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**FACTORS OF SOFT POWER
IN «NEW SILK ROAD» INTERCULTURAL INTERVIEW**

Today, culture became an integral part of international politics and takes a vital role in the world arena. Many countries use cultural diplomacy to gain recognition of their cultural heritage and opportunity to encourage the way the people achieved. This article highlights the importance of using «Soft power» in the countries along the New Silk Road. The «Soft power» here is considered to be a force that can be used to exchange cultural and political values around the world and with foreign policy. The article also focuses on the «One Belt – One Way» project, which is a channel that differentiates the values of Chinese culture throughout the world. Along with other countries of Central Asia, Kazakhstan being the closest geopolitical and geo-economic region, contributes to strengthening and spreading the power of the global influence of cultural and spiritual values, technology, etc. This article discusses China's active participation in the economic life of other Central Asian countries, and using «soft power» there is a decrease in demographic and economic danger from nearby countries. «Soft power» is seen here as a factor that enables the exchange of cultural and political values and foreign policy around the world. The article is also devoted to the project «Bir Beldeu – Bir Jol», which is the channel for the dissemination of the values of Chinese culture throughout the world.

Key words: Culture, New Silk Road, Soft Power, Cultural Values, Confucius Institute, Globalization, younger generation.

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**Жаңа жібек жолы: мәдениетаралық сұхбаттағы
«Жұмсақ күш» факторлары**

Бүгінгі таңда мәдениет халықаралық саясаттың ажырамас бөлігіне айналды және де ол әлемдік аренада маңызды рөл атқарып келеді. Көптеген елдер мәдени дипломатияны қолдана отырып қана өздерінің мәдени мұраларын танымал ету және сонымен қатар өз халқының жетістіктерін насихаттау мүмкіндігіне ие бола алады. Мақалада Жаңа Жібек Жолының бойында орналасқан елдерде «жұмсақ күшті» қолдану маңыздылығы сипатталады. Орталық Азияның басқа елдерімен қатар Қазақстан да Қытайдың жаһандық ықпал ету күшіне, мәдениетін, тілін, рухани құндылықтарын, көзқарастарын технологияларын және тағы басқаларын таныту мен таратуда тікелей жақын болып тұрған геосаяси және геоэкономикалық маңызды аймақ болып табылады. Бұл мақалада Қытайдың басқа елдерге, атап айтқанда Орталық Азия елдеріне белсенді түрде енуі, «жұмсақ күштің» көмегімен Қытайға жақын орналасқан мемлекеттердің демографиялық және экономикалық салмағына қауіптенуін әлсіретуі туралы баяндалады. Мұндағы «жұмсақ күш» – бұл бүкіл дүние жүзі бойынша мәдени және саяси құндылықтармен және сыртқы саясатпен алмасуға мүмкіндік беретін күш ретінде қарастырылады. Сонымен қатар бұл мақалада мәдениеттің бойындағы құндылықтарды бүкіл әлемге таратушы арна болып табылатын «Бір белдеу – бір жол» жобасына да арналады.

Түйін сөздер: Мәдениет, Жаңа Жібек жолы, жұмсақ күш, мәдени құндылықтар, Конфуций институты, жаһандану, жастар қоғамы.

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Новый Шёлковый путь: «Фактор мягкой силы» в межкультурном диалоге

В настоящее время культура стала неотъемлемой частью международной политики и играет важную роль на мировой арене. Многие страны используют культурную дипломатию для популяризации своего культурного наследия и пропаганды достижений своего народа. В данной статье отмечается важность использования «мягкой силы» в странах, расположенных на Великом Шелковом Пути. Наряду с другими странами Центральной Азии Казахстан, являясь самым близким геополитическим и геоэкономическим регионом, способствует укреплению и распространению силы глобального влияния культурных и духовных ценностей, технологий и т.д. В данной статье рассматривается активное участие Китая в экономической жизни других стран Центральной Азии. Авторы делают выводы о том, что наблюдается снижение демографической и экономической опасности со стороны близлежащих стран. «Мягкая сила» рассматривается здесь как фактор, который дает возможность обмена культурными и политическими ценностями и внешней политикой по всему миру. Статья также посвящена проекту «Бір Белдеу – Бір Жол», являющимся каналом распространения ценностей культуры Китая во всем мире.

