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СОЦИОКУЛЬТУРНАЯ РОЛЬ МОЛОДЕЖИ В ПЕРСПЕКТИВАХ РАЗВИТИЯ ПРОЕКТНОГО АРТ-МЕНЕДЖМЕНТА

Аннотация

В статье мы опираемся на опыт казахстанских и зарубежных исследователей молодежных движений, проблем социокультурной роли молодежи, политики государства в отношении молодежи и формирования политической культуры. Всю научную литературу мы объединили в несколько групп.

В первую группу исследований вошли работы о молодежных движениях XX века Роберта Баден-Поуэлла, В.А. Попова, В.С. Преображенского, О.И. Пантюхова, Г.А. Захарченко, И.Н. Жукова, С.В. Фоменко, которые позволили проследить формирование скаутского движения в Европе и Казахстана. Работы В.И. Николаева, А.Я. Лейкина, Н.К. Крупской, В.В. Лебединского, А.П. Бутенко, Л.Н. Кочетковой, В.А. Кудинова.

Цель исследования: выявить специфику деятельности проектного арт-менеджмента и развитии социокультурной роли молодежи современного Казахстана.

Ключевые слова: социокультурный, роль, молодежь, развитие, перспективы, проект, арт-менеджмент.

ЖОБАЛЫҚ АРТ-МЕНЕДЖМЕНТТІҢ ДАМУ ПЕРСПЕКТИВАСЫНДАҒЫ ЖАСТАРДЫҢ ӘЛЕУМЕТТІК-МӘДЕНИ РӨЛІ

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Андатпа

Мақалада біз Қазақстандық және шетелдік жастар қозғалыстарын зерттеушілердің тәжірибесіне, жастардың әлеуметтік-мәдени рөлі, жастарға қатысты мемлекеттік саясат және саяси мәдениетті қалыптастыру мәселелеріне сүйенеміз. Біз барлық ғылыми әдебиеттерді бірнеше топқа біріктірдік.

Зерттеулердің бірінші тобына XX ғасырдағы жастар қозғалыстары туралы Роберт Баден-Пауэллдің, В.А. Попова, В.С. Преображенский, О.И. Пантюхова, Г.А. Захарченко, И.Н. Жукова, С.В. Фоменко, бұл Еуропада және Қазақстанда скауттық қозғалыстың қалыптасуын бақылауға мүмкіндік берді. В.И. Николаева, А.Я. Лейкин, Н.К. Крупская, В.В. Лебединский, А.П. Бутенко, Л.Н. Кочеткова, В.А. Кудинова.

Зерттеудің мақсаты: жобалық арт-менеджменті қызметінің ерекшеліктерін ашу және қазіргі Қазақстандағы жастардың әлеуметтік-мәдени рөлін дамыту.

Тірек сөздер: әлеуметтік-мәдени, рөл, жастар, даму, перспективалар, жоба, көркем менеджмент.

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SOCIOCULTURAL ROLE OF YOUTH IN THE DEVELOPMENT PROSPECTS OF PROJECT ART MANAGEMENT

Abstract

In the research, we rely on the experience of Kazakhstani and foreign researchers of youth movements, problems of the socio-cultural role of youth, state policy towards youth and the formation of political culture. We have combined all scientific literature into several groups.

The first group of studies included works on the youth movements of the twentieth century by Robert Baden-Powell, V.A. Popova, V.S. Preobrazhensky, O.I. Pantyukhova, G.A. Zakharchenko, I.N. Zhukova, S.V. Fomenko, which made it possible to trace the formation of the scout movement in Europe and Kazakhstan. The works of V.I. Nikolaeva, A. Ya. Leikin, N.K. Krupskaya, V.V. Lebedinsky, A.P. Butenko, L.N. Kochetkova, V.A. Kudinova.

Purpose of the study: to reveal the specifics of the activities of project art management and the development of the socio-cultural role of young people in modern Kazakhstan.

Key words: sociocultural, role, youth, development, prospects, project, art management

Introduction

The relevance of the research topic is determined by the problems of project art management existing in modern Kazakhstani society, whose activities contribute to the formation of modern political culture and cultural space of Kazakhstan as a whole.

Interest in project art management in Kazakhstan is due to a number of factors.

