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*Abstract.* A new reading of the matter of the subject of intellectual and spiritual activity in modern philosophy and culture is largely based on the value-semantic inversion of a number of concepts burdened with negative connotations in classical philosophy. Such concepts include the concept of the spiritual automaton (automation spirituale), which in Kant's transcendentalism was interpreted as incompatible with the free causality of self-determination.

According to Hegel, philosophy writes grey in grey. In critical overcoming of postclassical philosophy of classical type of rationality it is a question of returning to the intellectual process its emotional fullness, the whole gamut of human passions.

Reading philosophical texts is the activation of generators and amplifiers of thought. Philosophical texts are a kind of «spiritual automata». The same spiritual automaton is (in its idea) a novel, a play or a film. The article shows that the «great spiritual automatons» (J. Deleuze) of theatre and cinema form their own, «non-Cartesian» subject of perception, giving metaphysical meaning to the images they generate, without the mediation of reflexive procedures.

*Key words:* cinema, theatre, philosophy, spiritual automaton, percept, concept, affect, Nietzsche, Artaud, Deleuze.

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*Abstract.* The hermeneutic analysis of the essence of the Kazakh thinking tradition in the context of the past - the present - the future is undertaken in this article. The study of socio-cultural prerequisites that contributed to the formation of the philosophical culture of the Kazakh people is carried out in the context of the historical and genetic analysis of culture and philosophy, as well as the comparison of nomadic and agricultural civilizations that conditioned the formation of two types of professionalism. This is an oral tradition and professionalism of written tradition. This justifies the author's approach to the professional philosophy of the oral tradition as to the Different, to the Other, which contains fundamentally different signs that differ from the classical (antic) philosophical tradition.

The application of comparative, cultural-historical, hermeneutical and interdisciplinary approaches, as well as the extrapolation method, facilitates penetration into the essence and significance of Kazakh philosophy as an integral phenomenon, consonant with the historical destiny of the independent Republic of Kazakhstan.

*Key words:* Turkic syncretic integrity, spiritual tradition of the Kazakh people, professional philosophy of oral tradition, Kazakh national philosophy, science of Korkyt, nomad studies.

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**An Overview Of The Main Trends In Contemporary American Philosophy: Postanalytical Philosophy.....32**

**Abstract:** This article studies one of the dominant trends of contemporary American philosophy, that is postanalytical philosophy. The article analyzes the prerequisites for the development of postanalytical philosophy, an overview of the main ideas of its representatives, as well as areas of distribution of this trend. The purpose of this article is to show that postanalytical philosophy is an attempt to bring together analytical and continental line of development of modern Western philosophy as well as to assess the investment of postanalytical philosophy in the development of modern American philosophy. The article also shows the role of the postanalytical of trends in the proliferation of philosophical discourse of American philosophy. The main methods used in the study: the comparative method, the historical-philosophical method, comparative analysis. This article is based on the analysis of texts of American philosophers, which was attached to the postanalytical philosophy: Hilary Putnam, Richard Rorty, Willard van Orman Quine, Robert Nozick, Stanley Chawla.

**Keywords:** postanalytical philosophy, analytic philosophy, continental philosophy, neopragmatism.

## THE VALUES OF HUMAN LIFE AND MODERNITY

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This article discusses predominantly about a moral compass in the postmodern and post-truth era. More specifically, the article touches on various subjects such as the foundation of moral values, relationship between ethics and religion, the vital values in Islamic ethics, the consequences of ‘post-normal age’, the results of re-interpretation of the context, the role of mass-media, pros and cons of globalization and etc. In other words, the majority of important issues and topics in the XXI century are taken into consideration and discussed in-detail.

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**Abstract.** This article is devoted to the comparative analysis of media systems through a prism of the western comparative studies which finds special relevance and development at the beginning of the 21st century. The western scholars offer several models of media systems and on their basis carry out typology of similar media systems to group them in order to create the media models, the attention is more focused on the western countries. Creation of media models is directed to detection of important similarities and remove minor and insignificant distinctions on a background. From the offered models of media systems and their characteristics it becomes possible to explain why mass media at certain environments are more often propagandists, and is more critics in others. Comparative researches focus attention on properties, uniqueness, but also show how different observed objects. It is impossible to carry out the corresponding analysis and to define possible problem zones of the studied object without comparison, in this case media systems. In the modern world there are various types and models of media systems

which are closely interconnected with political system of a certain state. If the political system is open, then media system is quite open and free.

**Keywords:** mass media, media system, media researches, media models, comparative researches, comparative political science.

**Paridinova B.**

**Innovative Educational technologies of Social and Humanitarian Disciplines...70**

**Abstract.** In article considered innovative educational technologies of social and humanitarian disciplines, his role in training of students. The purpose of article is studying of a role innovative educational technologies in development of social and humanitarian disciplines.

All of us know, in modern conditions educational process demands constant improvement, as in the world change priorities and social values. Scientific progress is more realized as means of achievement level production, which in the greatest measure answers satisfaction constantly increasing requirements and development of spiritual wealth personality. Therefore the modern situation in training of specialists demands basic change of strategy training in universities.

The modern era of information society which basis is knowledge, their production and assimilation imposes new requirements to an education system, her technologies, methods and forms, allowing to prepare at qualitatively new level students future work. Information turns into the main subject not only knowledge, also human work, changes the content of the process work, expands participation worker's decision-making. Therefore social-humanities education has to have problem-oriented character, which basic principle is orientation to independent work of students and active methods training.

