

# PRACTICES OF CULTURAL DIPLOMACY DEVELOPMENT IN KAZAKHSTAN AND ITS ROLE IN THE ARENA OF INTERNATIONAL RELATIONS

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**Abstract.** The article analyzes some practices of cultural diplomacy development in Kazakhstan and its current challenges. The role and aims of cultural diplomacy carried out by Kazakhstan has been identified and comprehensively analyzed. The challenging factors were defined in the development of Kazakh cultural diplomacy practice. The modern definitions and connotations of cultural diplomacy are listed; the concepts of the main theorists are considered. The connection and differences of cultural diplomacy with the concepts of "public diplomacy" and "soft power" are determined. When writing the article, works and articles on the topic of cultural

diplomacy were studied, the method of deductive analysis was used, materials available on the Internet resources were reviewed. As a result of the study, it was determined that despite the existing problems the contribution of the cultural diplomacy of Kazakhstan to the arena of international relations is significant.

**Keywords:** *Cultural diplomacy, TurKSOY, transition to Latin graphic, the Congress of Leaders of World and Traditional Religions, Assembly of People of Kazakhstan.*

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## ҚАЗАҚСТАНДА МӘДЕНИ ДИПЛОМАТИЯНЫҢ ІСКЕ АСЫРУ ЖОЛДАРЫ ЖӘНЕ ОНЫҢ ХАЛЫҚАРАЛЫҚ АРЕНАСЫНДАҒЫ РӨЛІ

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**Андатпа.** Мақалада Қазақстандағы мәдени дипломатияның кейбір даму тәжірибесі мен орын алып отырған мәселелері талданған. Қазақстан мемлекеті іске асырып отырған мәдени дипломатияның рөлі ашылып, кең талдау жасалған. Мәдени дипломатияның қазіргі таңдағы қолданыстағы анықтамалық негіздері, коннотациялары тізімделіп, негізгі теоретиктердің тұжырымдамалары қарастырылған. Мәдени дипломатия ұғымының «қоғамдық дипломатия», «жұмсақ күш» деген ұғымыдарымен байланысы және ерекшеліктері анықталған. Мақаланы жазу барысында мәдени дипломатия тақырыбына арналған еңбектер мен мақалалар зерттелген, дедуктивті анализ әдісі қолданылып, интернет кеңістігінде қолжетімді материалдар сараланған. Мемлекетаралық және мәдениетаралық байланыстардың отандық және шетелдік модельдерінің ерекшеліктеріне зерттеу жүргізу қазақ қоғамының мүмкіндіктерін ұлттық сананы нығайтуда қолдануға әкеледі. Зерттеу жұмысының нәтижесі ретінде Қазақстанның халықаралық қатынастар аренасында жүзеге асырылып отырған мәдени дипломатиясының үлесі, орын алып отырған мәселерге қарамастан зор екені белгіленген, ал даму жолдары бірыңғай емес.

**Түйін сөздер:** *Мәдени дипломатия, ТюрКСОЙ, латын гарпіне көшу, Әлемдік және дәстүрлі діндер лидерлерінің Съезі, Қазақстан халқы Ассамблеясы.*

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## ПУТИ РАЗВИТИЯ КУЛЬТУРНОЙ ДИПЛОМАТИИ В КАЗАХСТАНЕ И ЕГО РОЛЬ НА АРЕНЕ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ

Айгерим Кожанбергенова, Айкерим Турунтаева, Ринат Байгондин

**Аннотация.** В статье анализируются некоторые практики развития культурной дипломатии в Казахстане и актуальные проблемы. Выявлена и всесторонне проанализирована роль культурной дипломатии, осуществляемой государством Казахстан. Перечислены современные определения и коннотации культурной дипломатии, рассмотрены концепции основных теоретиков. Определены взаимосвязь и особенности понятия культурной дипломатии с

понятиями «публичная дипломатия» и «мягкая сила». При написании статьи были изучены работы и статьи по теме культурной дипломатии, использован метод дедуктивного анализа, изучены материалы, доступные в сети Интернет. В результате исследования определено, что несмотря на существующие проблемы, вклад культурной дипломатии Казахстана в арену международных отношений значителен.

