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INTEGRATION OF THE TURKIC WORLD IN THE SPHERE OF CULTURE: TRENDS AND FEATURES

Abstract

The modern sphere of influence of the imperialist powers in one way or another affects the prospects for the development of states, among which the Turkic world occupies a special place in the Eurasian continent. Given the moments of the military-political aspect of Russia and its rivalry with NATO, Kazakhstan is faced with the choice of a stable construction of a new Kazakhstan. Culture as the basis of development in the Turkic world should occupy a special place, since the ongoing programs of cultural interaction of the Turkic states strengthen them in an ideological sense. Today, the methodological aspects of studying the cultural integration of the Turkic world in the context of interstate associations are not sufficiently reflected in the scientific literature. In this regard, researchers, analysts and other institutions face the big task of scientifically designing the prospects for the development of integration processes within the already established associations. Thus, this article is devoted to the reflection of scientific analysis and the evolution of the cultural integration of the Turkic world in the system of global and geopolitical changes. Based on the goal set in this study, an attempt was made to apply the method of comparative analysis in the pleambour of common Turkic historical cultural understandings, as well as an integrated approach to highlighting chronological processes and agreements in the field of cultural integration. To achieve this goal, the following tasks were identified: the sequence of analysis, first of interstate bilateral-trilateral cultural and diplomatic relations, and then the identification of the processes of systematization of Turkic integration within the framework of the Turkic Council; concretization and identification of assessments of process the cultural integration of the Turkic world, since many decisions made on cooperation in the field of culture of the Turkic states were not actually implemented. The basis of the historiographical and source study base was the work of the first persons of the states, the literature covering the general analysis of this problem, interstate agreements reflected on the official Internet resources of the Heads of State, such associations as Turksoy, TurkPA, Turkic Council.

Key words: The Turkic world, integration, culture, geopolitics, globalization.

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ТҮРКІ ӘЛЕМІНІҢ МӘДЕНИЕТ САЛАСЫНДАҒЫ ИНТЕГРАЦИЯСЫ: ТЕНДЕНЦИЯЛАРЫ МЕН ЕРЕКШЕЛІКТЕРІ

Аңдатпа

Империалистік державалардың қазіргі ықпал ету аясы қандай да бір түрде мемлекеттердің даму болашағына әсер етеді, олардың ішінде түркі әлемі Еуразия құрлығында ерекше орын алады. Ресейдің әскери-саяси аспектісін және оның НАТО-мен бәсекелестігін ескере отырып, Қазақстан жаңа Қазақстанның тұрақты құрылысын таңдау алдында тұр. Мәдениет түркі әлемінде дамудың негізі ретінде ерекше орын алуы керек, өйткені түркі мемлекеттерінің жүзеге асырылып жатқан мәдени өзара іс-қимыл бағдарламалары оларды идеологиялық тұрғыдан нығайтады. Бүгінгі таңда түркі әлемінің мәдени интеграциясын мемлекетаралық бірлестіктер аясында зерттеудің әдіснамалық аспектілері ғылыми әдебиеттерде жеткілікті түрде көрсетілмеген. Осыған байланысты зерттеушілер, сарапшылар және басқа да институттардың алдында құрылған бірлестіктер аясындағы интеграциялық үдерістердің даму перспективаларын ғылыми тұрғыдан жобалаудың үлкен міндеті тұр. Сонымен, бұл мақала жаһандық және геосаяси өзгерістер жүйесіндегі түркі әлемінің мәдени интеграциясының эволюциясы мен ғылыми талдаудың көрінісіне арналған. Осы зерттеуде алға қойылған мақсатқа сүйене отырып, салыстырмалы талдау әдісін ортақ түркі тарихи мәдени түсінігін, сондай-ақ мәдени интеграция саласындағы хронологиялық үдерістер мен келісімдерді бөліп көрсетуге кешенді көзқарасты қолдану әрекеті жасалды. Осы мақсатқа жету үшін келесі міндеттер айқындалды: алдымен мемлекетаралық екіжақты-үшжақты мәдени-дипломатиялық қарым-қатынастарды талдау, одан кейін Түркі кеңесі шеңберінде түркі интеграциясын жүйелеу процестерін анықтау; түркі мемлекеттерінің мәдениет саласындағы ынтымақтастығы туралы қабылданған көптеген шешімдер іс жүзінде орындалмаған-дықтан, түркі әлемінің мәдени интеграциялану үдерісінің өзін бағалауды нақтылау және анықтау. Тарихнамалық және деректанулық базаның негізін мемлекеттердің бірінші тұлғаларының еңбектері, осы мәселені жалпы талдауды қамтитын әдебиеттер, Түрксой, ТүркПА, Түркі кеңесі сияқты мемлекет басшыларының ресми интернет-ресурстарында көрсетілген мемлекетаралық келісімдер құрады.

