

## **Upbringing Youth Culture Communication By State Holidays In The Republic Of Kazakhstan**

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**ABSTRACT:** Public holidays are the important source of spirituality, leading to renaissance of traditions, a language, develop the young's intellectual values of the nation, the national culture, including communicative culture. Public holidays of the Republic of Kazakhstan are a peculiar form of a collective unity, where the common mood and empathy of specialists of culture institutions, and their active participants are expressed. Public holidays in the Republic of Kazakhstan are caused by the development of dynamics of social life, in the separate periods of people's life realized and experienced by people's specific intellectual and emotional way; dictate new forms of behavior and activity, creating conditions for upbringing the youth's communicative culture. Here the special social-pedagogical significance gains the content of holiday programs, holiday forms of activity. Conducted analysis demonstrates that developing the young's public holidays' ideas should be considered as the interest and the need of the history of the national culture.

### **Introduction**

The actuality of the research is in the importance of finding the most effective technologies of upbringing the young's culture of communication by the public holidays of the Republic of Kazakhstan.

The actuality of the problems of upbringing the young's culture of communication by the public holidays is highlighted in such legal documents as "Intellectual Nation 2020" of the Republic of Kazakhstan and "State Education Development Program" of the Republic of Kazakhstan for 2011-2020.

A public holiday's calendar of Kazakhstan is changed adequately to the historical development. Traditional national holidays unchanges and the interest to them is greatly increased nowadays. The knowledge of culture origins of peoples of the Republic of Kazakhstan, their traditions and customs helps to understand the history of the country, the fate of generations and ancestry.

Public holiday activities around the world has a distinctive dynamism, the appearance of specific ways to show their relationship to the world, the life, the event, to the people around, the things, socio - cultural environment to which this holiday is dedicated. All this takes place on the basis of communication; it is here where actually formed the culture[1].

A public holiday of the Republic of Kazakhstan is seen as a complex of multifactorial and multidimensional process that can have a huge impact on the young person's culture of communication. The young's communication culture youth in the conditions of preparation and carrying out the public holidays cannot be developed without the whole historical process of culture of the epoch. Therefore, the actuality is the creation of a purposeful education of axiological impact on young's culture communication in the Republic of Kazakhstan, which allows solving problems of personal involvement in the modern processes.

In Kazakhstan a public holiday often takes place in the standardized forms of communication that does not allow reaching their full educational potential.

The research problem lies in the fact that the level of the process of upbringing culture of communication among members of the state holiday occurs, excluding individual creative nature of the participants, their specific behavior of etiquette despite the common language, the largely common culture of nomads, farmers, ranchers, city dwellers.

Hence it becomes particularly actual activities of cultural institutions in the preparation and conduction of public holidays. It is actualized the search of effective principles, forms and methods of pedagogical influence, aimed at upbringing the young's communication culture in the cultural institutions with the use of artistic and creative potential of a public holiday.

### **Methodology and methods**

The methodological basis of research was made by theories, concepts of professional competence formation, modern psychological and pedagogical theories and concepts of professional education. For the solution of a goal of

research the following methods were used: problem solving by a complex of methods, among which the leading position took the followings: the methods of theoretical analysis (comparative analysis, system modeling) diagnostic (test, questionnaire, interview, survey, self-assessment, peer assessment) and empirical (the study of practical experience, observation) and experimental methods of mathematical statistics. Theoretical basis of research are the leading concepts of the personality development; theory of the content of education; modern theories and concepts of higher education; regulations on essence of complete pedagogical process; pedagogical researches about the nature of the teacher's work; researches on formation of the teacher's professionalism; researches on the teacher's professional competence formation; ideas of system, personal, activity, humanistic, axiological, axiological approaches; idea of subject activity of the personality in the course of her activity; development of technological approaches and variable technologies of education.

### **Analysis Result**

The problem of upbringing the personality is the subject of various scientific fields. From the standpoint of the ancient philosophy the nature of upbringing and the laws of human development were studied by Aristotle, Democritus, Plato, Socrates, further the mentioned problems were studied by R.Descartes, I.Kant, G.F. Hegel, etc[2].

