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*Abstract.* In the paper proposed the authors on the background of comparative analysis of intuitive hermeneutics, neo-Kantian philosophy and social phenomenology will try to demonstrate, that correlation between them appears to be significantly predetermined by historically changeable interpretation of the subject matter and cognitive purposes of philosophy itself.

*Key words:* philosophy, social phenomenology, cognitive social sciences, everyday knowledge, human life-world.

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*Abstract.* It is known that the science is an appropriate use of freedom of the person and ethical standards. The people arguing within strict utilitarian thinking consider that the purpose of society is estimated by social associations and position of each person. The sector of the market relations which is one of the greatest sections of social being of economy, took root as one of innovations of the Western basis. Introduction of business and business, money and the capital in public life have created the contradictions in social and cultural life in general. In such society, of course, there is no place for morality because morality demands a conscious ban and restriction. Nevertheless, ethical and moral values of the present in modern life of democratic society are an integral part of new humanity.

*Key words:* ethics, values, globalization, ethics, humanism, morality.

**PHILOSOPHY IN HISTORICAL RETROSPECTIVE**

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*Abstract.* In the Middle Ages human being was considered, first of all, as part of the world order created by God. The idea of human as it is expressed in Christianity, is reduced to «an image and similarity of God». But, according to this point of view, in reality this person is internally doubled owing to his fall therefore he is considered as unity of a divine and human nature which finds the expression in Christ's identity. In this article the author analyzes concepts of prominent representatives of Renaissance N. Kuzansky, M. Fichino, P. Mirandola, M., Luther, Zh. Calvin about the person.

*Key words:* religion, philosophy, human, Christian, religious philosophy.130 **Эл-Фараби | 4 (52) 2015**

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*Abstract.* The article covers the scientific path of Abu Mansur al-Maturidy, great scholar, founder of sunni theological school. Article sheds the light on the names of scientists from which the imam Maturidy has gained the knowledge. Along with it was provided a detailed data on the pupils who made a contribution in distribution of his doctrine. To define the teachers and pupils of imam Maturidy we relied on scientific works of medieval biographers and theologian, and also modern orientalist and Maturidy scholars. Determining the knowledge way of imam Maturidy, founder of one of the biggest Sunni theological school, is a key to identifying basis of his teachings.

*Key words:* Theology/teaching of kalam, Hanafi school, teaching of fikh, teaching of maturidi, epistemology, Mauerenahr school of kalam, , Mauerenahr school of maturidi, the method of rai, «zhuhd».

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*Abstract.* In article there are discussed the ideas of philosophy of the Kazakh Education which are significant and valuable to modern Kazakhstan society. Our time which coolly turned the consciousness in reconsideration of spiritual heritage of the people which destroyed stereotypes and dogmas in which captivity we were many years does demanded and actual research of ideology of enlightenment in the Kazakh cogitative tradition, search of modern approach to it. In article it is claimed that for representatives of the Kazakh Education the knowledge is end in itself, but not means for achievement of any benefits, it – a fundamental basis of development of the person. The knowledge educates to a shower of the person and enriches his spiritual culture, the Kazakh educators are convinced. Authors of article believe that pulse of the educational thought of Kazakhs representing a striking example of philosophical

understanding of the world and humanistic orientation was defined by one radical idea which excited all without exception of the Kazakh educators is an idea of service, destiny of the people, its moral aspirations and ideals, opportunities of its familiarizing with universal values and progress. During a globalization era, in the conditions of search of national identity and self-identity, the appeal to philosophy of the Kazakh Education in the context of new approach to national history, answers the most actual problems of today and defines the direction of future prospects.

**Key words:** Enlightening thought, Kazakh thinkers, philosophy, education, idea.

## **KAZAKHSTAN AND CENTRAL ASIA: SOCIAL AND CULTURAL, POLITICAL REALITIES**

*William Fierman*

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**Abstract.** At first glance some languages of peoples deported to Kazakhstan seem to be thriving – especially Korean and German. However, the forms of these languages widely known in Kazakhstan today are quite different from those spoken by deported populations. Despite RK efforts to support languages of deported peoples, most seem likely to decline in coming decades. Problems of these languages in some

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respects resemble problems of languages of Native Americans (Indians) in the US. A major difference, though, is the dominance of English in the US; in the RK the state language is rather weak.

**Key words:** language, Kazakhstan, deported peoples, native Americans.

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**Abstract.** What draws states together in integration projects and what pulls them apart? This question is relevant across Eurasia, from the European Union to the Eurasian Economic Union. Existing theories highlight economic, security, and identity considerations, but tend to overlook one of the most basic: status-quo inertia that results from perceptions of relative risk. This is illustrated through a study of Central Asian countries' shifting attitudes to Russia-led economic integration projects, particularly in the crucial period when their independence was first being established.

**Key words:** international integration, CIS, Central Asia, Russia, monetary policy, nationalism.

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**Abstract.** This article discusses the problem of spiritual and moral values of Kazakh people and their unifying role in formation the cultural integrity of the multi-ethnic society. With the development of sovereign Kazakhstan the process of cultural formation is complex and ambiguous. While government's efforts addressing the problems of the economy, the cultural and spiritual development of society have remained out of focus. For the construction of inter-ethnic concord and stability in society it is necessary to pay attention to the rich cultural heritage and traditional values of the Kazakh people. They are important in terms of search for national identity and the self-identity. The article emphasizes that the integrity of society and the strengthening of unity is the most important area and state-value. Language, mentality and traditions are the main characteristics of the ethnic group and determined as the main factors to contributing and to the formation of the cultural integrity of multi-ethnic society.

**Key words:** Kazakhstan, polyethnic society, Kazakh culture, traditions, values and cultural heritage.

*Nassimov M.*

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**Abstract.** Political advertisement is a specific form of communication and efficient system of influencing the ideas of citizens concerning political subjects and objects. Interconnection of society and political advertisement represents a dual process: on the one hand advertisement stimulates society's political development; on the other hand society develops advertisement technologies. And also, political advertisement is the form of the political communication in conditions of a choice, target influence on electoral groups. Political advertisement reflects an essence of political platform of the certain political forces, conduct propagation work, forms and introduces certain representation on nature of these political forces and creates psychological atmosphere. It is logical to develop a typology of Kazakhstan political advertising based on the following two foundations: indirect advertising is employed in inter-electoral period and direct advertising is employed in the process of electoral campaigns.

**Key words:** indirect political advertising, inter-electoral period, direct political advertising, electoral campaign, mass-media, television, Internet, social networks.

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