Кілт сөздер: Түркі әлемі, интеграция, мәдениет, геосаясат, жаһандану.

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ИНТЕГРАЦИЯ ТЮРКСКОГО МИРА В СФЕРЕ КУЛЬТУРЫ: ТЕНДЕНЦИИ И ОСОБЕННОСТИ

Аннотация

Современная сфера влияния империалистических держав тем или иным образом влияют на перспективы развития государств, среди которых тюркский мир занимает особое место в Евразийском континенте. Учитывая моменты Российской-Украинской войны и его соперничество с НАТО, перед государством стоит выбор построения нового Казахстана на паритетных началах. Культура как основа развития в тюркском мире занимает интегрирующие позиции, так как реализующиеся программы культурного взаимодействия членов Организации Тюркских государств (ОТГ) усиливают их в идеологическом понимании. Сегодня методологические аспекты изучения культурной интеграции тюркского мира в контексте межгосударственных объединений достаточно не отражена в научной литературе. В связи с этим перед исследователями, аналитиками и другими институтами стоит большая задача научного конструирования перспектив развития интеграционных процессов в рамках уже созданных объединений. Тем более официальный визит президента РК К-Ж.К. Токаева 10-11 мая 2022 года в Турцию положил начало усилению интеграционных процессов именно в культурно-образовательном смысле. Таким образом, данная статья посвящена отражению научного анализа эволюции культурной интеграции тюркского мира в системе глобальных и геополитических изменений. Основываясь на поставленную цель в данном исследовании, была предпринята попытка применения метода компаративного анализа в контексте общетюркских исторических культурных пониманий, а также комплексного подхода освещения хронологических процессов и договоренностей в области культурной интеграции. Для достижения поставленной цели выявлены следующие задачи: последовательность анализа сначала

межгосударственных дву-трехсторонних культурно-дипломатических отношений, а после выявления и систематизация тюркской интеграции в рамках ОТГ; конкретизация и выявление оценок самого процесса культурной интеграции тюркского мира так, как многие принятые решения сотрудничества в сфере культуры не были до конца реализованы на самом деле. Основой историографической и источниковедческой базы послужили работы первых лиц государств, литература охватывающая анализданной проблемы, межгосударственные соглашения нашедшие отражение на официальных интернет ресурсах Глав государств и таких объединений как Тюркской, ТюркПА, Тюркский Совет.

Ключевые слова: Тюркский мир, интеграция, культура, геополитика, глобализация.

Introduction.

At the stage of a rapidly changing world-building, regionally uniting formations mainly have the goal of economic benefits or political and ideological overtones. Culture, as a system-forming basis, strengthens peoples and states that have "soft power" or it is called "public diplomacy" in the scientific world. After the collapse of the Soviet Union, each post-Soviet state that declared itself independent over the past 30 years has built its state-ideological structure and began to participate in many international and regional organizations. Kazakhstan in this case has chosen a multi-vector policy. The entry of the republic into such organizations as the Eurasian and customs unions, as well as the CSTO, is assessed by many experts as critical for Kazakhstan in the context of the Russian-Ukrainian war and global sanctions. Nevertheless, the position of the current government of Kazakhstan is resolute in its state guidelines, which can naturally leave its mark on relations with the Turkic states. This process can be accentuated by several scientific conclusions: firstly, Turkey is a member of NATO, which may affect the attitude of Russia; secondly, both Uzbekistan and Kyrgyzstan are in no hurry to take drastic measures; thirdly, the restrictions placed on Russia make it possible to open new ways of transporting oil and gas through Azerbaijan, Iran, and Georgia. This situation of the world order makes it even more clear the importance of the cultural interaction of the Turkic world.

