

"ONE BELT, ONE ROAD"- A NEW TREND IN THE RAPPROCHEMENT OF CIVILISATIONS

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<https://doi.org/10.52536/2415-8216.2023-4.04>

Abstract. This article is devoted to the benefits of cultural exchange for Kazakhstan and China in terms of social development and stability within the framework of the "One Belt, One Road" initiative. The aims of the study are to explore new opportunities for further cooperation and to provide rational recommendations on how to effectively promote the improvement of intercultural exchange and the creation of greater cultural and economic benefits by examining the current situation in the field of cultural circulation. To achieve the objectives of the study, the dissemination and development of the Kazakh language and culture in China, the promotion of Confucius Institutes in Kazakhstan, as well as joint educational activities and international cultural interaction are studied in detail and actively. Using a comparative approach, the article draws conclusions about the specific achievements and interests of cultural exchange and intercultural interaction for both countries. The Belt and Road Initiative, based on the basic principle of interconnectivity, connects more than 150 countries and regions, and 32 international organizations, in other words, it is two-thirds of the world's countries and 63% of the world's population. Above all, the mutual flow and diffusion of cultures provides countries with excellent international talent and a high-quality stimulus for the development of international cooperation. In addition, mutual understanding and humanistic exchanges between different countries, ethnic groups and religions reduce barriers and misunderstandings, increase mutual trust and create favorable conditions for the enrichment of human civilization.

Keywords: *One Belt, One Road Initiative, international cooperation, cultural interests, intercultural exchange.*

«ОДИН ПОЯС, ОДИН ПУТЬ» - НОВЫЙ ТРЕНД В СБЛИЖЕНИИ ЦИВИЛИЗАЦИЙ

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Аннотация. Данная статья посвящена преимуществам культурного обмена для Казахстана и Китая с точки зрения социального развития и стабильности в рамках инициативы "Один пояс - один путь". Цель исследования - изучить новые возможности дальнейшего сотрудничества, дать обоснованные рекомендации о том, как эффективно содействовать улучшению межкультурного обмена и созданию больших культурных и экономических выгод, изучив текущую ситуацию в области культурной циркуляции. Для достижения целей исследования проводится подробное и активное изучение распространения и развития казахского языка и культуры в Китае, продвижения Институтов Конфуция в Казахстане, а также совместной образовательной деятельности и международного культурного взаимодействия. Используя сравнительный подход, в статье делаются выводы о конкретных достижениях и интересах культурного обмена и межкультурного взаимодействия для обеих стран. «Один пояс - один путь», основанный на базовом принципе взаимосвязанности, соединяет более 150 стран и регионов, и 32 международные организации, иными словами, это две трети стран мира и 63% населения планеты. Прежде всего, взаимный поток и распространение культур обеспечивает страны отличными международными талантами и качественным стимулом для развития международного сотрудничества. В дополнение к этому взаимопонимание и гуманитарные обмены между разными странами, этническими группами и религиями снижают барьеры и недопонимание, повышают взаимное доверие и создают благоприятные условия для обогащения человеческой цивилизации.

Ключевые слова: Инициатива "Один пояс, один путь", культурные интересы, межкультурный обмен, международное сотрудничество.

«БІР БЕЛДЕУ, БІР ЖОЛ» - ӨРКЕНИЕТТЕРДІ ЖАҚЫНДАСТЫРУДАҒЫ ЖАҢА ТРЕНД

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Аңдатпа. Бұл мақала «Бір белдеу, бір жол» бастамасы аясында әлеуметтік даму мен тұрақтылық тұрғысынан Қазақстан мен Қытай үшін мәдени алмасудың артықшылықтарына арналған. Зерттеудің мақсаты – мәдени айналым саласындағы ағымдағы жағдайды зерттеу арқылы мәдениетаралық алмасуды жақсартуға және үлкен мәдени және экономикалық пайдаларды жасауға тиімді ықпал ету бойынша негізделген ұсыныстар беру. Зерттеу мақсаттарына жету үшін Қытайда қазақ тілі мен мәдениетінің таралуы мен дамуын жан-жақты және белсенді зерттеу, Қазақстандағы Конфуций институттарын насихаттау, сондай-ақ бірлескен білім беру іс-шаралары мен халықаралық мәдени өзара әрекеттесу жүргізілуде. Салыстырмалы тәсілді қолдана отырып, мақала екі ел үшін мәдени алмасу мен мәдениетаралық өзара әрекеттесудің нақты жетістіктері мен мүдделері туралы қорытынды жасайды. «Бір белдеу және бір жол» негізгі өзара байланыстылық принципіне негізделген 150-ден астам ел мен аймақты, 32 халықаралық ұйымды, бір сөзбен айтқанда, әлем елдерінің үштен екісін және жер шарындағы халықтың 63 пайызын біріктіреді. Ең бастысы, мәдениеттердің өзара ағымы мен таралуы елдерге тамаша халықаралық таланттар мен халықаралық ынтымақтастықты дамыту үшін жоғары сапалы ынталандыруды қамтамасыз етеді. Бұған қоса, әртүрлі елдер, этностар мен діндер арасындағы өзара түсіністік пен гуманистік алмасу кедергілер мен түсінбеушіліктерді азайтып, өзара сенімді арттырып, адамзат өркениетін байытуға қолайлы жағдай туғызады.