Socio - cultural aspect of public holidays was studied by: G.R .Bulgarin, V.N.Gagin, V.K. Gerasimenko, V.S. Dolgova, N.M. Zakovich, R.I. Ibragimov, N.S. Kaminskaya, Romanov , R.I. Ter- Zakharyan , O.A. Tyapkina, I.I. Fursin .

The great importance in the development of the communication culture for dissertation research were the views of the famous Kazakh educators I.Altynsarin, J. Aimautov, A.Baitursynov, A.Divaev, M.Dulatov, H.Dosmukhamedov, M. Zhumabaev and other scientific works whose ideas were the principle of nationality in the culture and spiritual life.

Cultural issues of communication in public holidays were studied by the following educators: I.N. Yeroshenko, A.D. Zharkov, L.S. Zharkov, A.A. Zharkov, A.S. Kargin, A.A. Laskin, V.S. Sadovskaya, Yu.A. Streltsov, E.Yu.Streltsova, T.V. Hristidis, V.M.Chizhikov .

The above mentioned works of scientists dealing with different aspects of a holiday show that researched topic has its own tradition.

The object of the research - upbringing the young's culture of communication in the Republic of Kazakhstan.

The aim of the research - theoretical and methodological rationale for upbringing the culture of young's communication by public holidays based on axiological approach and its implementation into practice.

The aim led to the following tasks of the research:

To analyze the conceptual and terminological apparatus of research of upbringing the young's culture of communication by the public holidays of the Republic of Kazakhstan ;

To reveal the specifics of upbringing the young's culture of communication by the public holidays of the Republic of Kazakhstan on the basis of axiological approach;

To analyze the process of upbringing the young's culture of communication by the public holidays of the Republic of Kazakhstan on traditional technologies;

Methodological basis of the research forms the fundamental assumptions about the personality of the representatives of different philosophical trends that have developed the concept of improving the personality, his/her spiritual development. The important methodological base is pedagogical principles.

Theoretical basis of the research were scientific works, revealing the problems: upbringing consciousness and communicative activities of the personality.

Research methods. To solve the set tasks and check the hypothesis the following methods were used: a) theoretical – analysis of philosophical, sociological, pedagogical, psychological literature on the problem of research, abstraction, learning pedagogical modeling, comparison, generalization, systematization, classification of the results obtained; b) empirical - a sociological survey, observation / direct, indirect / , questionnaires , interviews , discussion, educational experiment ; statistical and qualitative and quantitative data processing .

The practical significance of the study is that the developed and experimentally approved in preparing and holding holiday programs the innovative pedagogical model allowed to give the effectiveness of upbringing the youth's communicative culture by the public holidays, gained an offering to carry out the process of upbringing in the groups effectively. Activeness of mass media means (print, radio, television, Internet) within the frame of the celebrations creates positive conditions for productive cultural and leisure activities in the region, which was the result of creative activity of the experimental groups.

The theoretical part. "The term 'youth culture of communication in contexts of a public holiday of the Republic of Kazakhstan' is considered the genesis of the concepts of "holiday", "developing a culture of communication." The attention is paid to those concepts as "participation" and "complicity" in the preparation and conduct the public holidays. These categories are considered in the nature of holiday and collective communication. It turns out that a holiday as a socio- cultural phenomenon, as an artistic - educational, an artistic - creative phenomenon can become an ideal model of upbringing the young's culture communication by public holidays of the Republic of Kazakhstan .

Holiday, "organizing and directing" the participants, put them in a state of psychological comfort, positive emotions, having psychocorrectional, psychotherapeutic influence[3]. This fact is of particular importance in the conditions of adaptation of the young to the public holidays of the Republic of Kazakhstan. Holiday "teaches"

communication, behavior, “leading” participants to the concepts of culture behavior in the institutions of culture, the culture of communication with the listening audience, the culture of sound.