After the five Turkic states appeared on the political map of the world, Turkey, one of the first to recognize their independence, was in many respects the initiator of integration processes. The late Turgut Ozal, who hosted the heads of the Turkic states, suggested the idea of a "Turkic home", where the Turkic people, who were quite distant from each other and had general historical roots and values, were to gather [1, p.118]. However, according to many experts, his idea was hasty by that time and due to new geopolitical transformations. Nursultan Nazarbayev, who supported the idea of "caution and scrupulousness", also stated this in his memoirs. Nevertheless, historical realities have shown the other side, where the moment of gaining independence from the post-Soviet states is openly indicated. Until the last moment, N.A. Nazarbayev hoped for the preservation of the Soviet Union and today we already know that the Republic of Kazakhstan was one of the last to declare its independence. Uzbekistan and Kyrgyzstan also promptly supported the idea of preserving the former empire.

Despite the geo-strategic changes in spheres of influence, today the Turkic world has a systemic Organization of Turkic States with internal divisions, the purpose of which is joint interactions in many aspects, among which culture takes an important place. For example, within the framework of TURKSOY, there were identified specific tasks that are being implemented today in each of the Turkic states to spread and revive previously forgotten cultural events. Since its foundation, there have been held numerous events annually under the leadership of TURKSOY, such as "Navruz", "Cultural Capital of the Turkic World", scientific educational activities, annual meetings of artists, conferences to spread and unite the whole Turkic world [2]. In the scientific and educational sphere, there are being implemented such programs as Turkic Burslary, Orkhun, and Erasmus Mundus, initiated by Turkey, through which students from all over the world can gain knowledge in all areas and, after graduation, by working in their own countries, make a significant contribution to the development of multilateral relations. Also, it is worth noting that the International Turkic Academy has been operating since 2010, which was created to study the history, archeology, ethnic processes, and other aspects of the social and humanitarian direction of the Turkic world.

The purpose of this study is to develop a systematic approach that reflects the evolution of the cultural integration of the Turkic world, as well as a scientific analysis of actually operating programs in the field of culture. The main aspects of the implemented tasks are the phased reflection of historical processes and chronological testing in the atmosphere of cultural and educational achievements. In addition, this study attempts a comprehensive analysis of the interaction level between joint programs of "public diplomacy" from the standpoint of the interests of each state.

As a result of the literature review, we have identified ideologized approaches that reveal the core of the problem. For example, Russian analysts consider cultural integration as Turkey's neopolitics in Central Asia and adjoin it to the creation of the "Turan State" or "pan-Turkism". Turkish researchers approach this problem more emotionally. Western analysts regard the cultural integration of the Turkic world as a new "soft policy" of Turkey. Despite the voluminous material on the study of the cultural integration of the Turkic world in a rapidly changing geopolitical situation, we adhere to the "culture-economics" theory, since if the first aspect brings and unites, whereas the second creates the basis for economic benefits to implement new marketing projects for both raw material potential and finished products. Thus, the scientific world faces several important areas: the revival and cultural heritage, the training of qualified personnel, as well as the restoration of historical memory.

Materials and research methods.