**Key words:** innovative educational technologies, interactive training, problem teaching, case study methods, business games, critical thinking, project method, information culture.

## KAZAKHSTAN: POLITICAL REALITIES OF MODERNITY

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**Heritage “Alash” Horde and Valuable Paradigm of Modern Kazakhstan....83**

**Abstract.** Use of approaches and methods of studying of archetypes of culture allows to present heritage of members of “Alash” Horde as the heritage expressing deep interests of the Kazakh society, or «century ideals» of the people: aspiration for independence, creation and reservation of statehood, national culture. Literary images and political ideals of heritage of members of “Alash” Horde are represented as carriers of archetypes of the Kazakh culture. The ancient archetypic structures lying at sources of a paradigm of a cultural archetype of the Kazakh society of the beginning of the XX century are traced. Comparison of ancient archetypic structures to new growths in an archetypic paradigm of culture of Kazakhs of the beginning of the XX century allows to retrace changes in consciousness of the Kazakh society, to retrace influence of activity of the national intellectuals on frame of minds of the contemporaries.

The spiritual heritage of the national intellectuals is of interest to the present meaning that the spirit of culture of the past finds reflection in their works. Creations of members of «Alash» Horde, as well as any literary text, act as carriers of archetypes of the Kazakh culture. In all creations of members of «Alash Horde – in poetic creativity, in scientific treatises and in articles – archetypic layer of culture of Kazakhs appears. In literary images (the image of

the earth depicted in M. Zhumabayev's "Pedagogics"»), in reflections about soul and a body, about death and immortality («Three truth» of Sh. Kudayberdiyev) and in new political ideals of members of "Alash Horde there are past archetypes which are «a thin film of a civilization» [Bolshakova2010, page 49], «a culture clot» (main, substantial, the main about culture at consciousness of the person) [Bolshakova 2010, page 48].

Within this article disclosure of value of heritage of members of «Alash» Horde as the heritage carrying archetypic layer of culture of Kazakhs, expressing deep interests of the Kazakh society, or «century ideals» of the people – aspiration to independence, creation and preservation of statehood, national culture is put by a task.

In the article possibilities of the known approaches and methods of studying of archetypes of culture (binary and universal approaches, evolutionary and historical methods) are used. When studying archetypic layer of heritage members of «Alash» Horde a framework of permission of the above-named task of article the aim of definition of specifics of national culture of Kazakhs is pursued. When studying archetypic layer in heritage of the aim of disclosure of deep sources of national Kazakh culture, detection in semantic forms of creations of "Alash" initially developed cultural experience of Kazakhs is pursued.

According to the theory of archetypes new archetypic layers are formed during social cataclysms, social shocks which are putting aside «trace» in consciousness of the people. At a research of archetypic layer in heritage of «Alash» Horde the aim to present events of the beginning of the XX century as social – the cultural experience which has caused formation of new layers in archetypes of consciousness of Kazakhs is pursued.

**Key words:** archetypes of the Kazakh culture – soul/body, the nature, the homeland, freedom, mythemes of the Kazakh culture, a paradigm of a cultural archetype.

***Sartayeva R.***

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**Abstract.** The thought that is proved in article that at the end of the 20th century as a result (the collapse of the USSR, global geopolitical reformatting of the world) illusion of the end of an age of ideologies arose all of the known geopolitical events is proved in article. However it turned out that now, time of strengthening of tendencies of a desuverenization of the state educations, strengthenings of a role of the integrative national ideas, the ideology role as functions of an ideokratiya amplifies. Moreover, today the ideology can be considered as one of the most important instruments of preservation of institute of the state. The author claims that the role of integration, mobilization, emotional function of ideology especially increases in the modern conditions of globalization, a desuverenization of the state educations, in the conditions of need of the scale modernization transformations demanded in many countries of the world including our country. As the ideologems developing and concretizing the national idea of «Мәңгілік Ел», put forward by the President of our country N.A. Nazarbayev, the author offers some theses, proving their world outlook, valuable and orientation and regulatory functions.

**Keywords:** *ideology, ideologem, modernization, political modernization, political development, ideological modernization, societies of «the third wave», societies of «late start», national idea, national values, patriotism*

**Lipina T.**

**The Impact of Religion on Ethnic Consciousness of Koreans in Ethnocultural Centers of the Assembly Of People Of Kazakhstan.....110**

**Abstract.** On the basis on functional analysis of religions and case studies of ethno-cultural Korean centers of Assembly of People of Kazakhstan (APK) the author try to investigate existing forms of religiosity among the Koreans in Kazakhstan and their impact on ethnic consciousness. The attention to this theme is determined by some historical events in life of deported Koreans: relocation from mainly Buddhist Korea to Orthodox Russian Empire, the deportation in Soviet atheistic period, and life in independent Kazakhstan where the religious freedom is a recognized right. The transformations of religiosity during these periods have being formed peculiarities of Korean identity.

The author has revealed some peculiarities of interference between religion and ethnic self-consciousness. Three denominations, which Koreans confess, formed different identities. It is significant for state policy of nation - building process.

The method of case study was applied in the research. It includes structural and narrative interviews, surveys, and field work in Almaty and Uralsk.

**Key words:** ethnicity, Won Buddhism, Presbyterianism, ethnic consciousness.

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