**Ключевые слова:** *Культурная дипломатия, ТюрКСОЙ, переход на латинскую графику, Съезд лидеров мировых и традиционных религий, Ассамблея народа Казахстана.*

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## Introduction

International relations with globalized and modern landscapes are becoming more and more diverse. Thus, cultural diplomacy is becoming one of the modern manifestations of these changes. According to Tewdowski, "cultural diplomacy was strongly developed by the imperial powers as early as in nineteenth century. It mainly existed in the form of cultural exchange between the elites in the colonies with the aim of influencing and developing a soft culture". He describes cultural diplomacy as a privilege of the elite of that period [1]. Studies have shown that the concept of "cultural diplomacy" in the modern sense changed in terms of neoliberal "soft power" [2] on the cultural diplomacy of Arndt. Arndt describes cultural diplomacy as shaping and channeling the natural cultural flow of relations between official diplomats to advance national interests [3]. But soon Cumming expanded it to "the exchange of ideas, information, art and other aspects of culture among nations and their peoples in order to foster mutual understanding" [4].

The "soft power" advocated by Nye is the universal appeal of mass culture embodied in cultural goods and services, as well as the international impact of the so-called "ethnic openness" lifestyle, as well as what he attributed to one of the political tools of American democracy

and the values of human rights. The "soft power" pursued by the state depends not only on culture, but also on its political values and foreign policy. Thus, the cultural tools of diplomacy can be a soft power resource provided to achieve a clear certain political goals within a well-thought-out strategy [5].

Later, with the development of mass communication technologies and with the rapid and intense interaction between the masses, cultural diplomacy has found its place as an important aspect of public diplomacy. Public diplomacy is being promoted as a citizen-centered form of diplomacy, as opposed to the standard model. Public diplomacy is now understood as a transnational process that can involve not only governments and their agencies, but also civil society and/or private sector stakeholders [6]. Since cultural diplomacy is often interpreted as a special type or measure of public diplomacy, it can be said that the difference between them is somewhat blurred.

In the US context, the goal of cultural diplomacy was revealed in The Linchpin report published in 2005 in response to the aftermath of the disastrous US invasion of Iraq. In this report, cultural diplomacy was portrayed as a key component of public diplomacy: "the cultural diplomacy played a high role in shaping concepts such as sowing

seeds that can flourish abroad- ideas and ideals; aesthetic strategies and methods; philosophical and political arguments; spiritual perceptions; view of the world.

In addition to the above definitions, cultural policy during the Cold War has been recognized as "public broadcasting, knowledge sharing, cultural programming and the flow of information or knowledge" [1].

But Tevdovsky sees this as a super modernist phenomenon, calling it "new cultural diplomacy. As a last step in the analysis of cultural diplomacy, the very concept of culture should be analyzed. Tevdovsky perceives culture as a means of dialogue. Moreover, all cultures are the product of a long internal dialogue and mutual compromise within certain communities and groups [1].

Thus, they are based more on dialogue than on conflict. Therefore, interaction and dialogue through culture are a unique tool for stigmatization, desertion-type understanding and evaluation, as well as a deeper and longer-term evaluation.

In general culture provides a unique and unifying environment for presentation and interpretation, dialogue and discussion. But as we see this practical application of cultural diplomacy has expanded greatly since that period.

Since independence Kazakhstan immediately has begun to consolidate his statehood and power in the international arena. In Kazakhstan special attention was paid to solving industrial, economic and other topical issues left after the collapse of the USSR, while US and European countries focused on the use of the modern means and types of international relations. These countries followed the interests of their states and even showed various dominance forces without the use of military forces. When

it comes to ways of development of cultural diplomacy in Kazakhstan the first thing that comes to mind is large projects carried out with developed countries, and events with a vast territory of influence. Among them first one can note the international relations developing in the cultural dimension with the member countries of the European Union and the United States. Among bilateral subjects, projects in the field of education are of great importance.

