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**EDUCATION AS AN INSTRUMENT
OF «SOFT POWER» IN THE FOREIGN POLICY
OF KAZAKHSTAN**

Nowadays a variety of different countries including great powers, regional powers use an instrument of foreign policy such as soft power to achieve their goals in international relations. Though the economic leaders of the world do have enough amount of money to promote their languages, give scholarships for foreign students and grant loans for developing countries, the regional powers or, even more, developing countries which pursuets a goal to join the club of privileged states have to allocate funds for the soft power.

The article discusses the urgent issue of using the attractiveness potential of Kazakhstani education as an instrument of political influence in the international arena. The changes in the resource base of leadership in modern world politics are successively analyzed, the advantages and potential of the «soft power» of the Kazakhstani higher education system are examined, and existing state initiatives in the field of improving the quality and attractiveness of Kazakhstani universities are evaluated. Comprehensive modernization of the mainstream of the modern educational system at all levels is a key issue in Kazakhstan's domestic policy. Today, higher education is based on constant, mobile work, communication, self-development and intercultural cooperation.

Key words: education, «soft power», modernization of the education system, academic mobility, foreign policy of Kazakhstan.

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**Білім Қазақстанның сыртқы саясатындағы
«жұмсақ күш» құралы ретінде**

Қазіргі уақытта әртүрлі мемлекеттер, оның ішінде ұлы державалар, аймақтық державалар халықаралық қатынастардағы мақсаттарына жету үшін «жұмсақ күш» сияқты сыртқы саяси құралды қолданады. Әлемдік экономикалық көшбасшылардың өз тілдерін алға жылжыту үшін жеткілікті қаражаттары болғанымен, шетелдік студенттерге стипендия және дамушы елдерге, аймақтық державаларға, сонымен қатар дамыған мемлекеттер клубына кіруді көздейтін дамушы елдерге несие беру мүмкіндігі «жұмсақ күшке» қаражат бөледі.

Мақалада қазақстандық білімнің тартымдылық әлеуетін халықаралық аренадағы саяси ықпал құралы ретінде пайдалану туралы өзекті мәселе талқыланады. Қазіргі әлемдік саясаттағы көшбасшылықтың ресурстық базасындағы өзгерістер дәйекті түрде талданады, қазақстандық жоғары білім беру жүйесінің «жұмсақ күшінің» артықшылықтары мен әлеуеті қарастырылады, Ресей университеттерінің сапасы мен тартымдылығын арттыру саласындағы қолданыстағы мемлекеттік бастамалар бағаланады. Барлық деңгейдегі заманауи білім беру жүйесінің негізгі моделін жан-жақты жаңғырту – Қазақстанның ішкі саясатындағы басты мәселе. Бүгінгі таңда жоғары білім тұрақты, ұтқыр жұмыс, коммуникация, өзін-өзі дамыту және мәдениетаралық ынтымақтастыққа негізделген.

Түйін сөздер: білім, «жұмсақ күш», білім беру жүйесін модернизациялау, академиялық ұтқырлық, Қазақстанның сыртқы саясаты.

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Образование как инструмент «мягкой силы» во внешней политике Казахстана

В настоящее время различные страны, включая великие державы, региональные державы, используют такой инструмент внешней политики, как «мягкая сила», для достижения своих целей в международных отношениях. Хотя у мировых экономических лидеров достаточно денег для продвижения своего языка, возможности предоставления стипендий иностранным студентам и займов развивающимся странам, региональным державам или, более того, развивающимся странам, преследующим цель вступить в клуб привилегированных государств, выделяют средства на «мягкую силу».

В статье рассматривается актуальный вопрос использования потенциала привлекательности казахстанского образования в качестве инструмента политического влияния на международной арене. Последовательно анализируется изменение ресурсной базы лидерства в современной мировой политике, рассматриваются преимущества и потенциал «мягкой силы» казахстанской системы высшего образования, дается оценка существующим государственным инициативам в области повышения качества и привлекательности казахстанских вузов. Комплексная модернизация основного направления современной образовательной системы на всех уровнях является ключевым вопросом внутренней политики Казахстана. Сегодня высшее образование строится на постоянной мобильной работе, общении, саморазвитии и межкультурном сотрудничестве.

Ключевые слова: образование, «мягкая сила», модернизация системы образования, академическая мобильность, внешняя политика Казахстана.