A holiday as a creative substance includes the significant educational potential that the participants of amateur talent groups and amateur associations can implement. Their complicity, empathy, creative freedom, improvisation can combine nature of the holiday and communication on the axiological basis[4].

A holiday culture of modern Kazakhstan develops on the background of intense competition between national and planetary holidays today. Among the most significant trends of any modern society in the subject of a holiday culture are pervasive globalization of mass celebrations and shows; emasculation of the spiritual essence of the holiday; dominance of the show beginning; active use of mass events and shows as the means of mass media in order to manipulate the public opinion .

Thus, public holidays, according to the article 3 of the Law № 267 -II in the Republic of Kazakhstan, are holiday celebrated on the following days: New Year - January 1-2; International Women's Day - March 8; Nauryz Holiday - March 21-22; Celebration of People's Unity - May 1; Victory Day - May 9; Capital City Day - July 6; Constitution Day of the Republic of Kazakhstan – August 30; December 1 - Day of the First President of the Republic of Kazakhstan.

A public holiday of the Republic of Kazakhstan meets social and communicative needs of the individual and the group. Archaic holiday was a way of ritually symbolic transmission of a historical experience, social self-preservation of a group, a social group identity. Natural backgrounds of a public holiday are needs for communication and maintenance of the group, opposition of the concepts “we” and “they.” Implementation of these needs brings a person a sense of satisfaction.

Communication mechanisms of an individual and a group during the holidays are shown in the individual’s obligatory participation in the collective ritual ceremonial events, “sewage” in the neutral negative energy of individuals, in the general consolidating laughter, in the physical contact of bodies (mass celebrations), in the limitation of the everyday forms of activity during the holiday, in the censure for failure of the ban[5]. Connection of the group and individuals is also carried out in such an unusual manner of “contrary holiday “as a funeral.

The particular importance was given to the celebration of the New Year, called «Ulys» in ancient times First New Year's Day (22) March - «Ұлыстың ұлы күні» («Great Day of Ulys»). Dairy dishes were prepared this day, visiting and meeting people say good wishes to each other. There were games and aitys between girls and guys.

That is why public holidays most clearly promote a folk art, leading to renewal, preservation and succession of the folk traditions of the peoples of Kazakhstan.

Taking into account this, a plan for the holiday programs usually includes processions of a playfully carnival type, theatrical performances, concerts of folk groups, gaming competitions, fair shows, contest of strongmen and impersonators, horse competitions.

Mandatory element of public holidays of the Republic of Kazakhstan was a great symbolic richness. Symbolism from ancient times was belonging to ritual celebrations. Perception of many expressive means embodying the unity of the people live in peace, abundance and harmony of relationships was based on this.

Art plays an important role in the structure of the public holiday. It helps to meet one of the basic needs of personality - the need for aesthetic pleasure[6].

Constant participants of the public holidays become folklore groups, that solve the important tasks not only music and dance, oral, but also folk art, reflected in the demonstration of people's national costumes of the Republic of Kazakhstan

According to many researchers national holidays should be divided into two categories: a) public; b) professional.

Public calendar holidays - March 8, May 7 - Armed Forces Day of the Republic of Kazakhstan, Victory Day, Independence Day of the Republic of Kazakhstan, Constitution Day, etc. Despite the change of political orientation and the state structure, these holidays continue to live.

With the emergence of new professions each family celebrates their professional holidays: Teacher's Day, Police Day, Medicine Day, Railroad Day, Builder Day, Cosmonautics Day, Submariner Day, Culture Day, Theatre Day, Chemist Day, Machinist Day, Radio Day, Science Day, Writer’s World Day, Frontier Guard Day, Aeroflot Day, Press Day, Day of Prosecutors of RK, Social Worker’s Day, Oil and Gas Industry Workers Day, Customs Officer Day, etc.

Level of communication culture of the youth of the Republic of Kazakhstan depends on the level of social consciousness, its persistence, keeping national traditions and specifics of historical development.

