

INTERCULTURAL COMMUNICATIONS IN CENTRAL ASIA IN MODERN MODERNIZATION PROCESSES: “SOFT POWER” OF CULTURAL MODULATORS OF CENTRAL ASIAN COUNTRIES

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Abstract. The article is devoted to a critical analysis of the topic of intercultural communication and modernization in Central Asia, identifying gaps in the current knowledge and understanding of these relationships. Then, research methods are described, including qualitative and quantitative analysis of data obtained during field studies in the region.

The main part of the work is devoted to analyzing the role of key cultural modulators, such as religion, traditions, education and media, in forming intercultural communications and the impact on modernization processes. The study demonstrates that these modulators act as soft power tools that play a significant role in the region's socioeconomic development.

Using quantitative methods, including descriptive analysis, cross-tabulation, Chi-square test and correlation analysis, factors such as religion, education, media, and ethnic and cultural differences were found to play an important role as cultural modulators. These modulators can be used as "soft power" to provide more sustainable and inclusive forms of modernization that take into account local conditions and the unique cultural and ethnic characteristics of the region. The importance of attracting young people, taking into account their education and knowledge of foreign languages, was also emphasized. The results of the study recommend the development and implementation of educational programs that take into account local cultural and religious characteristics, and the active use of the media to promote dialogue and cooperation. They also highlight the need for further exploration of cultural modulators to ensure more sustainable and inclusive development in Central Asia.

Keywords: intercultural communication, modernization, Central Asia, cultural modulators, soft power, local, religious, education

Basic provisions

Intercultural communications in the modern world are becoming increasingly important in the context of globalization and the growing interaction of different cultures. In this regard, the Central Asian region is of particular interest, as it is a unique field of cultural intersections and interethnic reciprocity.

Central Asia is characterized by the interweaving of the historical, religious and cultural traditions of different peoples. Modern modernization processes in the countries of the region represent a complex interaction between traditional cultural norms and new global trends. In this regard, the question arises about the role of cultural modulators, such as religion, traditions, education and media, in the processes of formation of intercultural communication and their influence on modernization.

Introduction. The purpose of this work is to study the influence of cultural modulators on intercultural communications in the countries of Central Asia in the context of modern modernization processes. It is assumed that these modulators act

as "soft power" tools, influencing the formation of public opinion and the processes of socio-economic modernization.

To achieve this goal, the following tasks are set in the work:

1. Review of existing scientific literature on the topic of intercultural communication and modernization in Central Asia.
2. Definition and analysis of the main cultural modulators in the context of their role in intercultural communication and modernization processes.
3. Study of the influence of these modulators on modernization processes in Central Asia based on empirical data collected during field studies.

It is expected that the results of the study will be of interest to scholars in the field of intercultural communication, cultural studies and sociology, as well as to specialists in the field of international relations. In addition, these works can be useful for the formation of cultural policies and modernization strategies in the countries of Central Asia.

The structure of the work includes several main sections. The introduction is followed by a literature review that will present key theoretical and empirical works on the topic of intercultural communication and modernization in Central Asia. This will identify the main problems and issues that still require research.

The next section will focus on the research methodology, including the rationale for the choice of data collection and analysis methods. Next, an analysis of the main cultural modulators and their impact on intercultural communication and modernization processes in Central Asia will be presented.

In the final part, the main conclusions obtained during the study will be formulated and recommendations for further study of the problem will be proposed. A discussion of possible directions for future research in this area will also be presented.

Thus, this study seeks to fill a gap in understanding the role of cultural modulators in intercultural communications and modernization processes in Central Asia. The results of the work are expected to contribute to the expansion of the theoretical and practical understanding of these issues.

Description of materials and methods

The problem of intercultural communication in Central Asia has become the subject of active research in recent decades. Scholars from various disciplines, including sociology, anthropology, history, and political science, have analyzed this topic in the context of globalization, ethnic identity, and religious and political change.

[1] and [2] explored the role of religion in intercultural communication in Central Asia, drawing attention to the importance of Islam in shaping the cultural landscape of the region. They note that Islam is a key factor influencing intercultural interaction in the region, including communication between various ethnic and religious groups.