The European Union is actively implementing a project in the field of higher education called Erasmus+ in Kazakhstan. Students and teachers of Kazakh universities travel to European countries in the framework of academic mobility programs, where opportunities for training and internships are provided at the expense of the European Union. For instance, between 2014 and 2020 EU allocated €115 million for regional cooperation projects in Central Asia, including the Erasmus + program (Delegation of the European Union to the Republic of Kazakhstan, 2021). As part of the Erasmus+ program for study and internships in Europe more than 2,000 short-term scholarships were provided to Kazakhstani students and teaching staff, and for European students about 1000 scholarships to study in Kazakhstan. In addition, 137 Kazakh undergraduates received fellowships in a joint master's program in Europe.

There are almost no research papers devoted to cultural diplomacy in this area in Kazakhstan. Many local researchers discuss about bilateral cooperation in the field of education, science and culture. Such cooperation, for example, is well developed with France [7,8]. But again here, we should accept that many of the projects are held on the initiative and

in the interest of France mostly. Topics of the influence of the different local ethnic diasporas to the development of international dialogue and understanding are studied [9]. Interestingly, there are some studies devoted to the impact of culture and Islamic religion to the neighboring countries' literature and languages. Thus there were noted the impact of Islamic religion to Chinese literature and writing [10]. But still many discuss about education as the soft power of foreign policy of Kazakhstan [11]. More and more the question of cultural heritage attracts the interest of local researchers [12]. In the dimension of culture, the cooperation with China is the most widely spread practice. Here the role of the One Belt One Road project is found very important by local researchers [13,14].

However, the use of tools of cultural diplomacy used by other countries turns out to be very productive and attractive within the country. The use of such forms of diplomacy is undoubtedly increases the credibility of this state within another state, enhances its image and attracts to dialogue.

But actually all these examples refer to the instruments used by other countries, where Kazakhstan is the object of the influence. After all these considerations the authors aim to study the practices of cultural diplomacy pursued by Kazakhstan in other countries and inside the country. The objectives of the study are the following: 1) To define the role and aims of the cultural diplomacy practices in Kazakhstan; 2) To define in what areas and ways the practices of cultural diplomacy are developed in Kazakhstan; 3) To describe the current state of the cultural diplomacy in Kazakhstan by concluding the findings into the SWOT-

analysis.

### **Methods and materials.**

In the study the authors write on the topic of cultural diplomacy, analyze the findings of materials available on the Internet. An examination of information and news on the website of international and regional organizations and other international organizations of the cultural space operating on the territory of Kazakhstan was carried out. The opinions of Kazakh and foreign scientists regarding cultural diplomacy were taken into account. Since the research work devoted to cultural diplomacy topic specifically is little in scientific works of Kazakhstan, definitions and concepts given by foreign researchers of cultural diplomacy are given. Before getting acquainted with the ways of development of cultural diplomacy in Kazakhstan, the features and relationship of the concept of cultural diplomacy with the concepts of "public diplomacy", "soft power" were revealed. To achieve the findings of the study, the method of deductive analysis was used. There were also used publicly open representative comparative social survey findings from global website [www.worldvaluessurvey.org](http://www.worldvaluessurvey.org). To design the whole picture of findings there was SWOT-analysis presented.

### **Results and discussion**

Kazakhstan participates in the establishment of economic stability and security by means of cultural diplomacy in the Central Asian region and worldwide. The bulk of it is in the field of education. So, with the support of Kazakhstan on Kazakhstan territory since 2010 an educational program is being implemented to train 1,000 Afghan youth. Kazakhstan allocated 55 million



US dollars for this project. As part of this program Afghan youth study in national and state universities of Kazakhstan in the field of engineering, medical and studied agriculture [15].