Түйін сөздер: «Бір белдеу, бір жол» бастамасы, мәдени мүдделер, мәдениет аралық алмасу, халықаралық ынтымақтастық.

Introduction

With economic globalization, countries around the world are interconnected, but the limited understanding of people and the importance of their own interests inevitably leads to conflict and misunderstanding, even fear, between cultures and groups. Cultural heritage carries cultural genes and reflects the spiritual qualities of a nation. Based on the commonality of people and the common goals of all countries, "One Belt, One Road" advocates interconnection among countries so that they can achieve mutual understanding, mutual support and coexistence for mutual benefit, and move along a common and republican path. "One Belt, One Road" in its geographical scope extends from the entire Asia-Pacific region to the whole world, creating a more complete and extensive network for cultural mobility. The initiative aims to create a community of human destiny, strengthen global connectivity and unite the political, economic and cultural development of all countries into a single platform. This plan will be of great significance for global civilizational interaction throughout the world.

For a long time, the Silk Road was an artery that connected the nomadic peoples and oases of the Eurasian continent with the empires of ancient

civilizations. Thanks to the Silk Road, the world began to understand China and the countries along the route. The ancient Silk Road facilitated the exchange of ideas and cultures between East and West, playing an important role in shaping the community of destiny and principles of solidarity. From the point of view of material culture, the opening of the Silk Road brought East and West closer together and contributed to the progress and development of world civilization. In terms of ideology and culture, the Silk Road allowed religions from all over the world to enter China and other countries; on the other hand, also brought traditional Chinese Confucianism to the West and contributed to the birth of modern European civilization. As China traded with the countries of Western and Central Asia, the living habits of various peoples changed. International students have become the driving force behind cultural exchanges between countries, adding to the diversity of world civilizations.

In the current conditions of transformation, against the background of economic globalization, cultural pluralism and social information, a number of global non-traditional security problems have emerged, such as food security, resource scarcity and climate change, which seriously threaten the maintenance of international order and the survival of humanity. By focusing on their own interests, countries are deliberately avoiding responsibility for these global problems. The joint construction of the Belt and Road Initiative once again shatters the "beggar-thy-neighbor" mentality and has brought countries along the route into a common strategic orbit. The participation of countries in the construction of the Belt and Road is inevitably accompanied by the spread of culture, especially during the construction of the Silk Road Cultural Industry Belt. China's Ministry of Culture has proposed the creation of a "Silk Road Cultural Industry Belt", the main content of which would be exchanges and cooperation in the field of cultural industries. The "Silk Road Cultural Industry Belt" is built as an important part of the "Silk Road Economic Belt". Cultural exchanges and interconnections with neighboring countries are strengthened through cultural trade. Through the construction of the Silk Road Cultural Industry Belt, strengthens cooperation in the fields of film and television, performing arts and entertainment, animation and games, cultural tourism, arts and crafts, intangible cultural heritage, ethnic culture, industrial production, architectural design, cultural sports, etc. .to break down cultural barriers, enhance the country's cultural communication power and improve cultural soft power.

Secondly, it will enrich the development plan of the Silk Road Economic Belt, promote the integration and development of cultural industries, accelerate cultural trade, and promote sustainable economic development; in addition, it will strengthen understanding and solidarity between different ethnic groups, religions and peoples, strengthen international mutual trust; and ultimately, will achieve mutual benefit and prosperity, peace and stability for all countries and regions along the Silk Road.