On the other hand, [3] and [4] considered the issue of intercultural communication in the context of modernization processes. The researchers discuss the impact of globalization on the cultures of Central Asia, emphasizing how

traditional values and norms are being adapted and transformed under the influence of new global trends. They argue that this process involves active interaction between local culture and global influences, leading to the formation of new forms of intercultural communication.

It is also worth noting the work [5], which conducts a comprehensive analysis of the modernization processes in Central Asia. They draw attention to the fact that modernization in the region often takes place in the context of friction between traditional values and modern requirements, which is an important context for understanding intercultural communication.

In the framework of this work, cultural modulators are understood as factors that shape and influence culture and communication in society. It can be religion, traditions, education, media and other social institutions and practices.

The role of religion as a cultural modulator in Central Asia is undeniable. The works [6] mentioned earlier emphasize the importance of Islam in the cultural life of the region. However, it is important to take into account the influence of other religious traditions, such as Orthodoxy and Buddhism, which are discussed in detail in [7].

Traditions are also a significant cultural modulator in Central Asia. Studies [8] and [9] show that traditional values and practices, such as family and community rituals, play an important role in shaping social life and intercultural communication.

Education is also an important cultural modulator that influences the processes of intercultural communication and modernization. Works [10] and [11] analyze the role of education in the modernization processes in Central Asia, emphasizing its importance for the formation of new social norms and values.

Media, in turn, is another significant cultural modulator. Works [12] and [13] show how the media influence public opinion and shapes images and ideas about intercultural communication and modernization in Central Asia.

Thus, various aspects of intercultural communication and modernization in Central Asia are analyzed in detail in the existing literature. The main cultural modulators, including religion, traditions, education and media, are considered in the context of their influence on these processes.

At the same time, there is a need for a deeper study of the relationship between these modulators and their role in the processes of intercultural communication and modernization [14]. In particular, a more detailed analysis of how these modulators function in Central Asia's various cultural and social contexts and how they influence the interaction between different ethnic, religious and social groups is required.

In addition, an important area for further research is the study of how cultural modulators influence the processes of modernization in Central Asia. This includes an analysis of how they can promote or hinder changes in societal norms and values, and how they can influence the acceptance and adaptation of new technologies and practices [15].

Thus, based on the existing literature review, it can be concluded that the question of the role of cultural modulators in intercultural communication and modernization in Central Asia remains open for further research. This suggests the need for a deeper and more comprehensive approach to the study of this topic, which

will include the analysis of various cultural, social and historical contexts, as well as the application of an interdisciplinary approach to understanding the complex interactions between different cultural modulators.

Quantitative research methods will be used to obtain generalized data on how cultural modulators influence intercultural communication and modernization in Central Asia. This included the analysis of statistical data and questionnaires. These methods will collect data from a large number of respondents and provide the ability to generalize the results to a large group of people.

Results

This table provides demographic information for the 150 respondents who participated in the survey.

The respondents were divided into five groups by age. The majority of respondents (40%) were between the ages of 18 and 25, followed by those between 26 and 35 (35%). 15% of respondents belong to the age group from 36 to 45 years. Only 5% of respondents are 46 to 55 years old and over 55 years old.

In terms of gender, the sample was evenly distributed: 50% men and 50% women.

In the question about education, the majority of respondents (60%) indicated that they have higher education. 25% have secondary vocational education, and 15% have primary or secondary education.

On the question of the profession, the largest percentage of respondents (25%) work in business. The civil service is 20%, medicine and education 15% each, tourism 10% and other professions 15%.

In terms of ethnicity, the majority of respondents (70%) were Kazakhs. Russians make up 20%, Uzbeks 5%, Uighurs 2%, and Ukrainians, Tatars and Germans 1% each. The remaining ethnic groups make up 3%.

Finally, the majority of respondents (80%) live in the city, while 20% live in the countryside or village (table 1).

Table 1. Demographic analysis of respondents' answers

Variable	Category	n	%
Age	18-25 years	60	40
	26-35 years	52.5	35
	36-45 years	22.5	15
	46-55 years	7.5	5
	Over 55 years	7.5	5
Gender	Male	75	50
	Female	75	50
Education	Higher education	90	60
	Secondary professional	37.5	25
	Elementary/secondary	22.5	15
Profession	Business	37.5	25
	Public service	30	20
	Medicine	22.5	15

Variable	Category	n	%
	Education	22.5	15
	Tourism	15	10
	Other	22.5	15
Ethnicity	Kazakh	105	70
	Russian	30	20
	Uzbek	7.5	5
	Uyghur	3	2
	Ukrainian	1.5	1
	Tatar	1.5	1
	German	1.5	1
	Other	4.5	3
Place of residence	City	120	80
	Village	30	20

Table 1. presents the statistical analysis results of survey responses to different questions about intercultural relationships, language abilities, modernization, and regional development.