According to the EU this project is very effective. This is due to the fact that about 90-100% of the youth who studied in Kazakhstan returned to Afghanistan, and three-quarters of them are employed in Afghanistan, the advantage of this project is that in Kazakhstan, where the majority of Afghan students are Muslim, they feel in the same cultural environment as at home. After this can be seen in the statistics that they are ready to return to their countries. And if you visit Europe or other Western countries, they will stay there. Thus, this program was highly appreciated by the EU (According to EU reports) [15,16]. On the one hand, the project aims to improve the well-being of Afghan youth, on the other hand, Kazakhstan put into trouble itself. Because, in fact, since the arrival of the Taliban to Afghan government, Afghan youth studying in higher educational institutions of Kazakhstan began to openly declare their intention to obtain Kazakh citizenship. This is because, according to them, it is not safe for them to return to the country. And if this is a girl then she is negatively titled "got an education abroad" [17]. It seems that there are negative views on the part of society that foreign citizens remain in Kazakhstan. For example, according to world value survey held in 2018 58,6 % in total of respondents think that government should place strict limits on the number of foreigners who can come and even prohibit people coming here from other countries [18]. Further in 2019, in response to the proposal of the Government of the Republic of Kazakhstan, the EU together with UN Women launched a

€2 million UNDP program to support the economic empowerment of Afghan women. Under this program, Afghan girls receive higher education in higher educational institutions of Kazakhstan and Uzbekistan for further professional life and is undergo training. Project aims to build stability and support the social and economic empowerment of Afghan women through education and training in Kazakhstan and Uzbekistan. With this EU project intends to strengthen cooperation and development in the region. Earlier it was reported that Uzbekistan also has extensive experience in teaching Afghan students. Since January 2018, the Termez educational center in Uzbekistan has been operating in the border city of Termez with Afghanistan. Uzbekistan considers the center an important initiative in promoting the peace process in Afghanistan and pays great attention to its development [19]. Thus, it can be said that the purpose of these projects is the establishment of economic stability, security and peace not only in the land of Afghanistan, but in general in Central Asia.

Cultural Diplomacy can be described as course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity. Through this exchange, relationships between states could be strengthen, sociocultural cooperation between states may be enhanced or mutual national interests could be promoted. As implied in the explanation of Cultural Diplomacy [20]. In the development of cultural diplomacy, it is worth noting the relations of Kazakhstan with the Turkic speaking states. In Soviet times, it was Turkish President Turgyt Ozal, who intended to cooperate between Turkish speaking countries. He was the first who

made an official visit to Russia, Ukraine, Kazakhstan and Azerbaijan during his visit to the Soviet Union in March 1991. After this visit Nursultan Nazarbayev, who received Ozal's invitation, became the first President, who made an official visit to Turkey from the Soviet Turkic-speaking countries. At that time professor Turan Yazgan wrote: "the most important thing is that Turkey and the Turkic-speaking Soviet republics must first ensure the unity of language and culture." Professor Ali Karaosmanoglu noted that "to ensure lasting cooperation in the Turkic world, it is necessary that all these countries moved to a democratic system, and also carried out economic reforms. Only after this the brotherly countries be able to establish cooperation in every area, and in the future it is necessary for them to keep the door open for the Confederation of Turkic-Speaking Countries" [21]. In 1992, Ankara hosted conference of heads of countries of Turkic-speaking states. At this conference five Soviet Turkic republics that received sovereignty confirmed that they intend to strengthen the cooperation of the Turkic-speaking peoples starting from this period. First President of Kazakhstan N.A. Nazarbayev took part in all meetings of heads of states. And he writes that "the main condition for the modernization of a new type is the ability to preserve one's national code, without which modernization can become a real echo". Thus, in the words of the first president, "in a thousand-year history, our original culture for the first time will break through to all the continents of the world".