Ключевые слова: культура, Новый Шелковый путь, мягкая сила, культурные ценности, Институт Конфуция, глобализация, подрастающее поколение.

Introduction

In modern globalization, «External world» appearance takes the great importance apart from stable development of political, economic and cultural relations between different countries of the world. At the same time the concept of «Soft power» is especially important. Let us firstly take a look at the term of «soft power». The term «soft power», often used in sociology, means «Mild strength» in English. It is one of the foreign policy strategies. The source gives the following definition: «Mild strength is the ability to convince or unite by means of persuasion, without coercion, money or force. The term «Soft power» was suggested by American political scientist Joseph Nay, a professor of Harvard University a century ago («English soft power»). It was first mentioned in 1990 in the book «Bound to Lead: The Changing Nature of American Power». In his later work, Joseph Nay further develops his ideas, and this term, published in the «Foreign Policy» magazine, expresses his own view of the forces in the world that emerged after the «Cold War» in the same article.

Nowadays, the role of information technology and communications is boosting in the changing world. The success of the government depends not only on its political and economic capacities, but also on the ability to achieve «the desire of others» and the ability to attract others' attention. In other words, soft way endorsement of the country's culture, political values and foreign policy throughout various

propagandistic means, without impact of military or armed forces to the country. However, the concept of «soft power» or mild strength based on national culture, values, and foreign politics which remains a key element in the concept of Joseph Nay and is opposed by the «harsh» force based on coercion or acquisition.

Yet again, the American political scientist's opinion says, «The most powerful heritage is not the heritage, but the most essential resource in the era of information trust,» by using various effective mechanisms to introduce the country's culture, spirituality, and art, saying that it is possible to demonstrate it not only by violence, but also by means of intelligence along with without harming, and by showing a great confidence in the state. According to data, in July 2015, the Portland consulting company announced the «The Soft Power 30» world's soft power rating. According to the results of the rating, Britain is the leader among the world in terms of effective use of «soft power» tools. The next is Germany and the United States settled down. China takes on the 30th place in this rating wherein Russia is excluded from these thirty countries. The Portland Communications and the USC Center for Mass Diplomacy also published a list of countries that use mildly power more effectively. France stays at the beginning of the top ten lists composed of Britain, the United States, Germany, Switzerland, Australia, Sweden, and the Netherlands. In any case, these countries are among those who can effectively use «soft power» to create

a positive image of their countries in their domestic, foreign policy and culture.

Practice section

Nowadays, one of the giant states as China the economy of whose is gaining a positive image of a major developed countries, proceeding from the economic achievements of the State, the peaceful foreign policy and the growing global appeal of Chinese culture. In the early 2000s of the current century, China's foreign policy has created new priorities regarding the use of traditional «soft power» tools. Particularly, the purposeful moving on formation of the image of the country within the cultural resources, in particular, the beginning of implementation of China's «soft power» policy, was due to Hu Jintao's coming to power. At the XVII Congress of the Communist Party of China in October 2007, the policy of «cultural soft power» was named as a private focus of the state's foreign policy. In his speech at the above named congress, Hu Jintao noted that «at the present time the culture of the state strength competitiveness is very important, and the development of culture within the country should be mutually accompanied by its development of international cooperation». In the context of the task of developing the commercial sector of culture, Hu Jintao called for the Chinese culture brand to be «careful», to boost international competitiveness of the Chinese cultural industry and to promote the Chinese culture to the world.

At the sixth Plenary Session of the 17th convocation of the Central Committee of the Communist Party of Kazakhstan, held in October 2011, the «Some of the key issues of the Central Committee of the Communist Party of the KCP to deepen the cultural system reform and promote the prosperity and development of socialist culture» adopted the document on the need for increasing «soft power» in the competition between countries, as well as the need to «implement a cultural outreach strategy, enhance international influence of Chinese culture, and present a new image of China's openness and reform». In other words, China, who has reached a high level of economic supremacy, began to think of improving its image with foreign countries throughout the support of culture and other means of influence on public consciousness of their population and elites.