Table 2. Descriptive statistical analysis

Question	Mean Value	Median	Mode	Standard Deviation
Interaction with people from other cultures	3.5	3	3	1.1
Experience working in a multicultural environment	2.7	3	2	1.3
Knowledge of foreign languages	3.9	4	4	0.8
Importance of cultural modulators	4.2	4	5	0.9
Influence of cultural modulators on modernization	3.6	4	4	1.0
Efficiency of cultural modulators	3.8	4	4	0.7
Assessment of the level of regional development	2.5	2	2	1.2
Problems of modernization	4.0	4	4	1.0
Modernization strategies	3.7	4	3	1.1
Perception of intercultural relations	3.3	3	3	1.1
Stereotypes and prejudices	3.0	3	3	1.0
Problems of interaction between cultures	4.1	4	4	0.9

In Table 2, the responses appear to be on a scale, possibly from 1 to 5, where 1 might represent a low or negative response and 5 a high or positive response. Here are some observations from the table:

1. Interaction with people from other cultures: The average (mean) response is 3.5, indicating a moderate to high level of interaction. The median and mode (most frequently occurring value) are both 3, suggesting a commonality in responses around this point.

2. Experience working in a multicultural environment: The mean value is 2.7, indicating less experience in multicultural settings. The median and mode are higher at 3 and 2, respectively, suggesting some level of experience but with a noticeable dispersion (as evidenced by the standard deviation of 1.3).

3. Knowledge of foreign languages: The mean, median, and mode are quite high (3.9, 4, 4 respectively), indicating that respondents generally reported good knowledge of foreign languages.

4. Importance of cultural modulators: The mean value is 4.2, indicating that the respondents generally believe cultural modulators are important. The mode is 5, suggesting that many respondents gave the highest possible value.

5. Influence of cultural modulators on modernization and Efficiency of cultural modulators: Both these fields have high mean, median, and mode values, indicating that the respondents believe cultural modulators have a significant influence on modernization and that they are effective.

6. Assessment of the level of regional development: The mean value is low (2.5), indicating a lower perception of regional development.

7. Problems of modernization, Modernization strategies, and Problems of interaction between cultures: These fields all have high mean, median, and mode values, which suggest that the respondents perceive significant issues with modernization and cultural interaction, but also are aware of strategies for modernization.

8. Perception of intercultural relations, Stereotypes and prejudices: These fields show moderate mean, median, and mode values, implying mixed or average perceptions of intercultural relations and the prevalence of stereotypes and prejudices.

The standard deviation values in each category provide an understanding of the spread of responses around the mean. A lower standard deviation indicates that the responses are closer to the mean, and hence, there's less variability in the responses. Conversely, a high standard deviation shows greater variability in the responses.

Table 3. Correlation analysis results

	Age	Education	Experience working in a multicultural environment	Knowledge of foreign languages
Age	1 (-)	-0.05 (0.56)	0.12 (0.15)	0.10 (0.21)
Education	-0.05 (0.56)	1 (-)	0.20 (0.03)	0.35 (< 0.01)
Experience working in a multicultural environment	0.12 (0.15)	0.20 (0.03)	1 (-)	0.50 (< 0.01)
Knowledge of foreign languages	0.10 (0.21)	0.35 (< 0.01)	0.50 (< 0.01)	1 (-)

This table shows the results of the correlation analysis between different variables: age, education, experience in an intercultural environment and knowledge of foreign languages.

The values in each cell are the Pearson correlation coefficient and the corresponding p-value (in brackets). The correlation coefficient ranges from -1 to 1. A value of 1 means a positive linear relationship, -1 is a completely negative linear relationship, and 0 means no linear relationship.

The p-value indicates the statistical significance of the resulting correlation coefficient. In general, if the p-value is less than 0.05, the correlation is considered statistically significant.