Studying cultural integration has its specific features since there is no specific scientifically based theoretical and methodological basis to study this problem. Many researchers approach this problem from a position of political science, which distances the process from an objective assessment. Some social scientists in their works regard the process of cultural integration from the standpoint of praising the political states' leaders, which again causes undeniable damage to the evolutionary assessment. Despite this, during this scientific research, we chose the middle position and the principle of objectivism. In addition to generally accepted methods, general scientific methods were used, such as analysis, analytical review, synthesis, and empirical research methods. Materials from official sources related to the research topic were collected, processed, and structurally analyzed, as well as examples from the works of domestic and foreign researchers were given. In the study of historical and evolutionary integration in the context of the cultural and educational process of the Turkic world, many subtle factors were identified that directly work in harmony with other areas and play a big role in the integration of the modern Turkic world. Numerous summits and meetings of the state heads of which founded back in the 90s in the unification of the Turkic world, are yielding results and fruits in our days at the present stage.

Discussion.

The evolution of the Turkic world integration in the context of the cultural and educational process. The history and foundation of the Turkic world integration began with the collapse of the USSR. The Turkic-speaking countries of Central Asia, which declared their independence to create a strong and new state, began to establish and expand their international diplomatic space [3, p.413]. For the first time in Ankara in 1992, on the initiative of the eighth President of Turkey, T. Ozal, there was held the first summit, where the presidents of the Turkic-speaking countries such as Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, and Azerbaijan took part. The first summit was held at a high level, which emphasizes the participation of all heads of the Turkic-speaking countries. After the first summit, there were critical discussions about the speech of Turkish President T. Ozal. Foreign media, criticizing his speech, publicly asserted his true desire to create a new unified Turkic state in Central Asia. Even, in his memoirs, N.A. Nazarbayev wrote: "T. Ozal came to Kazakhstan on business more than once. I think that his visits to the Central Asian states were connected not only with the need to establish good neighborly relations with the new states, but also to a certain extent with the desire to realize Ataturk's dream - to create a powerful association "Turkic state". He did not hide this idea. He was an adherent of pan-Turkism, which is the idea of Great Turkey [4, p.264]. Naturally, today the statement of N.A. Nazarbayev can be regarded from different positions, one of which reveals the core of his commitment to the scholastic ideas of former communism. The following assessment of his conclusions regarding the positions of T. Ozal, are more indulgent or forced formulation of thoughts. However, today we can assert the fact of Turkey's goals concerning the Central Asian countries is that it consisted of the search and establishment of Turkic integration.

At the end of the first summit, the "Ankara Agreement" was signed [5, p.7]. The agreement focused on a single Turkic history, culture, and language. There was emphasized the initiative for further cooperation between the Turkic-speaking countries. This agreement at that time was an important signal in the field of culture, but it remained on paper and the main areas of cultural interaction were practically veiled. Only in the field of education and science have some steps been taken.

The main foundation for cultural and educational integration between the Turkic states was set up in 1995 on August 28 at a summit held in Bishkek, the capital city of Kyrgyzstan [6, p.424]. The meeting was held in the same atmosphere and list of participants. At the end of the summit, the "Bishkek Declaration" was also signed, which gave a certain impetus to science. After signing this document, the scientific minds of the states quickly began to change the alphabet to the Latin script, from which Kazakhstan adhered to the policy of containment. The declaration also noted the need to preserve cultural and historical heritage. After the Bishkek summit, the Turkic-speaking countries decided to open joint universities such as

Azerbaijani-Turkish, Kazakh-Turkish, Kyrgyz-Turkish, and Turkmen-Turkish universities. Though this, the countries' heads made a great contribution to further cooperation between the Turkic states in the field of education and science, as well as personnel training.

It should be noted that thanks to these universities, a thousand students were taught, who made more than one contribution to the integration of the Turkic world. In addition to the above-mentioned universities, special programs and schools for foreign students were created, such as Turkic Burslary, Mevlana, Orhun, Erasmus Mundus, etc.[7]. Thanks to these programs, tens of thousands of students have received education in the Republic of Turkey and today serve the benefit of the two countries. The signing of such documents brought some changes to educational programs. Naturally, it is necessary to take into account the contribution of the first persons of states in the educational integration. However, Turkey, being at the crossroads of Asia and the European continent, in its inner part has ideological currents that in one way or another influenced the mentality of young people. Among them, one can emphasize the movement of the "Bozkurds" seeking to recreate the former power of the Turkic Khaganate, especially it should be emphasized the ideas of Fetullah Gülen, who seeks to unite the Muslim movement.

