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**PARTICULARITIES OF INTERCULTURAL COMMUNICATION OF  
RUSSIA AND KAZAKHSTAN IN THE PROCESS OF EURASIAN  
INTEGRATION (ON THE EAEU EXAMPLE)**

***Abstract:** This article is intended to discuss the implementation of intercultural communication between Russia and Kazakhstan in the process of Eurasian integration (on the example of the EAEU). In the framework of this article, the cultural interaction of the two countries, which is carried out by organizing events introducing the spiritual and cultural values of a neighboring country, was highlighted.*

***Keywords:** intercultural communication, Eurasian integration, EAEU, cultural interaction, dialogue of cultures.*

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**ОСОБЕННОСТИ МЕЖКУЛЬТУРНЫХ КОММУНИКАЦИЙ  
РОССИИ И КАЗАХСТАНА В ПРОЦЕССЕ ЕВРАЗИЙСКОЙ  
ИНТЕГРАЦИИ (НА ПРИМЕРЕ ЕАЭС)**

***Аннотация:** Данная статья призвана обсудить вопрос осуществления межкультурной коммуникации России и Казахстана в процессе евразийской интеграции (на примере ЕАЭС). В рамках данной статьи была освещена сторона культурного взаимодействия двух стран, которое осуществляется*

*путем организации мероприятий, знакомящих с духовными и культурными ценностями соседней страны.*

**Ключевые слова:** *межкультурная коммуникация, евразийская интеграция, ЕАЭС, культурное взаимодействие, диалог культур.*

Modern studies show that the dialogue of cultures as a form of tolerant, peaceful relations, adopted between representatives of various ethnic groups, language groups, cultural communities, is the most promising in choosing a humanistic orientation. Many people and social scientists see the way out of the current situation of interethnic and interfaith tensions in certain regions of the planet precisely in the implementation of the process of intercultural communication in the form of a full-fledged dialogue of cultures.

Furthermore, the first president of the Republic of Kazakhstan, N. A. Nazarbayev, repeatedly emphasizes the importance of synthesizing the spiritual heritage of various cultures in the fight against the consequences of the global economic crisis: «A new world order is unthinkable without high morality and spirituality. They should be the main mechanisms of the post-crisis reconstruction of the world. All the best that is in the culture of every nation should be the property of all mankind» [4].

Therefore, intercultural communication is a special form of communication between two or more representatives of different cultures, an ethnic group, the process of which is represented by the exchange of information and cultural values of interacting cultures. The process of intercultural communication is a specific form of activity that is not limited only to knowledge of foreign languages, it also requires knowledge of the material and spiritual culture of another people, religion, values, moral principles, worldviews in the aggregate that determine the behavior model of communication partners [2, pp. 30-31].

The issues of intercultural communication between Russia and Kazakhstan are especially interesting, as the two countries have friendly relations. The relations between people of the two countries are influenced by a large number of factors, among which an important role is played by historically established traditional attitudes and

social and cultural ties [1, p. 661]. For example, back in 2006, the presidents of Russia and Kazakhstan clothed cultural relations between the two countries in a new form of development, announcing the Year of Pushkin in Kazakhstan and the Year of Abai in Russia. These two geniuses are iconic figures in history who have made a huge contribution to national literature. Their works are also included in the golden fund of the history of world culture [3].

An important impetus for the development of intercultural communication between the two countries was mainly Eurasian integration, caused by the formation of the EAEU [5].

The EAEU is not limited only to economic and trade cooperation, but also contributes to the cultural integration of Russia and Kazakhstan. For example, the fall of 2019 was marked by the so-called «Days of Culture».

From September 7 to 11, the Days of Culture of Kazakhstan in Russia were held in Moscow. The first President of Kazakhstan Nursultan Nazarbayev and President of Russia Vladimir Putin discussed bilateral relations during the meeting, as well as took part in festive events. A Kazakhstani cultural and business center was opened in the Kazakhstan pavilion at VDNH.