Kazakhstan occupies a special place in the development of cooperation between the Turkic speaking peoples. At a meeting of Turkic leaders held on October 3, 2009 in Nakhichevan, Azerbaijan,

the First President of Kazakhstan Nursultan Nazarbayev proposed further institutionalization of this route. Today is the day of the summit of the Turkic Council, which is considered a "birthday". As a result of this meeting, Kazakhstan, Azerbaijan, Kyrgyzstan and Turkish Presidents signed the Nakhichevan Agreement on the establishment of the Cooperation Council of Turkic Speaking States. In October 2011 in Almaty the first high-level meeting of the Cooperation Council of Turkic Speaking States was held. Resulting agreements and documents ensured the status of the Turkic Council as a full-fledged international structure.

Starting from 1993, Turksoy as an international organization creating cultural cooperation between Turkic speaking states was also implemented at the suggestion of the President of Kazakhstan. In fact, this organization can take the place of an international organization of UNESCO promoting Western values [22]. Organization TURKSOY conducts activities aimed at popularizing the culture, literature and science of the Turkish peoples on an ongoing basis. In addition, the cultural capital of the Turkic world is chosen annually, where meetings of the Turkic peoples are organized. So, in 2017, the city of Turkestan received one big breakthrough, becoming the capital of the Turkic world. Organization information service publishes the TURKSOY magazine, TV and radio broadcasting, conveys to listeners the values of the Turkic states.

In 2008, the Parliamentary Assembly of Turkic Speaking Countries (TurkPA) was founded. In 2010, at the initiative of Nursultan Nazarbayev the Turkic Academy was opened in Astana. In 2012, it received international status and

it has become the place, where scientific research is being carried out in the field of the history of the Turkic world, an assessment of the role of Turkic-speaking countries in the global space is being made. At the suggestion of the head of state, in 2011 a permanent consultative and advisory body - the Council of Elders under the Cooperation Council of Turkic Speaking States was created. In 2019 in the capital of Kazakhstan, an agreement was signed on the establishment of the Turkic Chamber of Commerce and Industry. The possibility of creating the first joint financial institution of the Turkic-speaking states - the Turkic investment integration fund is currently under discussion. The president of Kazakhstan Kassymzhomart Tokayev proposed to place its headquarter on the basis of the Astana International Financial Center. In Turkestan international Kazakh Turkic University named after Khoja Ahmed Yassawi is being known as the cradle of the entire Turkic world.

For more than ten years that have passed since the establishment of the Turkic Council, this structure has come a long way in development, playing a significant role in ensuring the real multifaceted integration of the countries of the Turkic world. In 2019, another member of the "Turkic family" Uzbekistan officially joined the Turkic Council. And in 2018, Hungary became an observer in this organization. All this suggests that the world of Turkic-speaking states has great potential in the field of international relations.

Thus, Kazakhstan here practices cultural diplomacy through the active initiation of its involvement in the formal international institutions and organizations like Turksoy. Moreover, Kazakhstan is the international platform

where these initiatives are implemented on the basis of international organizations. Therefore, playing a crucial role in the cultural cooperation and integration among other Turkic speaking states.

But there are many problems in the unification of the Turkic-speaking states. Here it is impossible not to mention the influence of Russia on the development of this trend. It can be said that Russia negatively influences the mood of its subordinate republics, which are the controlling state in the organization "Turksoy". Currently Turksoy includes the Republic of Altai, the Republic of Bashkortostan, Tatarstan, Sakha, Tuva, Khakassia. November 24, 2015 when Turkey shot down the Russian SU-24 aircraft, four of these six republics were forced to cool off their connection with the Turksoy. Certainly, it was because of the order of Russian Federation to stop all relations with the Turksoy. According to some experts, the situation with the aircraft turned out to be only the reason for Russia for the termination of cooperation within the Turksoy. Surely, Russia did not like the expansion of Turkey's influence on the territory of its subordinate Turkish countries and former Soviet states. Even Russian politicians and scientists expressed the opinion that Turkey pursues real political goals within the framework of cultural exchange. In addition, they summarize the idea that Turkey cannot transfer its remaining power to ideas such as the reconstruction of the Turkic Khaganat, as it has been omitted to the Turkic speaking countries due to the aggravation of their country's domestic and foreign policy problems [23,24].