First, the formation of political culture is a new process for modern Kazakhstani youth and is of interest to a researcher not only as an objective condition for the development of civil society, but as an opportunity to unite youth and various cultural characteristics through the formation of a single project art management.

Secondly, the foundations of the state cultural policy presuppose the unification of the activities of social institutions of culture, however, the system of interaction between the state and the youth remains undeveloped, which is key for the formation of the concept of project art management.

Thirdly, the modern activity of the socio-cultural role of youth, project art management remains controversial, this is due to the lack of specific cultural strategies for the development of youth through the development of this social institution. To develop such a strategy, it is necessary to comprehensively comprehend the functions of modern project art management in the political culture of Kazakhstan.

With the development of the information society, we notice the formation of a supranational unifying phenomenon, which today is perceived as an obligatory part of society and is part of the Kazakh cultural space. In order for it to be possible to help creative and ambitious people in the era of individualization, it is necessary to understand the feedback between youth centers and youth, which are located in various subjects of the Republic of Kazakhstan, with 4 inherent features. This dissertation research is devoted to the analysis of the problems listed above.

The development processes of youth movements before World War II are described in the works of G. Knopp, O.Yu. Plenkova, S.V. Kormilitsyna, O. G. Shagalov, E. Mirsky, L.M. Makarova. The peculiarities of the formation of youth movements after the Second World War are presented in the works of E.A. Polinovskaya, T. Hoibner, N. N. Yakovleva, O. V. Kolbasina, A.S. Manykin.

The next group of analyzed studies unites the issues of the formation of youth culture and the transformation of value orientations of young people. This group of researchers is represented by the works of N.S. Zimina, P. Shtompka, T.G. Grushevitskaya, A.A. Argunova, M. Yu. Lokovoi, T.I. Zaslavskaya, D.L. Konstantinovsky, K. Muzdybaev, O. Martyanova, E. Omelchenko, N.N. Volkova, M.L. Agranovich. The problem of the influence of youth organizations on the formation of political culture is the subject of the works of E.M. Babosova, Yu.V. Belozerova, V.P. Moshnyagi, B.A. Ruchkin and others. The sociological portrait of modern youth was studied by M.K. Gorshkov in his book "Youth of Kazakhstan", some of his works are devoted specifically to the transformation of Russian society, the problems of education.

Questions of modern political culture are reflected in the works of A.S. Madatova, A.I. Solovyov - describing the problems of political communication. The works of A.V. Selezneva, A.V. Dozhikov's works are devoted to the political consciousness of modern Kazakhstani youth. K.S. Gadzhiev, M. Smirnov, Yu.R. Vishnevsky, D.V. Trynov, V.T. Shapko - explore political culture as the basis for the formation of civil society.

A separate group was made up of studies related to the development of the information society, technologies that, in fact, form modern culture, are a guide to

the new Kazakhstani society. Among them are the works of V.V. Mironova, V.G. Belolipetskiy, L.A. Manchenko, A.I. Vinogradova, N.B. Kirilova, A. Chernykh, V.P. Terina.

Discussion

The concept of A.Ya. Flier about the essence of culture as the most general form of human sociality. And also the concept of the interdependence of the processes of social development and deepening of specialization in the activities of people, which leads to the strengthening of creative innovative tendencies in culture and is the reason for the acceleration of the dynamics of historical development (the increasing rate of cultural variability).

A significant contribution to the research of youth culture in the late 1980s, the role of culture in the development of personality was made by S.N. Ikonnikov with V.T. Lisovsky; the problems of the formation of cultural space, dedicated her works to T.F. Lyapkin; the value understanding of culture is the subject of the works of V.P. Bolshakov. Applied culturology, necessary for the full study of youth, youth culture, development of society, cultural policy, is presented in the works of O.N. Astafieva.

Thus, despite the breadth of the presented scientific literature on a number of problems associated with the dissertation research, there is a number of poorly worked out issues that require further scientific analysis and cultural reflection.

Source study base of the research. State normative documents regulating youth policy in Kazakhstan, arranged in chronological order, from 1991 to the present, were used as the main material for the study of the relationship between the state and youth in modern Kazakhstan.