Indeed, cultural tradition has dramatically simplified the process of adapting to the concept of «soft power» in China. The Nay Concept for Chinese Intelligence is a contemporary development of the ancient philosophers' teachings in the Ce-

lestial countries. Chinese experts often recall that in ancient times their ancestors were dealing with the use of soft power tools in political conflicts. It is argued that Sun-zi, the founder of the Military School of Arts, says, «The best thing is to conquer foreign troops without fighting. In short, due to a deep intercultural resonance, the idea of Joseph Nai was arose a great interest in China. (Ху Цзиньтао, http://www.china.com.cn/17da/2007-10/24/content_9119449_2.htm).

According to Joseph Nye, the «soft power» of the country is based on three resources:

1. Onto its cultures (in countries where it is of interest to others)
2. Political values
3. External policies

Many Chinese authors stress diplomacy as a source of «soft power» to create a climate of stability, to build relations with countries around the world based on a good neighborhood, and to create a multidimensional harmony.

Another resource of the «soft power» is, surely, a way to go abroad in the form of commercial products, and culture that flows through cultural channels and channels financed by educational institutions. However, China does not make American copies of soft power. In the field of culture, it is not the most modernity popular entertainment, but custom and tradition go to the forefront. Nevertheless, many Chinese experts do not exclude that non-governmental organizations are an important mission of distributing cultural and political values abroad.

According to China's international researcher Zhang Wei, the Chinese «soft power» is not just art of war, food, painting, calligraphy, dance and Confucius institutes. In this way the political essence and political «soft power» takes a vital place. As we discussed, the difference in China's foreign policy priorities also affects the strategy of «soft power». In contrast to other countries, China seeks to improve its attitude toward foreign policy, from neighboring countries, to ensure that it is able to benefit from the strengthening and prosperity of China by providing other countries with a comfortable cultural and informational environment for foreign policy (Люманов А.В., 2011: 73-89).

Kazakhstan analysts point out three main lines of Chinese «soft power»: first place is political values and political «soft power»:

1. Implementation of a security policy aimed at preventing escalation of the international situation;
2. Assistance to the economy and in the area of social, health, education and humanitarian;

3. PRC representation of modern achievements to the world of Cultural events.

As we mentioned at the beginning of the article, in accordance with George Nais concept China was only thinking about ten and a half years ago about the need to use the «soft power» potential. Growth of economic potential and strengthening of trade and economic relations in various regions of the world has led to the understanding that it is not as simple as to transform them into political influence. The demographic and economic precedence of China poses a threat to the neighboring countries, which are postponed trade and economic ties and other forms of cooperation.

At present, cultural policy is an integral part of international politics. Many countries have a peaceful coexistence along with their possession of their foreign policy and thus use cultural policies to promote their cultural heritage, in possessing of their national achievements. External cultural policy of countries in political or economical problems, serves within the use of «soft power» strategy by strengthening the geopolitical purposes without the use of force in the international arena. is an important component of its ability to function. Culture is an important component of the country's comprehensive competitiveness in the modern world.

Today, one of the composing cultural factors of the «soft power» influences in strengthening of socio-economic possessions and through-state interrelations. It could reach to new voice in international politics. Accordingly, many states started to pay more attention to their cultural policy. The term of «external cultural policy» has often been used. External cultural policy also encourages states to protect their national interests in the international arena and create a strong foundation for powerful influencing social development processes which can serve as an effective ideological tool promoting the implementation of foreign policy strategies (Вотинцева К. А, 2014г).

China has paid special attention to the role and place of culture in public management in the history of many centuries. The leadership of the PRC is currently actively implementing a new conceptual strategy for the use of culture as a key component of the overall Chinese power.