In 2009, the IX summit was held in the city of Nakhichevan, where participated all the heads of the Turkic-speaking countries, except for the President of Kyrgyzstan. During the summit, there was signed one of the significant documents on the establishment of the Cooperation Council of Turkic States (CCTS) [8]. From the first meeting in 1992 until this moment, there was no single institutional structure uniting the Turkic world, and all the meetings that took place before that remained at the level of meetings and summits. The structure of the Council includes 5 bodies: the Council of Heads of State, the Council of Foreign Ministers, the Council of Elders, the Council of Honored Workers of Foreign Affairs, and the permanent Secretariat. The headquarters of the Secretariat was located in Ankara. During the summit, N.A. Nazarbayev raised the issue of creating an "International Turkic Academy" where scholars could work on the study of the Turkic world. The center was opened in Astana in the same year[9]. The meeting in Nakhichevan left an indisputable mark on the history of the cultural integration of the Turkic world, as many analysts assessed it as a new impetus for close cooperation. In many publications, this meeting was described as a format for a structural approach to integration and the creation of a cultural and political bloc against the "Russian world". Despite this, this meeting had only a cultural connotation and the beginning of the revival of cultural heritage. Since after this meeting and the signed declarations, the pan-Turkic integration embarked on the path of a systematic approach.

During the opening of the "International Turkic Academy" in Astana, there were Abdullah Gul, the President of the Republic of Turkey, and N. Nazarbayev, the President of Kazakhstan, and the highest representatives from other Turkic countries. Today the Academy publishes research in the field of early Turkic state associations, runic writings, as well as problems of linguistic and literary direction. In the beginning, the funding of the Academy came from the budget of the Republic of Kazakhstan, later such organizations as TIKA and TYUBITAK joined. Naturally, it must be emphasized that the format of the research potential of this organization needs a better transformation. We think it is necessary to join the Ministry of Education and Science of the Turkic states, which will find a system-wide agreement in the field of accessibility of archival materials. For example, access to the materials of the Central State Archive of the Republic of Uzbekistan today passes through the Ministry of Foreign Affairs of the Republic of Uzbekistan. It is also difficult to get into the archives and archaeological sites of the Republic of Turkmenistan, which naturally causes great damage to the sphere of Turkic science. Nevertheless, the Turkic Academy serves as a research institute for the entire Turkic world. Thanks to the Academy, meetings and conferences are held annually, where scientists from all Turkic-speaking countries gather to exchange knowledge. Thus, the Academy serves as a research institute that conducts scientific research and publishes books.

In 2015, "International Turkic Academy" created "Turkic Weekly" weekly style magazine, in which various news of the Turkic world was published. According to the rules of this publication, the journal publishes the latest socio-economic and political news to inform the population [10]. Thus, the Turkic world is gradually establishing not only political ethics but also cultural and economic ethics by inter-Turkic countries and ethnic groups.

After the signing of the "Nakhichevan Agreement" in Nakhichevan in 2009, a new era of cooperation between the Turkic-speaking states began. As a result, the heads created the Cooperation Council of Turkic-Speaking States, which included serious organizations in the cultural, educational, and economic areas. The first summit of the Cooperation Council of Turkic Speaking States (CCTS) was held in Almaty in 2011 in a new format. At the first summit of the Council, the presidents of Kazakhstan, Azerbaijan, and Kyrgyzstan met. As a result, they signed the Almaty Declaration, which proclaims the systematic development of

bilateral and multilateral relations and cooperation between the Turkic countries. The participants of the meeting emphasized the importance of improving the investment climate in the CCTS countries [11].

The II Summit of the Council of Turkic Speaking States was held in 2012 in Bishkek. At this summit, Turkic-speaking countries drew attention to cooperation in the field of education and culture. One of the main results was the assignment of the international status of the "Turkic Academy" and the signing of the Declaration. Thus, Astana was again in the spotlight.