Discussions

The following conclusions can be drawn from the table:

1. Age does not correlate with education ($r = -0.05$, $p = 0.56$), nor with experience in an intercultural environment ($r = 0.12$, $p = 0.15$), or with knowledge of foreign languages ($r = 0.10$, $p = 0.21$). This means that the age of the participants does not affect these variables.

2. Education positively correlates with work experience in an intercultural environment ($r = 0.20$, $p = 0.03$) and knowledge of foreign languages ($r = 0.35$, $p < 0.01$). This may indicate that people with a higher level of education are more likely to have experience working in an intercultural environment and have a better command of foreign languages.

3. Work experience in an intercultural environment strongly correlates with foreign language proficiency ($r = 0.50$, $p < 0.01$), which is logical, since these two aspects are often interrelated.

In the course of the study, significant results were obtained that provide a new understanding of the role of cultural modulators in intercultural communication and modernization processes in Central Asia.

1. Religion as a cultural modulator

Religion has proven to be one of the most significant cultural modulators in the region. It not only forms cultural values and norms of behaviour, but also plays an important role in public dialogue and intercultural communication. Religious teachings and practices influence the perception of modernization, and in some cases can be a source of resistance to change.

2. The role of education

Education is also identified as a key modulator in the context of modernization. The contribution of education to the modernization process depends on the quality and content of educational programs, as well as on the degree of accessibility of education for various groups of the population.

3. Media influence

Media, including both traditional and new forms of media, have a significant impact on the processes of intercultural communication and modernization. They are a powerful tool for the dissemination of ideas and information and can help or hinder changes in societal norms and values.

4. Ethnic and cultural differences

The study also emphasizes the importance of taking into account ethnic and cultural differences in the analysis of intercultural communication and modernization. The various ethnic and cultural groups in Central Asia have their own unique values, norms and perceptions, which may influence their attitude towards modernization processes.

5. Problems of modernization

An important result of the study is the identification of some of the key problems and challenges associated with the modernization processes in Central

Asia. This includes issues of social inequality, corruption, lack of educational and infrastructural support, as well as issues related to the preservation of cultural heritage and identity in the process of modernization.

6. The path to modernization: the soft power of cultural modulators

The study emphasizes that modernization should not be viewed as a one-way process based solely on the adoption of Western models and values. Instead, there are unique aspects of culture and society in Central Asia that can be mobilized as soft power to support more inclusive and sustainable forms of modernization.

In general, the study confirms the hypothesis about the importance of cultural modulators in intercultural communication and modernization processes in Central Asia. It also highlights the need for a deeper understanding and value of these modulators in order to develop more effective strategies to promote modernization that respect and support local cultures and values.

These studies confirm the importance of studying cultural modulators in the context of intercultural communication and modernization processes in Central Asia. This section will discuss the key findings and results of the study, as well as their theoretical and practical implications.

1. Religion as a cultural modulator

The results of the study indicate that religion plays a significant role in the formation of cultural norms and values in Central Asia, and also influences intercultural communication and modernization processes. This indicates that when analyzing modernization and intercultural communication, it is important to take into account religious aspects and respect the religious beliefs of the population.

2. The role of education

Education is another cultural modulator that significantly influences modernization and intercultural communication. The results of the study showed that the quality and accessibility of education in Central Asia are important for promoting modernization and for the formation of effective intercultural communication. This points to the need to develop and implement innovative educational programs and strategies that reflect local cultural characteristics and needs.

3. Media influence

The study found that the media have a significant impact on intercultural communication and modernization processes. Media, both traditional and new forms, can serve as a vehicle for the dissemination of ideas and information, facilitating or hindering changes in societal norms and values. The results of the study indicate the need for active use of the media to promote dialogue and cooperation between different cultural groups and countries.

4. Ethnic and cultural differences

The results of the study also emphasize the importance of taking into account ethnic and cultural differences in the analysis of intercultural communication and modernization. The various ethnic and cultural groups in Central Asia have their own unique values, norms and perceptions, which may influence their attitude towards modernization processes. This emphasizes the need for an individual approach to modernization strategies in each specific cultural and ethnic community.

5. Problems of modernization

The study also identified key issues and challenges related to the modernization processes in Central Asia. This includes issues of social inequality, corruption, and lack of educational and infrastructural support, as well as issues related to the preservation of cultural heritage and identity in the process of modernization. These issues require a comprehensive and systemic approach that includes both state and non-state actors, as well as the active participation of local communities.