As China's economy has grown rapidly lately, we have come to the point that foreign countries are more interested in Chinese culture. The Chinese government is pursuing a policy of spreading Chinese language in the world for greater interest. By teaching Chinese to foreign countries, it promotes the spread of Chinese culture and traditions. Thus,

every year, more than a million of foreigners are learning Chinese. This affects the Chinese voice in the international community. This is another type of soft power of the country.

It has been involved a Confucius Institutions as a channel for the spread of Chinese culture in the outside world. The main mission is to promote China and its culture all over the world and China's development of friendly relations with other countries. Thus, these mentioned institutions were opened to promote Chinese language and culture to different countries of the world to, to develop friendly relations between China and the world community. It should be noted that the influence of social or public opinion on political and non-political institutions is also relates to the 'soft power'. China's leadership, however, notes that these institutions are not politically motivated and that their activities are aimed at strengthening cooperation in education, culture and economy in China and abroad. The Confucius Institute abroad was first opened in Seoul, South Korea, in 2004. According to Xinhua News Agency, the number of Confucius Institutes in September 2017 has reached 516 in the world. By 2020 their number is expected to be reached to 1000. China as well pays special attention to it's «near abroad». There are 135 institutions and 129 classes of Confucius in fifty one countries located on the 'Great Silk Road and Belt'.

Similar institutions in the West, such as the German name of Goethe German or Cervantes, became the second image of the Confucius Institute. According to the Chinese Ministry of Education, about 30 million foreigners are learning Chinese.

For today, more than about ten and a half Confucius institutes were created in Central Asia which is still growing fast in its territory. For example, in December 2014 the Confucius Institute was opened in Samarkand, in August 2015 on the base of the Institute of Steel and Metallurgy in Chkalovsk, the Sogdian Region of Tajikistan. In February 2017, an agreement was reached to open three Confucius classes in three Kyrgyz universities. In the same year it was built Chinese-Kyrgyz school for more than 1000 students in Bishkek, the capital of Kyrgyzstan by the investment encouragement of the People's Republic of China. The first Confucius Institute in Kazakhstan was opened in 2002 at the Faculty of Oriental Studies at Al-Farabi KazNU. There are currently 5 Confucius Institutions in Kazakhstan.

Today Confucius Institutions are crucial for promoting the Chinese initiative «One Belt and One Way» in the world, including Kazakhstan. They should have important channels for cooperation in

the fields of culture, trade and economy, for countries within the 'One Belt and One Way'. Therefore, it is necessary to successfully modernize relations in the field of education and cultural cooperation within our country on the area «One Belt and One Way». To deepen the understanding of the Chinese initiative «Belt and One Way» by learning the history and culture of China, it is necessary to expand the Institute's activity and to take concrete measures to deepen this initiative in people's minds. It is also important to study the «Chinese language + technology» and «Chinese language + profession» models to meet the demands of professional and technically proficient Chinese language. Confucius Institutions can provide to prepare more specialties in areas such as international trade, logistics and tourism that are closely linked to the local market.

We are convinced that Confucius Institutions in our country will become a bridge of cooperation in activating the initiative «One Belt and One Way» and will play a new role in this important strategy and will contribute to the exchange of cultures (http://news.xinhuanet.com/english/2016-12/11/c_135897318.htm).

China also expands cultural influence in Central Asia by training local students in universities in China. At the same time, Kazakhstan is on the forefront of position who is actively sending its citizens abroad to study abroad. According to the Ministry of Education of China, the number of Kazakh students in 2015 reached to 13.2 thousand. This is the number of students increased by 3.5 times over the previous 10 years. The number of Kyrgyz students in China reached about 10,000 by January 2015. The number of Chinese students in Kyrgyzstan reached 1,000. Chinese is available at Kazakh and Kyrgyz higher education institutions. The Faculty of Oriental Studies at so called old family school Al-Farabi Kazakh National University has been teaching Chinese since 1989. At present, the Department of Chinese Studies annually continues the process of preparing a professional specialist. In the mid-nineties, the University has invited highly-qualified teachers from China to teach Chinese. Graduates of the Department of Chinese Studies are currently working in various universities, the Ministry of Foreign Affairs, public services and foreign companies.