The essence of a public holiday in the Republic of Kazakhstan is the preservation, development and increase of the highest values of human existence. It mainly refers to an appreciation of freedom: the festive expressive-actable communication, celebratory feeling, which necessarily involves the joy, laughter, fun, etc. Claiming the values as an important and necessary moment of social life, a public holiday at the same time performs regulatory and educational function, because it retains its value and then, when in a public life the roots of mythology are broken, when, consequently, a public holiday is quite “worldly” and not “sacred” phenomenon.

The research “Upbringing youth culture communication by traditional holiday technologies in cultural institutions of the Republic of Kazakhstan” shows that a foundation was a speech activity there, which is the basis of communication. Main content of the activity is in more careful selection of the speech material. In accordance with the speech state and capabilities of each individual young person in the preparatory period a complete and comprehensive study of the text is

provided. It is necessary not only to memorize and reproduce the words in sequence, but also to understand the inner content of speech, its meaning, as well as to learn all the words and to use them in the active vocabulary as much as possible.

In our opinion, in the last decade, poetry reading and other speech activity at the festival started to go away into the background[7].

Artistic content of public holidays of the Republic of Kazakhstan is embodied in the music, the song, the poetry. In folk tales, proverbs and sayings the moral precepts are put on the one hand, on the other - a variety of tips, instructions, i.e. rules of behavior on weekdays and holidays are put.

### ***Experience***

As the analysis showed, summing up the results of carrying out holidays in surveyed facilities, traditional techniques of preparation and holding cultural and recreational programs devoted to public holidays were used here.

Meanwhile, interviewed young people pointed out that they celebrated the New Year according to traditional method, which had already been used for many decades.

Conducted surveys and interviews with experts of cultural institutions allowed finding out that during the preparation and conducting public holidays in Kazakhstan, only 35 % were able to accurately determine the goals and objectives of upbringing the youth culture of communication by public holidays of the Republic of Kazakhstan on the basis of axiological approach. Scenario analysis of holiday programs showed that although they include all the necessary structural elements of traditional technologies of public holidays - folklore, processions, pageants, concerts, games, fun, fair, and others, yet there was not any systematic approach to the upbringing the youth culture of communication by public holidays of the Republic of Kazakhstan.

During the experiment of searching for innovative technologies of upbringing the youth culture of communication by public holidays there were more than 30 cultural and recreational programs that were most directly related to the activities and life experiences of experts of cultural institutions and their asset.

Comparative analysis of all experimental and control database of research allows in a more visible manner demonstrate an increase of the level of communication culture of youth under the public holiday.

To participate in the innovative technologies of upbringing the youth culture of communication by public holidays of the Republic of Kazakhstan in the experiment the young people from the formal institutions of culture groups were involved: amateur art groups, service clubs and amateur associations, and also informal associations. For communication process of young people it is extremely important the intensity of communicators. The survey showed that among all participants 59% from informal groups are gathered every other day, and only 24% - several times a week. And to the question: "Can you consider yourself a civilized man by the level of development?" 43 % of young people from informal groups answered "yes" and only 32 % - "no" (the rest do not know). At the same time, the young people from formal associations to the question: "Can you consider yourself a civilized man by the level of development?" 66% answered "yes" and only 24 % said "no" (the rest do not know what to say). Organized youth meet rarer in cultural institutions than nonconformists, so the period of preparation and holding the public holidays a different level of communication culture is determined by the level of the general culture of the young man.

Therefore it was necessary to find out the motivations of the youth participation in the preparation and conduct of the public holidays[8]. Following results were obtained: the ability to communicate with their peers - 36% ; opportunity to have fun - 34% ; opportunity to feel human personality - 28% ; opportunity to escape from today's problems, to forget - 23%; to know that they understand you here, to help you - 22 % ; opportunity to establish yourself as a cultural person - 15%.

Positive correlation observes on such grounds as "the ability to communicate with peers, " " to know that they understand you here ,to help you"[9].