In continuation of the goals set for this Turksoy organization, another unique tool of cultural diplomacy implemented



by Kazakhstan at present time is the transition to Latin. Since 1926, the Turkic speaking states began to solve the issue of switching to Latin. Until the end of the 1920s, when the Azerbaijanis, Uighurs, Kyrgyz and Kazakhs switched to this alphabet, the government of the Soviet Union, fearing the strengthening of the Turkic countries, moved the subordinate states into Cyrillic. The well-known linguist academician Abduali Kaydarov noted that the question of the revival of the Turkic alphabet was recalled on March 8-10, 1993 at a meeting of Turkic-speaking states in Ankara. Kaidarov notes that at the meeting in Ankara scientists have carefully studied the common Latin alphabet of Turks in 34 symbols [21]. However, Azerbaijan, Uzbekistan and Turkmenistan prepared the alphabet not according to the 34-character pattern adopted after the transition to the Latin alphabet, but in their own way in a different pattern. Therefore, today there is no common Latin alphabet for the Turkic-speaking peoples. And this is one of the main conditions for strengthening solidarity. Therefore, Kazakhstan also plans to switch to the Latin alphabet to communicate in the same language with Turkic speaking states. For Kazakhstan the transition to Latin is topical. This is due to the fact that in the age of technology and Internet, the use of the Latin alphabet in practice is acceptable. So, in 2017, Nazarbayev instructed the government to prepare the Kazakh alphabet based on the Latin font. In 2017 President of the Republic of Kazakhstan signed a decree "on the transfer of the alphabet of the Kazakh language from Cyrillic to Latin script."

By order of the Prime Minister of the Republic of Kazakhstan, the National Commission for the Translation of the

Kazakh Language Alphabet into Latin script was established. Action plan for the phased transition of the Kazakh alphabet to the Latin script developed until 2025, four working groups have been created on spelling, methodological, terminological, technical and information support. The concept of spelling rules of the Kazakh alphabet based on the Latin script has been developed. On the base of the concept scientists of Baitursynov Institute of Linguistics developed the project "New rules of spelling of the Kazakh language" [25]. However, there still has been controversy about the transition to Latin in the society. It takes a long time to bring the Latin script into the consciousness of society. There is also a Russian factor here. Because the Russians, firstly, are concerned about the status and position of the Russian language in Kazakhstan. Secondly, the transition to Latin in Kazakhstan and among the elite there are also those who believe that the presence of nationalistic, that is, anti-Russian sentiments turns the attention of Kazakhstan from Russia to Turkic countries [26]. Thirdly, they say that great attention to the status of the Kazakh language began to oust ethnic Russians from Kazakhstan. And this, in turn, can lead to interethnic conflicts. However, at present, thanks to the sound policy of the government of Kazakhstan there is no any support of these concerns inside the population.

One of the brightest examples of cultural diplomacy carried out on the initiative and with the support of the Republic of Kazakhstan, is the Congress of Leaders of World and Traditional Religions. The Congress of Leaders of World and Traditional Religions was held from 23 to 24 September 2003 for the first time on the initiative of the First President

of the Republic of Kazakhstan Nursultan Nazarbayev. The goals of the Congress are to search for universal guidelines in the structures of world and traditional religions, the implementation of the dialogue of religions and the adoption of agreed decisions to ensure the continued functioning of the international interfaith institute. The congress identified the following main priorities: affirmation of peace, harmony and tolerance as insurmountable principles of human existence; achievement of mutual respect and tolerance between religions, confessions, nations and ethnic groups; opposition to the use of religious feelings of people with the aim of inciting conflicts and military actions. In Astana between 2003-2018 leaders and prominent representatives of Islam, Christianity, Judaism, Buddhism, Shintoism, Taoism and other traditional religions took participation in six annual congresses. In October 2018, the participants of the VI Congress of Leaders of World and Traditional Religions proposed the idea of creating Nazarbayev center for the development of interfaith and intercivilizational dialogue. On April 25, 2019 Nazarbayev Center for the development of inter-confessional and inter-civilizational dialogue was created currently Center plays a huge role in strengthening interreligious, interfaith and intercultural dialogue in the Republic of Kazakhstan and the world [27]. According to the Chairman of the Board of Nazarbayev Center for the Development of Interfaith and Intercivilizational Dialogue B. Sarsenbayev, Congress of Leaders of World and Traditional Religions is a dialogue platform that has no analogues in the world. It is proved that this platform occupies a special place in the global world in the period of various information

