

# Setting Targets For The Preservation Of The Historical And Cultural Heritage Of Kazakhstan.

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- **Abstract:** The article deals with topical issues of preservation and the use of historical and cultural heritage as a basic component of state cultural policy from the point of view of conceptual, ideological, procedural and practical aspects of implementing the following state strategic programs in Kazakhstan: 'Madeni Mura' (Cultural Heritage), 'Halyk tarikh tolkynynda' (Nation in the Wave of History), and 'Rukhani Zhangyru' (Modernisation of National Identity). Historical and cultural heritage is the basis of Kazakhstan's geocultural brand - the Great Steppe as an ethno-territorial image of the Steppe civilisation is part of positioning the country in the world's cultural space. This heritage, as a system-forming core of the historical consciousness of Kazakh society and a consolidating component of the cultural code, goes back to the natural and territorial image of the Great Steppe. The state cultural policy of Kazakhstan is aimed at updating the historical and cultural heritage as the main resource of statehood for its history and as an essential part of the national heritage for solving the entire complex of economic, political, social, informational and cultural tasks of Kazakh society. The program-target method laid down in the development of national strategic cultural projects - 'Madeni Mura', 'Halyk tarikh tolkynynda' and 'Rukhani Zhangyru' - allowed us to track the main goals, changes in functionality and models of the state cultural policy in the field of preservation as well as the use of historical and cultural heritage as the main component of national culture. With the improvement in the state's implementation of strategic programs, the infrastructure of cultural policy began to develop in accordance with its changing models: the model of memory policy; the model of educational cultural policy; and the value-oriented model of state cultural policy. The historical and cultural heritage studied under the Madeni Mura program was postulated as a national priority of the state cultural policy. Then, with the 'Halyk Tarikh Tolkynynda' program, it was actualised as a factor of the growth of the cultural wellbeing of modern society with the subsequent modernisation of public consciousness. Finally, in the 'Rukhani zhangyru' program, historical and cultural heritage as a factor of institutionalisation of culture has become the subject content and the basic component of the methodology of public administration in the field of preservation and the use of historical and cultural heritage in society and the state, with its changing models - the model of memory policy, the model of educational cultural policy and the value-oriented model of

state cultural policy. The results achieved in the process of implementing strategic state programs allow us to conclude that: 1. 'Madeni Mura' actualised the issues of preserving national identity and historical and cultural heritage in the Kazakh society; 2. 'Halyk Tarikh tolkynynda' focused the attention of Kazakh society on the development of cultural sovereignty in order to support the tradition of continuity in the preservation of cultural and historical identity; 3. 'Rukhani Zhangyru' promotes social modernisation by developing the qualities of the individual in conjunction with historical, social and cultural factors. The essence of national cultural projects is the conversion of historical and cultural heritage into the cultural capital of the state.

- **Keywords:** civilization, geocultural brand, historical, Kazakh