The III Summit of the Cooperation Council of Turkic Speaking States was successfully held in Gabala city, Azerbaijan in 2013. At the end of the summit, the chairmanship for the whole year traditionally passed to Azerbaijan [12].

At the IV summit, which was held in Bodrum in 2014, there was considered the issue of tourism and security. In the end, they signed the Bodrum Declaration [13].

The V Summit was held in September 2015 in Astana. The summit topic was devoted to the development of cooperation in the field of information. The meeting was attended by the Presidents of the countries such as I. Aliyev and A. Atambayeva [14].

The VI Summit was held on September 3, 2018, in Cholpon-Ata (Kyrgyzstan) on the topic of "Cooperation in the field of national sports and youth policy". As a result of the summit, the heads of states signed a Declaration and project of a Concept on reforming the Turkic cooperation organizations and approved the Concept for the integration of Turkic-speaking states. Already in 2018, there was a question of reformatting the CCTS, i.e. Turkic Council into a more serious organization.

In 2019, the VII Summit of the Turkic Council was held in Baku (Azerbaijan). The events marked the 10th anniversary of the Nakhichevan Agreement. During the summit, they discussed issues on the development of an economic, tourism, cultural and humanitarian concepts.

In 2021, on November 11, the VIII Summit was held in Istanbul, in which it was decided to rename the Turkic Council into the Organization of Turkic States (OTG). All the heads of the Turkic-speaking states took part in the summit. During the event, the chairmanship of Azerbaijan was transferred to Turkey.

The IX Summit of the Organization of the Turkic Council is planned to be held on November 11, 2022, in Uzbekistan. During the summit, he plans to transfer the chairmanship from Turkey to Uzbekistan.

Joint interactions and realities of cultural integration of the Turkic states.

Today, the intercultural integration of the Turkic world is carried out thanks to the International Organization of Turkic Culture (TURKSOY), which was established in 1993 [15]. The goal of TURKSOY is to establish links, transfer, and popularize forgotten and general cultural events between the Turkic-speaking countries in the field of culture, art, and education. Within the framework of TURKSOY, various events and projects have been organized more than once. One of the most popular programs is the Cultural Capitals of the Turkic World, which has been running since 2012. Every year, a certain city in the Turkic world is given an honorary title. Throughout the year, this city held various events starting from traditional theater to the celebration of the pan-Turkic holiday "Navruz" in order to unite different Turkic cultures in one place. One of the first cities which was awarded this honorary status was Astana, the capital city of Kazakhstan, in 2012, and in subsequent years, the following cities were nominated such as Eskisehir (Turkey) in 2013, Kazan (Tatarstan, Russia) in 2014, Merv (Turkmenistan) in 2015, Sheki (Azerbaijan) in 2016, Turkestan (Kazakhstan) in 2017, Kastamonu (Turkey) in 2018, Osh (Kyrgyzstan) in 2019, Khiva (Uzbekistan) in 2020, and Bursa (Turkey) in 2022 [16].

The members of TURKSOY chose Astana as one of the first "Cultural Capital of the Turkic World" cities for a good reason. This shows the international interest of the entire Turkic world in this city. In 2012, various events were held with the support of the International Turkic Academy, and scientific conferences and art exhibitions were organized, in which representatives from different Turkic countries could take part [17].

Strengthening the friendship between the Turkic peoples, TURKSOY annually celebrates the Nauryz holiday, which is celebrated on the day of the vernal equinox and is the cultural heritage of the Turkic peoples and one of the UNESCO World Heritage Sites. Thanks to TURKSOY the holiday has become widely known in many countries of the world. In addition, the organization holds various festivals, competitions, exhibitions, and meetings in the field of theatrical, musical, opera, ballet, and fine arts with the participation of creative teams. It should be especially noted that the TURKVISION project is annually held in the cultural capital of the Turkic world with the support of the TURKSOY organization and the Ministry of Culture of all constituent countries. Thanks to such cultural and educational projects, which have a unifying character of the whole Turkic world, it serves new generations as a way to unlock their potential in the international arena. All projects organized by TURKSOY, being a cultural center, make a huge contribution not only to the cultural development of the Turkic countries, but also to the development