Introduction: Significance of «Soft power» concept

The main task of the foreign policy of any state is to strengthen its position and authority in the international arena, creating favorable external conditions for the long-term socio-economic development of the country. The foreign policy instrument for realizing this task is changing from one era to another. If in the XX century in the conditions of the bipolar world, the dominant tendency was the buildup of «hard power» in the first place – military and economic power, then at the present stage of world development under the influence of globalization and in the formation of a new «polycentric system of international relations» to the forefront as the main factors the influence of states on world politics, along with military-political weight and economic resources, factors of «soft power» are put forward: the achievements of states in the field of culture and art, science, technology, education, etc. The new resource of leadership in the modern world «Soft power» is «the ability of states to attract others to their side, seeking to support their own agenda in international relations by demonstrating their cultural and moral values, the attractiveness of the political course and

the effectiveness of political institutions» (Nye, 2004). This strategy includes such instruments of positioning the country in the international arena as exporting education, promoting the language and disseminating national cultural values.

In today's global world, competition takes on a cultural and civilizational dimension. International leadership is increasingly determined by the ability of the state to «purposefully develop» its neighbor or competitor (Bogaturov, 2006). The realization of such leadership is impossible today without the accelerated development of human potential – the basis for the formation of a new knowledge economy, the information society (Podberezkin, 2012). Therefore, many rapidly developing states (Brazil, Russia, India and China), in the process of transition to an innovative economic model, pay special attention to the modernization and internationalization of the national education system. Only a developed educational system that meets the requirements of an innovative high-tech economy and is integrated into the international educational and scientific space is capable of becoming one of the most important competitive advantages of modern Kazakhstan in the «global struggle for minds.» Only she can attract the most talented students from abroad to the country. The

provision of educational services to foreign students is one of the most important tools of the «soft power» of the state. Creative thinking students from other countries during their studies actively study the language of the host country and with genuine interest get acquainted with the achievements of science and culture. Such students, gaining valuable social capital, returning to their homeland with new accumulated knowledge, connections, contacts, likes and new friends, become effective conductors of the language and culture of the country where they studied. As a result, the effectiveness of influencing the outside world with the help of national education as an instrument of «soft power» is much higher than with the help of military or other levers of pressure.

Theory and Methodology

The theoretical and methodological basis of the paper consists of a set of generally accepted methods in the world political science: systems analysis, which allowed treating the subject of research as a complex process. Also were used the methods of comparative analysis, formal-logical, structural-functional, statistical, sociological, comparative-historical, retrospective, which allowed us to study the images of states in a historical and modern environment.

The principles of dialectical, concrete-historical approach to the understanding of reality and artificially constructed image were used in the writing of the thesis. Of particular importance are the principles of multidimensionality, consistency, the ratio of the subjective factor and objective conditions. The paper uses the methods of PEST and content analysis.

However, recognizing that foreign researchers have gone ahead in developing the problems under consideration, and that change in the socio-economic and political spheres, democratic transformations of public life will bring us closer in many respects to the West, that it is important for young Kazakhstani political science to use analytical tools of foreign scientists.

Of course, Western research models cannot be used fully in Kazakhstan, since it is impossible not to take into account differences in the levels of socio-economic and political development of society, differences in the conditions of life, political and general culture of the population, and the duration of citizen participation in democratic processes.

Thus, many of the recommendations for building the image of developed countries are not always suitable for our state, due to their objective differ-

ences in the structure of society. The study of real processes has shown the need to use a comprehensive multidimensional methodology, which involves the simultaneous participation of several scientific disciplines.

«Soft power» policy of Kazakhstan

Formation of a positive image of Kazakhstan in the context of the international transformation of the global world order is one of the basic tasks of Kazakhstan’s foreign policy. Over 28 years of independence, our country has gained a great deal of unique experience and developed mechanisms that require in-depth understanding and building further successful work in order to consolidate a place on the world stage. At the meeting with representatives of the diplomatic mission in Akorda, the first President of Kazakhstan N. Nazarbayev noted that Central Asia is experiencing a new stage of its development. Hence, according to the President, it is extremely important to continuously strengthen and develop multilateral and mutually beneficial peaceful cooperation, as well as to establish cooperation with countries and organizations whose work is characterized by N.A. Nazarbayev as weak today. «Our policy, as before, is aimed at equal partnership, uniting the efforts of our countries to enhance the role of the region in international affairs and ensure prosperity in the five countries ... We will continue to cooperate with global and regional international organizations in which Kazakhstan participates» (Nazarbayev, 2017).