One of the clearer goals of the Silk Road Cultural Industry Belt is to

create richer and higher quality cultural products and services, and use it as a medium to spread the excellent culture of China and countries along the route, strengthen mutual understanding, communication and respect among people of different countries, regions and nationalities with different cultural backgrounds and religious beliefs, strengthening international exchange and mutual trust, enhancing cultural identity for the development of the Silk Road Economic Belt, and strengthening the psychological foundation for the construction of the Silk Road Economic Belt [1].

Research Methodology

Method of literature interpretation - analysis of political and scientific documents related to the Belt and Road strategy, materials and important literature related to cultural communication, as well as scientific works on cultural aspects of China and Kazakhstan.

Analytical and inductive approach - a review of relevant literature is used for synthesis and analysis from which more realistic conclusions can be drawn.

Comparative Analysis - by comparing the data on the status of cultural exchange and development in the process of jointly building the Belt and Road, the actual achievements and potential of the strategy are summarized.

The results of the study and their discussion

At present, Belt and Road Initiative is an important top-level national project of China, and cultural exchanges are an important element of cross-country cultural exchange. The Belt and Road Initiative offers the world not only the mobility of capital, technology and production materials, but also the exchange and integration of civilizations from all over the world. In this new era, the role of "cultural soft power" is becoming increasingly prominent and is appreciated by countries around the world as an indispensable force in overall national diplomacy. While much of the current research on the Belt and Road has focused on the economic and trade spheres, less research has been conducted on the humanitarian sphere that is inextricably linked to them. Firstly, the most important factor in economic development is culture. Culture is most necessary in two situations: first, before starting economic construction, it is necessary to understand each other's culture so that cooperation can proceed effectively and smoothly; second, when economic cooperation reaches a bottleneck, it is necessary to use culture to improve the quality of economic cooperation and make culture an important fulcrum for promoting high-quality development [2].

Secondly, information is viewed as a strategic resource. In other words, intercultural communication has the effect of raising the level of consciousness, which promotes cultural exchange, minimizes the threat to cultural security [3].

The values of cultural communication in the Belt and Road are that the construction of the Belt and Road, in which cultural integration is one of the three distinctive features of the community, is in line with the trend of social

development. From the strategic point of view, culture represents the right of speech and soft power, which is a reflection of a country's comprehensive strength; while from the perspective of culture itself, culture is in a constant state of convergence and change, and the choice of strategic paths should follow the laws of cultural development. The values of cultural communication are equality, progress and inclusiveness, and these values are at the core of the "One Belt, One Road" strategy [4].

The review of scientific literature shows the similarity in the meaning of the rapprochement of civilizations. Thus, in the article Moldabaev M.M. "Historical and cultural heritage of the Kazakhstan section of the Great Silk Road - a factor in the sustainable development of the tourism industry" it is confirmed that the Great Silk Road played an invaluable historical role in the integration of cultures of many countries. The peoples who have lived on the territory of Kazakhstan since ancient times have participated in this process. They have made their great contribution to the treasury of world civilization. This is a unique culture of dwelling (yurt), art of ancient craftsmen who created colourful carpets and ornaments of precious metals, composed music, tales and legends. They have become iconic for Kazakhstan and for the whole civilization. Today, the Great Silk Road, which connected us in ancient times, is turning into a highway of even more active contacts with all regions of the world. Supporting the idea of the United Nations General Assembly to revive the ancient Silk Road as an important tool for deepening cooperation in the fields of culture, science, trade and tourism and, of course, the development of mutual understanding between the peoples of our countries [5].

In the published article "The Belt and Road Initiative," researchers from the Institute of European and Asian Studies Maria Chiara Zannini and Jim Thomas-William Stuman also stated that the countries participating in the construction of the Belt and Road Initiative do not know each other's cultures well enough. Countries with different perceptions of their own identity will interpret the Belt and Road Initiative differently and develop different attitudes towards it. Therefore, each country should have a basic understanding of its own role, and should make good use of cultural influence to maintain cultural sensitivity and reduce friction and diplomatic setbacks [6]. The Belt and Road initiative is meant to be a cultural bridge between countries, that is, to strengthen ties by increasing exchanges between different peoples, cultures and religions, thereby forging a cultural identity that transcends real borders and creating a community of destiny.

The Silk Road is an ancient trade route that started in ancient China and connected Asia, Africa and Europe. It is also a great and valuable world historical heritage. It is a spatial concept and a cultural concept with a long history and deep cultural connotation. Silk Road culture is a kind of cultural memory and cultural symbol common to the countries along the route. The ancient Silk Road was not only a channel for commercial trade, but also a bridge between Eastern and Western civilizations. The influence of culture transcends time and space, crosses

national boundaries, promotes the exchange of ideas and the mixing of cultures between East and West, which is the indelible historical role of the Ancient Silk Road [7].