technology and hybrid wars. With the help of religious values, it becomes more and more important to show respect and tolerance for the cultures and spiritual riches of civilizations. Preventing the transformation of religious values into religious extremism and terrorism is the task of the congress. Events implemented within the framework of the congress are highly evaluated by international politicians and representatives of world religions. This, on the other hand, testifies to the direct influence of Kazakhstan on increasing its prestige on the world stage. Also Kazakhstan has great potential and experience as an organizer of the Congress of Leaders of World and Traditional Religions, negotiations on the Syrian issue, called the Astana process in international politics [28].

The VII Congress of Leaders of World and Traditional Religions took place from 14 to 15 September 2022. The purpose of that congress was to draw attention to the problems that have welcomed humanity in post-pandemic times. During a pandemic, people realized the high relevance of spiritual and moral values. And one of the forces capable of conveying spiritual values to civilizations, peoples is religion. Even at the present stage, religion becomes an institution capable of building a dialogue between the people and the state. The VII Congress was held in the age of geopolitical tensions to move into a period of escalation. The calendar of this congress was not easy, since the Russian-Ukrainian and Israeli-Palestinian crises actively escalated. Nevertheless, at all stages of the work of the congress, it is considered not just a platform for religious issues, but rather a dialogue platform for issues that concern all of humanity. All topics in the program of the upcoming congress are of great importance. Since

gaining independence, Kazakhstan has been one of the states adhering to inter-ethnic inter-confessional harmony. That is why Kazakhstan, skillfully fulfilled the goals set before the Congress of Leaders of World and Traditional Religions and became an example for the world in exchange for an inter-ethnic and inter-confessional common language. According to Sarsenbayev the organization and the holding of the VII Congress of the Leaders of World and Traditional Religions in Kazakhstan in 2022 and the arrival and participation of the high-level guests once again highlighted the Kazakhstan's respected position in the international community and great trust. He notes that the VII Congress received a large number of positive responses from international experts, political observers and aroused considerable interest in local and world mass [29,30] Experts claim that Kazakhstan, which has such an honor, is currently involved in solving world-class problems [29].

One of the organizations in Kazakhstan that aims to strengthen interethnic harmony, is the Assembly of the People of Kazakhstan. Assembly of the People of Kazakhstan was created on the initiative of the First President of Kazakhstan N.A. Nazarbayev in 1995. During its history, the Assembly has grown from a consultative and advisory body under the President of the Republic of Kazakhstan to a constitutional body with a solid legal basis and socio-political status.

The main purpose of the assembly is the preservation and development of peace and cooperation between peoples and ethnic groups within the country. Based on the assembly events and holidays dedicated to the culture and values of many ethnic groups living on the land of Kazakhstan in the regions and territories are organized. Despite numerous measures and projects undertaken over almost 30 years, in recent years, the activities of the Assembly were criticized both within society and among some public figures. Such sentiments were especially aggravated after the new president came to power and the "January events". According to these critics much attention is paid to the implementation of political decisions rather than establishing unity within the country, even there were those who insisted on the dissolution of the Assembly. According to them the commonwealth and brotherhood among the peoples of the Kazakh land is the success of the Kazakh people, and the Assembly does not influence it in anyway. In addition, it is noted that full-fledged work to prevent interethnic conflicts occurring in the country, is not carried out. However, despite many criticisms, we hope that the Assembly has managed to bring into the consciousness of society a strong ideology of peace in the multinational Kazakh land. The main findings in the development of cultural diplomacy in Kazakhstan are shown in Table 1 in SWOT- analysis.