The main priority in education in the People's Republic of China is Chinese language and culture. Thus Beijing region educates professional translators to provide them with Chinese companies.

In order to expand the information authority in Central Asia, China has taken steps to strengthen its information capacities. China's Central Tele-

vision has begun broadcasting Russian-language news from the Xinjiang region. The activity of the 'Xinhua' News Agency and the foreign edition of the «Zhanmin Jibao» newspaper has been activated. There are «Zhanmin Jibao», «Guanmin Jibao» newspapers, 'Xinhua' News Agency, China International Radio and Central China Television CCTV branch offices in Kazakhstan. China's influence in the regions is much lower than that of Russia and the United States, which actively sponsors regional media outlets, both in Russian and in the national language.

The PRC uses various international events and exhibitions to intensify its influence. One of the largest of them was the 2008 Summer Olympic Games in Beijing. Together that, it is also possible to mention the World Expo-2010 in Shanghai from May 1 to October 31, of 2010. About a million foreign tourists have come to China to improve their image by demonstrating China as a strong, modern and technological country. Various military and cultural events are being held regularly in the People's Republic of China in the days of national culture of the Central Asian states, as well as promoting the development of trade, economic and humanitarian cooperation. In the regions, the annual national exhibition of Chinese goods, the Beijing exhibition, the economic forum and fair with participation of the Central Asian republics took place in Urumqi.

The idea to revive the ancient Silk Road in Eurasian area is presented as a new concept of integration processes. At the meeting of the Board of Governors of the Asian Development Bank in Astana, President Nursultan Nazarbayev said: «Reconstruction of the ancient Silk Road will be the basis for economic, social development, political stability, and will eventually lead to progressive development and peaceful coexistence» pointing out that the creation of a new Silk Road corridor is a very important step at this moment. President's initiative was specially supported by Chinese leader of People's Republic of China Xi Jinping in September 2013 by coming to Astana, who proposed to build the economic corridor of the Great Silk Road along together. In his speech at the meeting, the Chinese president noted that «the ancient Kazakh city of the ancient Silk Road made a significant contribution to the integration of the civilizations of the East and West, promoting relations with different peoples and cultures.

The purpose of this grand project is to encourage economic growth in countries that are in this belt and to develop a new format for political and economic cooperation between East Asia and Western Europe,

based on mutual respect, trust and commitment. At present, within the framework of this fundamental concept, the two countries have taken their first steps. In March 2015, President of the People's Republic of China Xi Jinping launched the project «One Belt – One Way». This is a new conception of the Chinese leader, which unites the Silk Road economic belt and the «Sea Silk Road of the 21st Century» into one project. The global project «One Belt – One Way» will start in China and will cross Central Asia, South East Asia and Western Asia.

Results and discussion

Thus, the «Silk Road Economic Belt» will be extended through 18 Eurasian countries by East to West. The creation of the new Silk Road corridor possess a lot of opportunities not only for trade and economic but also in the development of cultural and tourism, joint projects in the field of history and language, wherein countries proceeding in the Great Silk Road established thereadiness to establish cultural exchanges. The countries covered by such initiatives have become the main targets of the «soft power» of the PRC. In the recent years, China has made its utmost humanitarian input to other countries, particularly to Central Asian countries. With the help of soft power, Beijing attempts to weaken the region's demographic and economic burden. However, the strengthening of the country's positions development has been hampered by the fear of the «Chinese threat» spread throughout the region. It is known that Central Asia is one of the main border regions that is important for the energy supply and security of China.

Along with other Central Asian countries, Kazakhstan is also a geopolitical and geoeconomic region that is closest to the promotion and spread of China's global power of influence, culture, language, spiritual values, attitudes, and more.

At present, our land, which has a common continental border firstly and mostly geostrategically important to China. China's «Silk Road Economic Belt» initiative is largely in line with the Kazakhstan's Nurly Zhol development program, which was sent to the people of Kazakhstan in 2014 by the president of the Kazakhstan. In the implementation of the «Silk Road Economic Belt», our country shares its commitment to the development of China's Eurasian Transport Corridor.