With the growth of economic and cultural ties between countries along the Silk Road, the ancient Silk Road has regained its vitality and activity, offering a rare opportunity for development. In 2013, the Chinese leader put forward a cooperation initiative to create the Belt and Road (“Silk Road Economic Belt”, “The 21st Century Maritime Silk Road”). The Belt and Road Initiative has provided a new platform and opportunities for economic development and humanistic exchanges between countries along the route. It received widespread support in the international community. In the ten years since the launch of the initiative, tangible economic development in participating countries has brought the Belt and Road to the center of global attention, and its influence has gradually expanded. According to Zhang Xiao, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Kazakhstan, at a seminar of media and experts from Kazakhstan and China dedicated to the tenth anniversary of the One Belt, One Road initiative, China's initiative will help increase Kazakhstan's GDP by 21 percent, according to World Bank estimates. Over the past year, the turnover of China and Kazakhstan increased by 23.06%, exceeding the mark of 31 billion US dollars for the first time. And in the first quarter of this year, the trade turnover of our countries increased by another 26.08% [8]. The Belt and Road initiative has undoubtedly led to economic development that has lifted tens of millions of people out of poverty and created hundreds of thousands of jobs. According to World Bank forecasts, by 2030, the construction of the Belt and Road will help 7 million 600 thousand people escape extreme poverty and 32 million people out of moderate poverty, creating 420 thousand new jobs.

In addition to significant economic achievements, the Belt and Road is also a corridor for the exchange of cultures and customs between countries. In response to the Belt and Road Initiative, China's Ministry of Culture released the Ministry of Culture's Belt and Road Cultural Development Action Plan (2016-2020), which aims to strengthen mutual appreciation of civilizations and people-to-people exchanges with countries and regions along the Belt and Road, and effectively promote cultural exchanges, cultural dissemination and innovation in the field of cultural trade.

In order to strengthen cultural exchanges with the governments of countries and regions along the Belt and Road, the plan aims to establish a long-term cooperation mechanism, respect the spiritual creativity and cultural traditions of the peoples of countries and regions along the Belt and Road, use innovation as a driving force, and make full use of Internet and new technologies to promote the in-depth integration of different cultures. Closely integrate culture with diplomacy, economy and trade to form a concerted trend of cultural exchange, cultural diffusion and cultural trade for mutual benefit and win-win situation. Increase the level of openness in the cultural field, face the concept of global

cooperation and build a community of destiny where cultures interpenetrate.

As part of this, China has signed 108 bilateral cultural and tourism cooperation documents with countries along the route, and a number of multilateral mechanisms have been established. The international alliance of Silk Road theatres, museums, art festivals, libraries was gradually established and improved. In order to form a humanistic model of mutual understanding and mutual respect between peoples and create a humanistic basis for the construction of the Belt and Road, five international cultural alliances were created.

October 2016 the Silk Road International Theatre Alliance was established. By December 2021, the Alliance has 138 members from 44 countries, covering the continents of Europe, America, Latin America, Asia and Africa, who are actively engaged in institutional dialogue, project collaboration and talent training, have implemented more than 20 performance exchange projects and hosted more than 100 performances [9].

October 2017 the International Arts Festivals Alliance of Silk Road was officially established in Shanghai. 124 festivals and organizations from 32 countries and regions have joined the alliance [10]. The Alliance encourages and develops cooperation and exchanges between arts festivals in different countries and regions, creating conditions for the exchange and exhibition of all types of works of art, creative development, talent training, trade and cooperation. The Alliance strives to become a world-class cultural platform for in-depth cooperation in the field of culture and art in various countries and regions.

The Silk Road International Library Alliance was founded on 28 May 2018. More than 20 curators, cultural figures and experts from Kazakhstan and other countries took part in the opening ceremony [11]. The Silk Road International Library Alliance is to inherit and promote the spiritual heritage of the Silk Road. Forming a humanistic foundation, promoting civilizational exchanges and mutual understanding, and strengthening cultural exchanges with countries and regions along the Silk Road is an important part of achieving people-to-people connectivity. The creation of the Silk Road International Library Alliance, the establishment of a long-term strategic partnership and a mechanism for regular exchanges and visits is another important achievement of the Belt and Road Initiative in the field of culture.

