methods and mechanisms. The tasks of cultural policy include the development of a strategy for the cultural development of the state, the formation of national brands, the improvement of the legislative framework in the field of culture and socio-cultural policy, the development of research in the field of cultural studies. The object of cultural policy is a human, and culture is a means of ensuring the social sufficiency of consciousness and behavior in society [1]. The culture of the Chinese people is unique and full of historical values, which increases the level of interest in many countries. By analyzing China's experience in cultural politics, we can get acquainted with various new ideas. Improving cultural policy is one of the new challenges today. Today China is one of the largest economies in the world, along with the rapid development of the economy, cultural events are held at a high level. Due to the special interest in its culture, China has a high level of protection for its artifacts, for which it offers various laws and regulations. Violation of them is punishable by a fine. Due to this rigor, their spirituality is preserved and passed on to future generations.

Cultural policy has a long history, but the systematic study of cultural policy is a modern and new direction, which, according to Western scholars, is not associated with the development of the cultural industry. According to another point of view, the study of Chinese cultural policy over the past 10 years is directly related to the development of the cultural industry. Over the past 10 years, Chinese scholars have paved the way for the objectives, methods, results, evaluation and research of cultural policy research. Several systematic papers have been published on many aspects of cultural policy. In this regard, there are several studies on the historical periods of the cultural policy of

China, but most of them are based on the analysis of historical data, the system of state and society has not been formed. More specifically, these works seek to explain China's cultural policy from an ideological point of view. The evolution of cultural policy in accordance with Chinese ideology since the founding of the new China is considered.

From this point of view, that is, considering cultural policy in relation to ideology, Chinese researchers divide it into the following stages:

1. Revolutionary ideology and cultural policy (1949-1977)

Using ideology as a concept for describing and deeply understanding the hierarchy of assets, applying proletarian ideology with all the zeal between the levels of ideology and proletarian ideology, that is, the revolutionary struggle of the proletariat led by true Marxism, was an important mission of Lenin's Marxist doctrine. In fact, Lenin's socialist ideology was continued by Mao Zedong and became the basis of the main ideological concept after the founding of the new China. These ideological concepts specifically defined the conflict between the bourgeoisie and the proletariat. This was called revolutionary ideology, guiding ideology towards the revolution of the proletariat. The state is an instrument of class dictatorship, ideology is the main feature and method of uniting class dictatorships, such an ideological concept strongly influenced the cultural policy of new China, thereby defining the basic framework and features of cultural policy [2]. This period can be seen as a period of politicization of culture, from 1949 to 1977.

2. Constructive ideology and cultural policy (1978-2002)

Deng Xiaoping has repeatedly stated that economic construction is the main task of socialist construction, all work, including ideology, develops within the framework of these basic tasks [3], Deng Xiaoping developed a constructive ideology of socialism with Chinese characteristics based on this concept. In short, it has the following features:

First of all, the essence of socialism is the development of the productive forces, and only then can we talk about its advantages. Consequently, the ideology of a socialist character should be focused on the main task of economic development, the main goal of which is the release and development of productive forces, and the improvement of the material and cultural standard of living of the population. In general, in the formation of ideology, special attention is paid to the fact that the task of the center of economic construction is to demonstrate the completeness of the ideology of the socialist regime, provide intellectual support in solving problems of social development, and ensure complete freedom of ideology. Guided by a constructive ideology, China's cultural policy has moved from a politicized mindset to a cultural policy based on the needs of social reality. Thus, the cultural policy entered a new stage of market development. From 1978 to 2002, the State Council published three documents on cultural and economic policy in 1991, 1996 and 2000.

3. Harmonious ideology and cultural policy (from 2003 to the present)

Under the leadership of a harmonious ideology, the main goal of China's cultural policy has also begun to form a harmonious culture, the period of which from 2003 to the present, the cultural policy of this period can be defined by the following characteristics. Development of the basic values of socialism as the fundamental basis of cultural policy in terms of the requirements of the goal of culture. According to

Marxism, "the ideology of the ruling class is the dominant ideology of each era, that is, the class is the dominant material force in society and the spiritual force that dominates this society" [4].

Therefore, in any country there is a set of ideologies that reflect the main interests and characteristics of its people, which form the basis of the system of social values, regulate social behavior, regulate social relations and ensure the legitimacy and unity of state power. It is well known that in connection with economic, social and cultural changes in the ideological sphere, the importance of the ideology and culture of state power is increasing. At the initial stage of the development of socialism in China, it becomes increasingly important to demonstrate the legitimacy of culture in the socialist system, the unity of basic socialist values and the strengthening of the country's cultural soft power. Since the founding of the new China, China has attached great importance to the important role of culture in ideological construction, relied on the leadership of Marxism, developed a socialist culture with Chinese characteristics based on "bilateral" politics, which is a great experience of China's cultural policy [5].

Chinese society is based on values and ethics. As one of the oldest civilizations in the world, China has its own political culture and national characteristics. Taking into account the traditional foundations of political culture, we can predict China's behavior in the international arena as a civilized country. Today China is a developing country on the path of successful modernization. According to Confucius, "every nation is different because of its own upbringing", so the government must disrupt the way China is governed. Modern China is enriched with such concepts as "inclusive society", "harmonious society". In conclusion, we have historically analyzed the development and promotion of Chinese cultural policy.

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