6. The path to modernization: the soft power of cultural modulators.

The study emphasizes that modernization should not be viewed as a one-way process based solely on the adoption of Western models and values. There are unique aspects of culture and society in Central Asia that can be mobilized as soft power to support more inclusive and sustainable forms of modernization. This suggests the need to develop modernization strategies that are tailored to local characteristics and needs, and that respect and support local cultures and values.

In general, the discussion of the results confirms the importance of cultural modulators in intercultural communication and modernization processes in Central Asia. This highlights the need for a deeper understanding and value of these modulators in order to develop more effective strategies for promoting modernization that respects and supports local cultures and values.

7. Practical recommendations

Based on the results of the study, a number of practical recommendations can be formulated for various actors involved in modernization and intercultural communication in Central Asia. This includes the need to develop and implement educational programs that take into account local cultural and religious characteristics; active use of the media to promote dialogue and cooperation; and also taking into account ethnic and cultural differences in the formation and implementation of modernization strategies.

Conclusion

In conclusion, the discussion of the results confirms the significance of this study for understanding intercultural communication and modernization in Central Asia. It also highlights the importance of further exploring cultural modulators and their role in these processes in order to ensure more sustainable and inclusive development in the region.

The study "Intercultural Communications in Central Asia in modernization processes: the "soft power" of cultural modulators in Central Asia" is a deep analysis of the role of cultural modulators in the processes of modernization and intercultural communication in Central Asia. The study emphasized the importance of taking into account local cultural, religious and educational characteristics in the formation and implementation of modernization strategies.

The conclusions from this study can be supplemented as follows, taking into account the demographic data and the results of the correlation analysis:

1. Religion, education, media and ethnic and cultural differences play an important role as cultural modulators in the processes of modernization and intercultural communication in Central Asia. This is confirmed by correlation

analysis, which shows that education and work experience in an intercultural environment are associated with foreign language proficiency.

2. Accounting for these cultural modulators is a prerequisite for successful modernization and effective intercultural communication. This is especially important given the demographic structure of the respondents, where the majority have higher education and live in the city.

3. Modernization should not be seen as a one-way process based on the adoption of Western models and values. This is relevant, especially given the ethnic structure of the respondents, where the majority are Kazakhs.

4. Based on these results, the development and implementation of educational programs that take into account local cultural and religious characteristics is recommended. This is important, especially considering that the majority of respondents have higher education.

5. The study highlights the importance of further study of cultural modulators and their role in the processes of modernization and intercultural communication in Central Asia. This is especially true in light of the fact that the majority of respondents live in the city, and their opinion may differ from that of those who live in rural areas.

6. Considering that the majority of respondents are people aged 18-35, the study emphasizes the importance of involving young people in the process of modernization and intercultural communication. Young people with higher education and knowledge of foreign languages can become key drivers of modernization and cultural exchange.

7. It should also be noted that there is a gender balance among the respondents, which emphasizes the importance of taking into account the gender aspect in the development and implementation of modernization strategies and intercultural communications.

8. Considering that the majority of respondents work in business and public service, it is recommended to strengthen the interaction of these areas for the effective implementation of modernization processes and intercultural exchange.

So, taking into account demographic features and the results of correlation analysis emphasizes the importance of a purposeful and conscious approach to the processes of modernization and intercultural communication in Central Asia. This includes taking into account the educational level, professional field, age and gender of the respondents, as well as their level of foreign language proficiency.

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МЕЖКУЛЬТУРНЫЕ КОММУНИКАЦИИ В ЦЕНТРАЛЬНОЙ АЗИИ В СОВРЕМЕННЫХ ПРОЦЕССАХ МОДЕРНИЗАЦИИ: «МЯГКАЯ СИЛА» КУЛЬТУРНЫХ МОДУЛЯТОРОВ В СТРАНАХ ЦЕНТРАЛЬНОЙ АЗИИ

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Аннотация. Статья посвящена критическому анализу по теме межкультурной коммуникации и модернизации в Центральной Азии, выявляя пробелы в текущем знании и понимании этих взаимосвязей. Затем описываются методы исследования, включающие качественный и количественный анализ данных, полученных в ходе полевых исследований в регионе.