In June 2018, national art museums and key art institutions from 22 countries and regions along the Belt and Road established the Silk Road International Art Museum Alliance in Beijing [12]. Classic works of art are spiritual images of countries and peoples, and sharing classical works can expand the spiritual connection between countries and peoples. The Silk Road International Art Museum Alliance is an important achievement of the Belt and Road Initiative in the field of art museums. Through donating, collecting, displaying and disseminating works of art, it will help to promote deeper mutual understanding, strengthen national friendship and develop mutually beneficial cooperation.

These cultural alliances have contributed to the construction of the Belt and

Road towards high-quality development, exchange and mutual appreciation of civilizations, and further promotion of people-to-people exchanges. Exchanges and cooperation in the field of culture and tourism will help break down geographical and industry barriers, integrate resources from around the world in the field of culture and tourism, and lay the foundation of consensus for building the Belt and Road and the community of human destiny.

In addition, whatever project or trade negotiation cannot be realised without the support of language. Language is also essential for cultural integration because it is the carrier of culture and plays a role that cannot be replaced by other factors in the construction and transmission of culture. Languages carry the history of a country's development, its cultural spirit and national identity. The Belt and Road initiative covers a vast territory and includes more than 50 official languages. Owing to the fact that China is the initiator of the initiative and that it occupies an important position in the ancient Silk Road, the Chinese language has a certain place in the construction of the Belt and Road and cultural integration, which cannot be underestimated.

President Xi Jinping chose Kazakhstan for his first post-epidemic visit, and it was in Kazakhstan that the Belt and Road Initiative was first proposed in 2013. This shows the importance China attaches to Kazakhstan and Central Asia, as well as its vital role in the construction of the Belt and Road. Over the more than 30 years since the establishment of diplomatic relations, the friendship between China and Kazakhstan has been strengthened. The two countries were the first to resolve the border issue, the first to lay cross-border oil and gas pipelines, the first to develop international cooperation in production capacity and the first to establish a permanent comprehensive strategic partnership. They have created a series of "firsts". And this friendship is reflected not only in frequent economic and trade exchanges, but also in increasingly close cultural interaction. In order to continue and deepen this friendship, both China and Kazakhstan have made great efforts to promote people-to-people contacts and mutual understanding between the two peoples. This is one of the key areas of the human dimension of the "Five Links" principle of the Belt and Road. This is a core element of the Belt and Road Initiative. If the hearts and minds of people are not mutually acceptable, it is impossible to establish harmonious trade relations, economic integration and political mutual trust. Therefore, the main thing is to build a bridge that connects people's hearts through cultural exchange and integration, because the contagious power of culture can transcend time, space and national boundaries and have a subtle impact, thus bringing people's hearts closer together, strengthening understanding and consensus, reducing differences and prejudices. The cultural function of language as the most important instrument of communication in human society determines its central role in communication [13]. Kazakhstan and China strive to deepen cultural and humanistic ties and exchanges between students. The learning of each other's languages by Chinese and Kazakh students gives new impetus to the development of bilateral relations

between the two countries. Therefore, internationalization and development of the national language is a priority for Kazakhstan (Kazakh language), China and other countries located along the route.

The two countries attach great importance to bilateral relations in the field of culture and education, many agreements on scientific and technical cooperation and mutual recognition of higher education documents have been signed between the countries, several Confucius Institutes operate in Kazakhstan, and cultural days are often held between Kazakhstan and China. Since the establishment of diplomatic relations between the two countries, more than 10 books by President of the Republic of Kazakhstan K. Tokayev have been published in Chinese, including "Light and Shadow", "Diplomatic Strategy of Central Asia" [14]. Currently, L.N. Gumilyov Eurasian National University has signed memorandums of cooperation with more than 10 Chinese universities, among which Xi'an International Studies University takes the leading position.

There are currently two universities in China offering Kazakh language courses, namely Shanghai International Studies University and Xi'an International Studies University. These Kazakh language majors are aimed at preparing specialists who are politically qualified, broad-minded, have strong basic professional knowledge and are proficient in Kazakh-Chinese bilingualism, thereby providing a guarantee of professional talent for the country's high-level units involved in the Kazakh language (teaching, research, translation, editing, radio and television, press and publications, party and government). And they are also aimed at preparing international and versatile Kazakh-speaking talents who have a solid foundation of the Kazakh language and knowledge structure, have an understanding of the national culture of Kazakhstan and foreign trade etiquette, so that they are able to engage in teaching the Kazakh language, providing services in the Kazakh language and work related to foreigners in the construction of "One Belt, One Road" and comprehensive practical cooperation between China and Kazakhstan.