Questioning revealed that the most active in communicating with specialists of cultural institutions were young men of amateur art groups, clubs, amateur associations .

Particular satisfaction from participation in the celebration and in the communication process the young people have in a special way, in a form of activities. Attempts of audiences to do something themselves with his hands, causing a huge emotional rise. In the process of communication, young people are actively involved in the action from the audience, they get tips and cheers, and sometimes friendly laughter from them.

In the search of innovative technologies of upbringing the youth culture communication by the public holidays conditions, the structure of the program, its purpose, content and means of expression began to be planned[10]. In order to improve communication culture it is provided processions, theatrical concerts, performances by folk groups , etc.

The main form of folk festival in Europe in the Middle Ages was the carnival, which was triumphant release (at least temporarily ) from the existing system and the abolition of the hierarchy and prohibitions. In carnival, Bakhtin notes, "the presence of a strong element of the game ," carnival is close to spectacular theatrical forms.

Creating an emotional atmosphere, developing the culture of communication of all participants of ritual actions as the holiday sphere are very useful ethnographic scenes: " Hello" - on Nauriz, aitys, competition in the songs "Song Contest", " National Dance Competitions ," etc.

European medieval carnival - a manifestation of the playing culture of folk humor, opposing official festive culture, sacroiliac existing order and world order. In Russia, however, the situation is different. Russian holiday is embedded in everyday life and is very difficult to regulate[11].

Concentration of carnival laughter in Europe was very high, but then, after the carnival discharge, no "comic" failures could be. By tradition, nowadays the "Western man jokes and laughs strictly in the place, and in a strictly allotted time"[12]. Kazakh folk festive culture remained close by its "playfulness", spontaneity and naturalness, to European and Russian.

Modern holiday in the Republic of Kazakhstan - a specially designed system of celebration within the state designed for a specific audience, with clearly defined space and time, a special festive mood, different from everyday life. "Games in the holiday," in many cases impose on the society. And the game and the holiday are superficially perceived by the society, and the youth does not penetrate into the essence of the endless series of celebratory cultural and recreational programs, which is reduced to a bright spectacle.

Modern holiday in the Republic of Kazakhstan is gradually losing its well-defined spatial and temporal boundaries, dissolving in the so-called "celebrations", "holiday concerts", "humorous programs," packaged by consumer society means of mass media. The object of sacralization of modern official holiday remains the state in all its manifestations (president, army, constitution), but the symbolism of the holiday has changed: there is no cult of power, constantly emphasizes the connection with the national public holiday through humor aspect (any holiday or just Sunday hauntingly accompanied by endless humorous programs). Quite a lot of symbolism in modern official holidays, revealing the meaning of the basic state policy - unity of the peoples and the harmony of life of people and nature. The foregoing provides a reasonable basis to conclude that the genesis of forms of festive culture is associated with the change of the object as the sacralization of the holiday as the game and the symbolism of the game in celebration.

In the experiment the influence of European culture on holiday preparation and conduct of public holidays of the Republic of Kazakhstan was revealed. In preparing the public holidays specialists of cultural institutions did not actually use the European material in the cultural institutions they did not consider needs of the population, not enough included forms of the activation of audience to develop communication culture between participants and spectators in the program of holidays. Conducted by dissertator this stage of the experiment showed that the paucity of the content of the public holidays entail inefficiency of structural elements of the holiday, as well as the inaccuracy of meanings, i.e. contents and organization of the audience.

### ***In conclusion the results have summed up***

During interviews it is mainly covered the problem of upbringing the youth culture of communication by the public holidays. Representatives of cultural institutions were also interested in this process. All experts believe that in the holidays it is especially important to attach to an informal association activities, to develop their interest in the work. At the same time, they noted, that there is currently little wishing to engage in applied kinds of creativity nowadays.

Contents of the holidays was based on a synthesis of European, national and local material in a huge variety of historical facts of production activities, household of population, which was passed through a variety of structural elements traditionally used and facilitated the upbringing of the youth communication culture.

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