The National Pavilion of Kazakhstan is one of the oldest at VDNH, it has existed since 1937. The pavilion was restored according to the sketches of 1954. The frescoes of the same period, dedicated to the Kazakh life, the architects found during the reconstruction. At the entrance, like 65 years ago, there are sculptures of the steppe poet Zhambyl Zhabayev and agronomist Shygynak Bersiyev, as well as a traditional yurt and an oriental bazaar. Visitors were introduced to the traditions of Kazakh hospitality, shown national souvenirs and musical instruments.

The Days of Culture were also marked by a gala concert with the participation of the troupe of the famous Astana Ballet Theater, as well as El Divas, members of the television project «Voice. Children» Yerzhan Maxim and Danelia Tuleshova, laureate of international competitions Abylay Tlepbergenov (dombra), artist of the Kazakh SSR Alibek Dnishev and distinguished figures of Kazakhstan Nurken Ashirova and Saltanat Akhmetova.

Within the framework of the Days of Culture, the film week introduced Russian viewers to the classics of Kazakh cinema and the latest in national and Russian film production. It was opened on September 8 at the site of the engineering building of the State Tretyakov Gallery with screenings of the biographical drama «Amre» about the life of the outstanding opera singer of Kazakhstan and the historical film «The Kazakh Khanate. The Golden Throne».

Also in the program, cinema weeks showed films based on the Kazakh folk epos («Love Poem», «Beardless Deceiver») and the military drama «Panfilov's Twenty-Eight Guardsmen» about the legendary feat of Soviet fighters.

The Days of Culture ended on September 11 in the Small Hall of the P. Tchaikovsky Moscow State Concert Hall by a concert with the participation of one of the most famous chamber-instrumental ensembles State trio «Forte trio» and laureate of international competitions, pianist Amir Tebenikhin.

Thus, in the framework of intercultural interaction, Russian people got acquainted with objects and compositions from various fields of Kazakhstani art – cinema, music, architecture, etc.

In turn, from October 7 to 11, the Days of Russia were held in Kazakhstan, namely in such cities as Nur-Sultan, Almaty and Karaganda.

The Days of Russia in Kazakhstan were opened with a literary and musical composition, staged by the famous Russian director Oksana Shelest for the best-selling book of recent years – the book of Archimandrite Tikhon (Shevkunov) «Unholy Saints». The play was accompanied by one of the best Russian orchestras – the State Academic Russian Folk Ensemble «Russia» of Lyudmila Zykina.

On the same evening at the Palace of Peace and Concord, a unique exhibition «Monasteries and Monks in Russia» was started. The exposition presented engravings, lithographs and chromolithographs with views of monasteries of the 18<sup>th</sup>-20<sup>th</sup> centuries from the collection of the Russian State Museum of the History of Religion.

A unique exhibition is presented in the A. Kasteyeva Almaty Museum. It introduced one of the most famous art museums in Moscow – the State Museum of Ceramics and the «Kuskovo Estate of the 18th Century», which includes a unique

architectural and park ensemble of the Kuskovo estate – a suburban residence of the Counts Sheremetevs.

Theatrical scenes met the leading soloists of the State Academic Bolshoi Theater of Russia, who performed the main roles in the ballet Swan Lake and the operas Eugene Onegin and La Traviata.

In the framework of the Days of the Spiritual Culture of Russia on October 8, 2019, after a long restoration, the Ascension Cathedral was opened in Almaty.

Thus, bilateral cooperation in the cultural sphere is actively expanding. Numerous actions, such as demonstrating Kazakh films, creative evenings, press tours, round tables and conferences, exchange tours of artists, contests, exhibitions, Internet conferences and video bridges, special events are held in Russia. All this contributes to maintaining the positive trend of fruitful bilateral cooperation in the cultural and humanitarian sphere. The mirror situation in intercultural communication is taking shape on the part of Kazakhstan, and even more: students get acquainted with Russian culture (literature and art) at school, in the lessons of the Russian language and literature. The local administration organizes the celebration of some Slavic holidays, for example, Maslenitsa (Shrovetide). In Kazakhstan, daily meetings are held with Russian colleagues from the field of education, art, literature, music, theater, etc. International Kazakhstan-Russian exhibitions, conferences on the exchange of experience, tours and competitions are held.

All this helps to strengthen international relations between Russia and Kazakhstan and provides the basis for fruitful intercultural communication, the exchange of useful experience and traditions between the countries.

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