The Kazakh language course at Xi'an International Studies University was approved by the Chinese Ministry of Education at the beginning of 2017, and was officially enrolled in September. Targeted competency courses include: history of Kazakh literature, introduction to linguistics, Kazakh language for business and economics, Kazakh language for tourism, writing, interpretation and translation from the Kazakh language, reading Kazakh newspapers and Kazakh business etiquette, etc. [15]. Xi'an International Studies University not only offers Kazakh language courses to train talents in the field of foreign languages, but also actively responds to the national Belt and Road Initiative by creating the Central Asia Institute to train foreign students from Central Asian countries. Three Confucius Institutes were established in Kazakhstan, Argentina and France. In order to further promote language and cultural exchanges among Belt and Road countries, the university also launched the Xi'an 2022 Belt and Road Scholarship to provide students and scholars from Belt and Road countries and regions with

the opportunity to pursue their studies across borders, and also contribute to the construction of the Belt and Road and the training of international talents.

In 2019, nearly 15,000 Kazakh students studied in China. According to data for 2020, there are almost 12,000 Kazakhstani students in China. Due to the pandemic, about 700 of them stayed in China, the rest returned home to Kazakhstan [16].

In October 2016, the university officially established the Center for Kazakhstan Studies, which plays an active role in promoting the training of Kazakh language talents, Kazakh and regional studies, and cooperation and exchange between China and Kazakhstan in the field of higher education. The Center for Kazakhstan Studies at Xi'an International Studies University is the fourth Kazakhstan Center established after the Center for Kazakhstan Studies at Shanghai International Studies University (16 November 2015), the Center for Kazakhstan Studies at Beijing Foreign Studies University (13 December 2015) and the Center for Kazakhstan Studies at Dalian Foreign Studies University (8 January 2016). The ongoing establishment of the Center for Kazakhstan Studies marks the growing interest of the Chinese academic community and the Chinese public in the Kazakh language, culture, history and the development of the "Kazakhstan Way".

The Kazakh language is gradually developing in the higher education sector in China, while the Chinese language is gradually entering the education sector in Kazakhstan. The Chinese language is being introduced into Kazakhstan education in several ways, including extracurricular additional education, the creation of a Chinese language discipline directly in schools and universities, and the Confucius Institute. The Confucius Institute, as an international cultural exchange platform for overseas communication, can greatly increase the overseas dissemination of audiovisual media, other printed materials, newspapers and periodicals, arts and books through language teaching and cultural exchange. Confucius Institutes in Kazakhstan provide everyone with the opportunity to study the Chinese language and Chinese literature. It helps improve the level of Chinese language teaching in Kazakhstan, and provide better language talents for China-Kazakhstan economic and cultural trade.

Currently, there are 5 Confucius Institutes operating in Kazakhstan. Confucius Institute at L.N. Gumilyov Eurasian National University in Astana, is the first Confucius Institute in Kazakhstan. The agreement on the establishment of the first Confucius Institute in Kazakhstan was signed on 20 December 2006 during the visit of the President of the Republic of Kazakhstan Nursultan Nazarbayev to Beijing. On the 5th of December 2007 the official presentation of Confucius Institute at L.N. Gumilyov ENU took place. Classes at the Confucius Institute at L.N. Gumilyov ENU are conducted by highly qualified teachers from Xi'an International Studies University. In October 2008 a center was opened at the Confucius Institute to take the exam for a special international certificate HSK, confirming the level of knowledge of the Chinese language. Since the establishment

of the Confucius Institute, about 650 students have already completed language courses. In addition, the Confucius Institute at the ENU has its own library and its own film club. The library is equipped with educational materials provided by the head office of the Confucius Institute in Beijing. These are all the latest textbooks on the Chinese language and Chinese culture, published in China. The total number of textbooks is over 4,500 volumes [17].

These Confucius Institutes are actively engaged in promoting the Chinese language and disseminating Chinese culture in Kazakhstan, providing Chinese language teaching services in Kazakhstan, providing standardized and authoritative modern Chinese language teaching materials, providing the most formal and large-scale Chinese language teaching channels, conducting cultural exchange events (for example, organizing numerous exhibitions, competitions on Chinese language and culture; participating in the national festival of the Chinese people - the Spring Festival; organizing International Competition “Chinese Language Bridge” together with the Chinese Embassy in Kazakhstan etc.) for improving understanding of the Chinese language and culture among the people of Kazakhstan and the world, developing friendly relations between China and foreign countries.