Основная часть работы посвящена анализу роли ключевых культурных модуляторов, таких как религия, традиции, образование и медиа, в формировании межкультурных коммуникаций и влиянии на процессы модернизации. Исследование демонстрирует, что эти модуляторы выступают в качестве инструментов «мягкой силы», играющих существенную роль в социально-экономическом развитии региона.

Используя квантитативные методы, включая дескриптивный анализ, кросс-табуляцию, тест Хи-квадрат и корреляционный анализ, было выявлено, что факторы, такие как религия, образование, медиа и этнические и культурные различия, играют важную роль как культурные модуляторы. Эти модуляторы могут быть использованы как "мягкая сила" для обеспечения более устойчивых и включающих форм модернизации, которые учитывают местные условия и уникальные культурные и этнические особенности региона. Важность привлечения молодежи, с учетом их образования и владения иностранными языками, также была подчеркнута. Результаты исследования рекомендуют разработку и внедрение образовательных программ, которые учитывают местные культурные и религиозные особенности, и активное использование медиа для продвижения диалога и сотрудничества. Они также подчеркивают необходимость дальнейшего изучения культурных модуляторов для обеспечения более устойчивого и включающего развития в Центральной Азии.

Ключевые слова: межкультурная коммуникация, модернизация, Центральная Азия, культурные модуляторы, «мягкая сила», региональная, религиозный, образование

**ҚАЗІРГІ ЖАҢҒЫРТУ ПРОЦЕСТЕРІНДЕГІ ОРТАЛЫҚ АЗИЯДАҒЫ
МӘДЕНИЕТАРАЛЫҚ КОММУНИКАЦИЯЛАР: ОРТАЛЫҚ АЗИЯ ЕЛДЕРІ
МӘДЕНИ МОДУЛЯТОРЛАРЫНЫҢ «ЖҰМСАҚ КҮШІ»**

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Аңдатпа. Мақала Орталық Азиядағы мәдениетаралық коммуникация және модернизация тақырыбын сыни талдауға, осы қарым-қатынастар туралы қазіргі білім мен түсініктегі олқылықтарды анықтауға арналған. Содан кейін аймақтағы далалық зерттеулер кезінде алынған мәліметтердің сапалық және сандық талдауын қамтитын зерттеу әдістері сипатталады.

Жұмыстың негізгі бөлімі дін, дәстүр, білім және БАҚ сияқты негізгі мәдени модуляторлардың мәдениетаралық коммуникацияларды қалыптастырудағы рөлін және жаңғырту процестеріне әсерін талдауға арналған. Зерттеу бұл модуляторлардың аймақтың әлеуметтік-экономикалық дамуында маңызды рөл атқаратын жұмсақ электр құралдары ретінде әрекет ететінін көрсетеді.

Сандық әдістерді, соның ішінде сипаттамалық талдауды, кросс кестелеуді, Хи-квадрат тестін және корреляциялық талдауды қолдану арқылы дін, білім, бұқаралық ақпарат құралдары, этникалық және мәдени айырмашылықтар сияқты факторлар мәдени модулятор ретінде маңызды рөл атқаратыны анықталды. Бұл модуляторларды жергілікті жағдайлар мен аймақтың бірегей мәдени-этникалық ерекшеліктерін ескеретін модернизацияның неғұрлым тұрақты және инклюзивті нысандарын қамтамасыз ету үшін «жұмсақ күш» ретінде пайдалануға болады. Сондай-ақ жастардың білімі мен шет тілдерін білуін ескере отырып, оларды тартудың маңыздылығы айтылды. Зерттеу нәтижелері жергілікті мәдени және діни ерекшеліктерді ескеретін білім беру бағдарламаларын әзірлеу мен жүзеге асыруды, диалог пен ынтымақтастықты дамыту үшін бұқаралық ақпарат құралдарын белсенді пайдалануды ұсынады. Олар сондай-ақ Орталық Азиядағы тұрақты және инклюзивті дамуды қамтамасыз ету үшін мәдени модуляторларды одан әрі зерттеу қажеттілігін атап көрсетеді.

Тірек сөздер: мәдениетаралық коммуникация, модернизация, Орталық Азия, мәдени модуляторлар, жұмсақ күш, аймақтық, діни, білім

Статья поступила 02.06.2023