Strengths	Weaknesses
Partially formally institutionalized Dialogue platform High assessment of activities of Kazakhstan in CD Active player in Central Asia High prestige of Kazakhstan Multinational ideology	Unstructured, there is no particular model Focused on worldwide interests Highly interconnected with international actors There is no common language in cooperation (Turksoy) Slow change of people's minds

Opportunities	Threats
Focus more on national interests Explore and develop modern tools of CD Develop fundamental and applied research in CD Develop strong cooperation among Turkic speaking states Explore the opportunities of using Latin alphabet in CD	Interethnic conflicts Impact of Russian factor World geopolitical influence

**Table 1.** SWOT- analysis of development of cultural diplomacy in Kazakhstan

**Conclusion.**

In conclusion, cultural diplomacy in Kazakhstan is very difficult to assess, even though it is reflected as a policy area. Kazakh cultural diplomacy is aimed at establishment of economic stability, security and peace in the Central Asian region and worldwide, solving or preventing cultural, religious, inter-ethnic and inter-confessional problems in establishing relations both internally and externally and strengthening integration and cooperation with brotherly states.

Practice of cultural diplomacy in Kazakhstan is developed by means and areas of education, language, religion, culture and ideology. Manifestation of cultural diplomacy in Kazakhstan is determined by the following actors such as international and national organizations, councils, congresses, constitutional bodies and other institutions. The practice of cultural diplomacy in Kazakhstan is being formally institutionalized by involvement in the multilateral cooperation and international organizations. Kazakhstan is known both as an initiator of some projects in cultural diplomacy and the part of other states initiatives itself. The most productive and highly assessed ways of practices of cultural diplomacy in Kazakhstan are educational projects,

cooperation with the Turkic speaking states, the transition to Latin, the Congress of Leaders of World and Traditional Religions and the Assembly of the People of Kazakhstan. Activities of cultural diplomacy held in Kazakhstan, in general, were highly appreciated by world experts. However, almost all of these forms of cultural diplomacy face various problems. As a result of the study, as an obstacle to the development of some kind of cultural diplomacy, one can unequivocally recognize the "Russian factor". And some which are developing within the country and hinder the development of cultural diplomacy (consciousness of society, political games, risk of interethnic conflicts).

It can be said that in the development of certain types of cultural diplomacy, there is also a lack of own internal experience of the Kazakh state. This shows that it is necessary to develop fundamental scientific and practical recommendations for the development of cultural diplomacy.

And at the same time it must be remembered that the role of cultural diplomacy in the international arena and within the country is enormous. Cultural diplomacy is the most efficient and easiest way, requiring the least resources of all diplomacy tools. However, Kazakhstan



can serve as an example for other countries in establishing cultural diplomacy. Kazakhstan being a dialogue platform for the whole world is using culture as a policy tool, pursues an equal policy within the framework of cultural diplomacy initiated by other states. Summarizing the results of the authors' research, it can be assessed that the development of cultural diplomacy in Kazakhstan is not unified and has an unstructured forms of development. Kazakhstan is exposed to the forces of external power of cultural diplomacy instead of internal self-power exposed to other states. And the nature of cultural diplomacy is different from those countries, where mainly national interests are pursued. Although we can see some sustainable trend in the development of some forms of cultural diplomacy developed mainly with the involvement of state actors.

Based on the findings of the study the authors recommend the further exploration of the development of modern tools of cultural diplomacy, usage of fundamental and applied research in cultural diplomacy in protecting and pursuing national interests and developing the foreign policy of state. One of the possible successful ways of the further development of cultural diplomacy can be seen in strong cooperation among Turkic speaking states through the development and support of Latin alphabet. Success in cultural diplomacy to Kazakhstan is actually predetermined having a high prestige in a world arena, being a dialogue platform and active player in Central Asia and worldwide. High assessment of activities of Kazakhstan in cultural diplomacy is also a great advantage in development of this part of foreign policy.

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