In addition to more systematic cultural exports such as the Confucius Institute and the Cultural Center for Area Studies, cultural exchange events and transnational cultural promotion events organized by China and Kazakhstan play a significant role in China-Kazakh cultural exchange.

For example, in August 2022, on the birthday of the great Kazakh akyn, philosopher and thinker Abay Kunanbayuly, the 7th annual “Abaev Readings” were held at the Beijing Jintai Museum of Art. Heads of a number of diplomatic missions accredited in the China, representatives of government agencies, academic and creative intellectuals of China, the Kazakh diaspora, as well as journalists of Chinese and Kazakh media attended the event and laid flowers at the Abai monument installed in 2014 in the International Celebrity Sculpture Garden of Chaoyang Central Park in Beijing. The important contributions of Abai Kunanbayuly's works to the development of modern Kazakh literature, and the role of the spiritual heritage of the great Akyn in shaping the moral guidance of Kazakh youth are once again proclaimed and confirmed [18].

In order to celebrate the 25th anniversary of the establishment of diplomatic relations between China and Kazakhstan, further strengthen cultural exchanges and cooperation, promote people-to-people contacts within the framework of the Belt and Road, and deepen the concept of friendship between the two countries for generations, the Ministry of Culture of the People's Republic of China and the Embassy of Kazakhstan in China on April 17, 2017, held a joint concert “Meeting on the Bright Silk Road” in the Beijing Concert Hall. The concert was a meeting of the Silk Road and the Light Road, the connection of music and culture of the two countries, the connection of emotions and hearts of the two peoples. This will certainly open up better prospects for cultural exchanges between China and

Kazakhstan. The concert was attended by Chinese and Kazakh personalities and ambassadors from more than 20 countries and an audience of about 1,000 people [19].

On November 2, 2018, to commemorate the fifth anniversary of the Belt and Road Initiative and to convey the traditional friendship between China and Kazakhstan, the Consulate General of China in Almaty held a commemorative photo exhibition of Xian Xinghai and a commemorative concert of Xian Xinghai - Bakhytzhan Baikadamov at the Dzhambul State Philharmonic Hall [20]. The deep friendship between Chinese musician Xian Xinghai and famous Kazakh musician Baikadamov is a symbol of the traditional friendship between China and Kazakhstan. Kazakhstan is a strong supporter and active participant in the Belt and Road Initiative. The Silk Road Economic Belt initiative and Kazakhstan's new "Bright Road" economic policy are in deep alignment to promote China and Kazakhstan's production capacity and investment, as well as to forge a new path in humanitarian cooperation.

On December 5, 2018, the Embassy of Kazakhstan in China held a special concert of the National Trio of the Republic of Kazakhstan on the theme "Astana-Beijing: Bridge of Friendship" at the Concert Hall of the Central National Orchestra in Beijing. This concert demonstrated to the Chinese audience the achievements of Kazakhstan's artistic development and introduce Kazakhstan's outstanding musicians [21]. Art knows no boundaries, and such events promote exchanges and cooperation between Kazakhstan and China in the field of humanities and deepen friendship between the two countries. This was followed by an exhibition of black-and-white and colour paintings by members of the Association of Kazakh Artists at the Kazakh Embassy in Beijing on December 13, which allowed Chinese visitors to experience the beauty, historical changes and unique ethnicity of the steppe country of Kazakhstan. At the call of the President, Kazakhstan is actively presenting Kazakh culture to the world.

On April 11, 2019, the National Museum of China opened an exhibition of museum artifacts from the Silk Road countries on the theme "People of the World Sharing the Light of Human Civilization." The exhibition is jointly organized by the National Museum of China and national museums of 12 countries along the Belt and Road, including Kazakhstan, Mongolia, Oman, Russia and Tajikistan, etc. The exhibition brings together a total of 234 cultural relics from 13 countries to clearly demonstrate the achievements of civilizational exchanges between countries along the Belt and Road [22]. The exhibition aims to provide new opportunities for museums in China and other countries along the Belt and Road to share their strengths and resources and strive for common development, promoting cultural exchanges and cooperation between countries in a friendly, positive and close direction. Museum directors or relevant officials from 13 countries including China, Kazakhstan, Russia, etc. attended the opening ceremony.