and strengthening of the economic sphere and, in particular, tourism. For example, the project "Cultural Capitals of the Turkic World" mainly has an economic nature. In general, the results of the historical cities that have already been elected show that they could significantly improve their financial and economic potential. It is mainly because many tourists returned to those cities more than once even after the end of the project. Thus, they have a positive impact on the local budget. Many Western analysts suggest that the Republic of Turkey, initiating the start of such projects, pursues only its economic benefit, and although initially they demonstrate their interest in the integration of the Turkic world, they then improve their economic situation and popularize their historical places in order to attract the flow of tourists in the future. For example, Turkey cities like Eskisehir and Kastamonu were popularized in the international arena with the help of the project in 2013 and 2018 respectively [18]. In 2016, the TURKSOY member states' ministers of culture had a regular meeting in the Azerbaijani city Sheki [19]. During the event in 2017, the Turkestan city was elected as the cultural capital of the Turkic world. In 2017, there was held a ceremony called "Turkestan - the cultural capital of the Turkic world". Moreover, on March 31, 2021, at the informal summit of the Cooperation Council of Turkic-Speaking States in an online format, Turkestan was declared the spiritual capital of the Turkic world, and in the following 2018, Turkestan was declared the administrative center. This decision gave even more importance to the development of spiritual capital. The location of the world heritage mausoleum of Khoja Ahmet Yasawi in Turkestan city opens up many opportunities for the population. In this regard, spiritual tourism is developing and a flow of foreign tourists is coming to the city from different parts of the world. Historical places, which are located in Turkestan, are under the protection of UNESCO [20]. TURKSOY annually announces significant dates, holds commemorative events in different languages and dialects, publishes publications, and passes on the cultural heritage of prominent figures of the Turkic world to future generations. Furthermore, the Council of Ministers of Culture of the TURKSOY member countries declared 2020 as the Year of Abai. Based on all these events it is the popularization and unification of the Turkic-speaking peoples. Foreign experts believe that this is one of the soft power tools for deep penetration into the cultural soil of each country [21]. Other significant dates were the dedication to the 100th anniversary of the Kazakh composer Mukan Tulebaev (2013); the year dedicated to the 290th anniversary of the prominent spiritual thinker, philosopher, and poet of Turkmenistan Makhtymkuly Pyrak, and the 150th anniversary of the famous Kyrgyz poet Toktogul Satylganov (2014). Moreover, during the year the Turkic-speaking countries held an event in memory of many other historical figures. Such projects gave the opportunity for the ordinary people to get acquainted with the biography of the great Turkic personalities [22]. One of the soft policy tools is films and series. They are capturing and conquering the world and mainly Central Asia with all the speed of light. Turkey's modern television products represent the state abroad, create an image, and demonstrate lifestyle, history, and family values. Thanks to the Turkish series, tourism is increasing directly boosting the economy and popularizing Turkish culture. Currently, one of the most popular TV series in Turkey is "Resurrected Ertugrul" (Diriliş: Ertugrul). This is a historical series that tells about the life and exploits of Ertugrul, the father of Osman, from whom the Osman dynasty later descended. Recently, the Turkish authorities have increasingly resorted to nationalist-religious rhetoric, talking about "Turkey raised from its knees", a strong and independent of external influence "new Turkey", like "The Resurrected Ertugrul", and the film just sets itself the task of popularization of the ideas of neo-Ottomanism and Turkish nationalism. Historicism and images of the mighty conqueror can be mostly seen in contemporary Turkish cinematography since the 2000s. Many scholars explain this with the popularization of the Turkic spirit because when they shoot these historical works of art, they also recur to other Turkic peoples. For example, in one of the series, a Kazakh plays the kobyz [23].

Results and analysis.