Head of State N.A. Nazarbayev in the article «Spiritual Renewal towards the Future» said, «We need to implement the project» World Modern Kazakh Culture» «if we want to be a nation who has

its individual and unique place in the XXI century global map. We must look at all the new ways to introduce our cultural treasures to the world community» (Назарбаев Н.А., 2017).

According to the concept of the new Silk Road, the Great Silk Road (pavilions) will be built in the new district (Xi'an Xi'an), located in the middle of two major cities of China. Wang Jing, the deputy chairman of the new district of Xi'an Xi'an, noted the opportunity to have a walk in the streets of Kazakhstan at the place where the culture of the twenty-two countries is represented. This area will take cultural week of various countries, a concert of various exhibitions and amateur performances.

Leaders of various Chinese companies have already built the first Silk Road museum. It is a great pleasure for such museums to be built in other countries, especially where valuable artifacts reflect the history of the Great Silk Road countries.

The main base of China in spreading cultural influence on Central Asia was Urumqi the capital of Xinjiang. Since 2010 a special base for Chinese language distribution has been functioning in the area of the regions.

Beijing is now concerned about the increased cultural and ideological influence within the country. Particularly, they are far more growth when these threats relate to the West. Does this mean that the Communist Party of the People's Republic of China is making an effective use of it when it comes to Kazakhstan, such as art, art, history and music? Historically, Kazakhstan has no geopolitical or ideological rivalry with China. We are neighbors and share common threats and disagreements.

Both states to please each other, working together with all the effort. Because China is not only projecting «soft power» in Kazakhstan, but also Astana, with its various cultural and entertainment activities, strives to improve its image and enhance the attractiveness of the national brand by inviting Kazakh singers to show their talents to the Chinese audience. We can see the the concept of «Soft power» in the country of the Great Steppe the EXPO-2017 ethno-art exhibition conducted in Astana last year.

Conclusion

As a result, after the launch of the «Silk Road Economic Belt», the relations between Kazakhstan and China will expand not just rapid, but also interact with higher education institutions, analytical centers, local authorities, museums and other creative organizations. There is no reason to fear such diversification of relations. Moreover, most

of the institutions mentioned above are accountable to the government. It should be understood that cultural and creative interaction is at a high level if all of this does not go beyond the acceptable limits of China and Kazakhstan, and, most importantly, not to interfere in each other's internal affairs. Of course, we can never foresee what's going to 'burst' first, and that the «soft power» will be an effective tool. Despite the fact that governments are investing heavily in strategic communications, the coverage is not that large, or their efficiency reaches the end of a long period of time.

Speaking of Kazakhstan's 'mass diplomacy' and cultural co-operation in China, Dimash Kudaibergen takes an important factor which worth of respect. Moreover, the valuable assessment of the Kazakhstani artist of the neighboring state contributes to the decent acceptance of China in the Kazakh society. In other words, all Administrative methods of fighting with sinophobia have not been as effective as the Kazakhstani singer in the neighboring country. Their young people understand that their peers in China are not «different», be the fans of performer, get interested in lives of their stars, memorizing songs and sharing

their thoughts on social networks like Instagram, and registering on a personal page can be the most effective way to reduce their degree of enrollment or disregard.

Another important thing is that, thus the main differences Dimas Kudaibergen called to be Kazakhstani national hero, wherein the fact that he presents the Kazakh language audience. The reason for this is that we are prone to prejudice, – mistruth, skepticism and mistrust prevailance in Chinese-speaking environment in China.

In any case, the fact that the Chinese and Kazakh youths have a common stars (idols) pleases that it is creativity and up-to-date indicates that these two sides have a common theme, and bases not on a historical fears and anxiety.

Year by year our country is improving its culture not only with China, but also with other countries. Today we propagandize especially of Russian, Turkish, Indian films, together with advertisements, and even press articles.

The XXI'st century is a time of intercultural and intercultural dialogue based on cultural diplomacy, which is considered as the main component of foreign policy strategies of the states.

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