On August 20, 2021, the Ambassador of Kazakhstan to China Gabit

Koishibaev met with the director of the Xinxing (New Star) publishing house Ma Rujun in Beijing and discussed the implementation of the “One Hundred Cities on the Silk Road” project, aimed at creating a series of books telling about history, life and culture of cities located along the ancient routes of the Great Silk Road. The series of books “One Hundred Cities on the Silk Road” is a project of cultural and humanitarian cooperation within the framework of the Belt and Road initiative. The inclusion of books about the history of three Kazakh cities in this project was achieved with the assistance of the Embassy of the Republic of Kazakhstan in the PRC as part of the implementation of the Kazakh program “Rukhani Zhangyru”. As part of the project, books will be published about such Kazakh cities as Almaty, Taraz and Turkestan, which have a centuries-old history, a unique cultural heritage, closely connected with the ancient Silk Road [23].

On June 24, 2022, in Beijing, the Ambassador of Kazakhstan to China, Shakhmat Nuryshev, met with the Minister of Culture and Tourism of the People's Republic of China, Hu Heping. During the meeting, they discussed issues of further strengthening cultural and humanitarian ties and developing cooperation in the field of tourism. In order to strengthen bilateral cultural and humanitarian dialogue and expand human contacts, the creation of mutual cultural centers in Kazakhstan and China will give a powerful impetus to the development of bilateral relations in this direction [24].

The sudden onset of the epidemic in 2020 has affected almost the entire world, including countries along the Belt and Road, including Central Asian countries. The impact of the epidemic has led to economic recession and loss of income, but at the same time has opened up new opportunities for digital technologies, economic development and humanitarian interaction. During the epidemic, countries introduced anti-crisis measures, continued the open door policy and focused on developing regional cooperation. This means that countries have increased their recognition of the Belt and Road and the Community of Human Destiny. In general, the epidemic only slowed down the pace of implementation of the Belt and Road, did not weaken it, but rather emphasized its importance.

Conclusions

The promotion of the Belt and Road is impossible without mutual appreciation, understanding and respect between countries and peoples. The Ministry of Culture's Action Plan for Cultural Development along the Belt and Road (2016-2020) has set out a roadmap for the further development of cultural construction along the Belt and Road. The International Cultural Alliances include 319 foreign cultural institutions from 88 countries and regions. 17 Chinese cultural centers and several tourism offices have been established in countries along the route, and comprehensive festivals such as the Silk Road (Dunhuang) International Cultural Expo and the Silk Road International Tourism Festival have attracted active participation of countries along the route. Events organized by China, Kazakhstan and other countries such as the "Year of Tourism", the "Great Tea

Road" International Tourism Project have contributed to the construction of the Belt and Road towards high-quality development, exchange and mutual appreciation of civilizations and further advancement exchanges between people. Cooperation in the field of culture and tourism will help break down geographical and industry barriers, integrate resources from around the world in the field of culture and tourism, and lay the foundation of consensus for building the Belt and Road and the community of human destiny.

In order to continue to effectively protect the cultural development of the Belt and Road, it is necessary to improve the cultural exchange and cooperation mechanisms of the Belt and Road, including but not limited to the signing of intergovernmental documents, strengthening meetings and consultations in the field of culture within existing international platforms, deepening cooperation mechanisms, such as the Council for Humanitarian Cooperation of States, and encouraging regional cooperation in the field of cultural exchange and artistic creativity at all levels.

Second, improve the platform for cultural exchange and cooperation along the Belt and Road: for example, promote the construction of Chinese cultural centers and Silk Road cultural centers in countries and regions along the Belt and Road, support the establishment of the Belt and Road cultural exchange section in various comprehensive international forums, create a Silk Road cultural database and public digital cultural support platforms and digital libraries.

Third, create famous brands for cultural exchanges along the Belt and Road. In addition to the existing brand "Silk Road Cultural Travel" and "Year of Tourism", "Silk Road Cultural Ambassadors" and "Cultural Ambassadors of the Silk Road Countries" can also be selected jointly with Belt and Road countries and regions. It is worth noting that in selecting national cultural ambassadors, an appropriate number of well-known personalities from various sectors of the country could be used to increase public awareness of the project and branding.

Last but not least, training international talents along the Belt and Road. For example, targeted training courses on the languages and cultures of the Belt and Road, actively conducting joint conservation, research, talent training and project exchanges with countries and regions along the Belt and Road in the field of intangible cultural heritage, encouraging joint creativity with artistic talents and cultural institutions from Belt and Road countries and regions, enhancing professional standards and all-round quality of artistic talents.

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