To analyze the historical preconditions for the formation of modern project art management, normative legal acts of the Republic of Kazakhstan, materials of round tables of the European Commission and the UN were used. The abundance of foreign and domestic studies on the political culture and socialization of youth indicates that methods of working with youth are dynamically developing and require constant attention and updating in order to recreate a comfortable domestic climate.

The need to study the advantages and disadvantages of youth organizations, project art management, houses of culture, reform of political culture, models of personality socialization in modern Kazakhstan on the basis of world and domestic experience, determined the choice of the topic of the dissertation, predetermined its goal and objectives.

Research methodology.

The research was based on a culturological approach to the problem, which made it possible to analyze the sociocultural dynamics of the reproduction of forms of social and political activity among young people and their results. The structurally functional approach was used to identify the elements and analyze the features of project art management in the political culture of Kazakhstan.

The research also used the following methods: the comparative historical method - to analyze the state of Russian youth, their interests, as well as to establish the similarities and differences between the cultural needs of youth in the 2010s and 2020s; the method of document analysis was used in the processing of publications in periodicals, monographs, documentary and reference materials; the method of analysis and synthesis, analogy and comparison helped in considering the quantitative and qualitative indicators of the activities of youth associations (growth in the number of participants, changes in interests, etc.); method of description - when disclosing activities and analyzing specific youth movements.

The theoretical significance of the research results lies in the fact that its results provide a new scientific basis for further developments on the problem of project art management and the formation of the socio-cultural role of youth in the Republic of Kazakhstan. Theoretical developments and practical recommendations developed on their basis can be used in the preparation of educational programs in cultural studies and socio-cultural activities, as well as regulatory documents on cultural, social and youth policy in the Republic of Kazakhstan. The results obtained by the author will be in demand in the educational process of universities of a cultural and sociological profile.

The practical significance of the study. The dissertation has developed new practical recommendations for "Project Art Management", which make it possible to increase the effectiveness of a unified cultural policy on the territory of the Republic of Kazakhstan, to organize the youth cultural space of modern Kazakhstan, to improve the quality of management and organization of the entire cultural sector, to create a cost-effective model of working with youth ... For the first time, a system for the functioning of project art management has been proposed.

Conclusion

Various forms of public and political youth organizations are part of the political culture of Kazakhstan. They are created to regulate, manage and control the activities of the country's young population with the support of the current government or through self-organization. The historical experience of Russian political culture makes it possible to form new models of interaction between the state and youth, which are aimed at increasing political literacy, which allows one to be more actively involved in the processes of forming a new political culture in Kazakhstan.

The active participation of young people in the work of social and political organizations is associated with the desire to show their civic position and defend their rights at the municipal, regional and federal levels, as well as due to the possibility of obtaining tangible image or financial profit, as well as creative implementation.

The system of project art management in Kazakhstan does not effectively contribute to the development of moral and aesthetic ideals, norms and patterns of behavior, since it contradicts the foundations of state cultural policy due to the lack of direct subordination to the Ministry of Culture of the Republic of Kazakhstan. Reforming the system will improve the processes of inculturation and socialization.

The modern activity of project art management cannot be limited only to the provision of services. On the basis of these centers, business incubators may appear in Kazakhstan, allowing young people to implement real ambitious projects on a state basis. This can help provide young people with jobs, as well as reduce migration from the country.

The system of project art management, mainly aimed at providing educational services and leisure entertainment, is ineffective in the development and preservation of moral and aesthetic ideals, norms and patterns of behavior. As a result, the activities of the majority of project art management, not directly subordinate to the Ministry of Culture of the Republic of Kazakhstan, are aimed at obtaining commercial profits and do not contribute to the implementation of the main state program in the field of cultural policy.

The creation of project art management, "business incubators" with the support of the state in Kazakhstan allows young people to implement real ambitious projects that contribute to providing young people with jobs, reducing migration and, ultimately, increasing the cultural potential of the country.

The degree of reliability and approbation of the research results is confirmed by the conducted experimental research on the basis of the publishing house of the phenomena and processes associated with integration in social networks, given in the work, are of practical interest. They are applicable in the creation of new and modernization of well-known state communities that provide cultural and educational programs and serve the interests of citizens. They allow you to clarify the idea of \ u200b \ u200bthe processes taking place in modern society, to supplement and reorganize the cultural space. The main provisions and results of the work were reported and discussed at seminars and conferences at various levels.

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