The next "soft power" continuing the goals of cinematography is the sphere of music and art. This unique tool, which unites the spiritual forces of different peoples in the modern world, also affects directly the subconscious of an ordinary person. Emphasizing this, the TURKSOY organization pays special attention to the folk concerts of the Turkic-speaking countries and, following its main goals, annually organizes concerts with outstanding persons and representatives of the Turkic peoples. For example, singers such as Bibigul Tolegenova and Zhania Aubakirova have repeatedly held their concerts in the Republic of Turkey and Central Asia, popularizing our national songs in the international arena [24]. In 2009, the outstanding singer held several concerts in the largest halls of Istanbul, Ankara, Eskisehir, and Bursa, accompanied by the Academic Orchestra of Kazakh Folk Instruments named after Tattimbet. Also, the Kazakh pianist, Janiya Aubakirova, held a concert in Istanbul accompanied by the Istanbul State Symphony Orchestra with great success. Mostly, the foundation for cultural integration and the creation of all sorts of cultural and historical events and projects is established by summits and meetings of the heads

of Turkic-speaking countries. They provide some impetus in strengthening the cultural connection and clarifying political problems in the region. This is a kind of soft policy. The Russian-Ukrainian war and its impact on the world community, and the role of Turkey in resolving the conflict between Russia and Ukraine played a certain role and changed the format of integration. The Turkic countries began to pay attention to the problems of security and integration in the military sphere. Turkish President Recep Tayyip Erdogan, as one of the initiators of the settlement of the conflict between Russia and Ukraine, took specific positions and repeatedly invited representatives of these two countries. In March of this year, R.T. Erdogan proposed to hold peace talks between the two countries on the territory of Turkey. Both sides accepted this offer and agreed to hold the first talks in Istanbul. On March 29, the whole world watched the talks between the two countries, despite that, not a single media representative was present in the hall. Everyone knows that if the war drags on for a long period, the countries of Central Asia and Europe will experience a severe economic crisis and the issues of multi-vector integration will take on a completely different dimension.

Conclusion.

The development of Kazakhstan's international relations with Turkic-speaking countries has always played an important role in Kazakhstan's foreign policy. At present, the whole world is observing the desire of the Turkic states to intensify cooperation in all major areas. The unifying factor is the common Turkic historical heritage, geographical location, linguistic identity, and common confessional and cultural characteristics. These elements give Turkic cooperation a sustainable character on a regional and international scale. Thus, nowadays, the further development of cultural and humanitarian ties with the Turkic countries is particularly important. Indeed, now and in the future, the cultural, humanitarian, spiritual, creative, and intellectual process of communication performs an important communicative function by uniting various groups of people and countries. Today, the cultural association is one of the soft power tools in international relations. According to some experts, the cooperation of the Turkic peoples will continue to be a successful area in the future. Thus, Turkic integration has every chance not only to strengthen its economic and political potential but also to take an important place in the system of international relations.

Organizations that play a certain role in the integration process have made a significant contribution to the development of comprehensive relations. The Turkic world has a clear trace in world civilization. The international organization for the joint development of Turkish culture and art, being one of the authoritative organizations working in this direction, shortly after the creation of the organization, the name TURKSOY became an alternative to the concept of Turkic unity.

The current joint organizations between the Turkic states are designed to strengthen cooperation between the respective states only in the field of history, culture, and education. Projects organized annually under the umbrellas of TURKSOY, such as "The Cultural Capital of the Turkic Countries" in a certain city, which is full of historical treasures, have already managed to turn into a global brand for the Turkic world. In addition to cultural projects, educational projects, which started in 1994-1995, make a special contribution to cultural and political integration. Thanks to these educational programs, which have been operating for several decades, people have received invaluable education in the Republic of Turkey. Graduates who have reached the level of national importance and contribute to the development of domestic and foreign policy aspects, participate as conductors of common Turkic values. Undoubtedly, the cooperation of the Turkic peoples in the future will remain a successful area of cooperation. It has every chance not only to strengthen its economic political potential but also to take an important place in the system of international relations.

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