In modern world politics, as a result of various processes, the tools and sources of power change, the influence priorities shift from traditional models to new ones.

So, if traditional instruments of influence and influence in world politics were understood as military power, force, nuclear weapons, economic pressure, which in modern international relations are designated as hard power, today economic success, ideological propaganda and cultural attractiveness of the state are increasingly being used, which are instruments of «soft power» – a new trend in the system of international relations.

Having worked in the US government for considerable time, he witnessed many complex processes and changes in foreign policy relations between states at the turn of the 20th and 21st centuries. These materials gave him the opportunity and the basis for a new vision and explanation of changes in world politics, the essence of which can be reduced to the fact that in world politics today,

«soft power» has become an objective and legitimate tool that contributes to the implementation of a common state foreign policy. It should be noted that at the present stage, many states recognize the need to update foreign policy tools. Politicians and political scientists at the highest political level are working on the conceptualization of the soft power model of their country, the implementation of which is expressed in practical steps. O. Leonova reflects this idea in the following formula: «any country has «soft power», which is the sum of two concepts: IMAGE (image) plus ACTION (using the tools of «soft power»)» (Leonova, 2014).

The main resources, instruments of «soft power» of Kazakhstan

The fundamental resource of «soft power» of Kazakhstan is its cultural and historical heritage. A unique fusion of cultures, traditions and customs of the steppe civilization, art, science, achievements and experience in building a peaceful interfaith dialogue, the vast expanses of the earth, rich in minerals, the location itself, which is a connecting bridge between two great cultures – the East and the West – all this distinguishes Kazakhstan.

According to scientists, the history of Kazakhstan is directly connected with the great Turkic history. For example, Professor S. Bulekbaev notes that «the Kazakhs, as a people historically living in the Great Steppe, in the center of Eurasia, where the most important historical events, often changing the course of world history, mostly began and were completed, are one of the main subjects of the great Turkic history. Hence, the history of the Kazakhs is inseparable from the Turkic history. In the course of his research, the author comes to the 2nd conclusion: the first one says that the Turkic civilization is a great, completely original and self-sufficient civilization, which was underestimated for a number of ideological reasons, and the second is that most historical materials on Turkic history, culture and civilization has not yet been fully studied. The peculiarity of the Turkic culture, to which the Kazakh belongs, is that the worldview of the Turks was oriented to absorb all the best that other peoples had. Based on this approach, or rather their tolerance, the Turks managed to absorb a lot of useful things from other cultures and civilizations, and at the same time create their own, possessing signs of uniqueness, originality and self-sufficiency. This, in our opinion, is one of the main principles of the concept of «Soft power» (Bulekbaev, 2016).

The next resource is the geographical location of Kazakhstan. The «soft power» of Kazakhstan lies in its transcontinental position. Kazakhstan is the place where the East and the West meet, where most of the Great Silk Road is located, which is a peculiar symbol of the connection of these great cultures. In this regard, the Silk Road Economic Belt project is one of the greatest projects of the 21st century. For its large-scale significance for humanity, it has no equal for a number of reasons: it links 42 states of the world with transport and other connections; transforms to a certain extent the architecture of the world economy and world politics; changes the worldview and philosophy of international relations (a kind of transition from the concept of «Big Game» to the philosophy of «Big Benefit»); opens up new opportunities and prospects for the development of the economy and other spheres of society for many countries of the world located on the Great Silk Road.

The main perspectives and expectations that have begun to be realized and undoubtedly will change many of the ideas of the world economy and politics, filling them with new content. In addition, the nature of Kazakhstan is rich in unique places to attract both tourists and researchers. It is no coincidence that such a popular American edition as The Huffington Post recommends travelers to visit Kazakhstan.

This rating included 17 places for «epic» travel in 2017, where Kazakhstan occupies the third position, and also advises not to be just a tourist, but to be a researcher (Hu Jintao, 2007).

The achievements of the socio-economic development of the Republic of Kazakhstan over the years of independence have been widely recognized as a unique model of the accelerated development of an independent state. These achievements are directly related to the personality of the First President of Kazakhstan – N. Nazarbayev. The phenomenon of N. A. Nazarbayev is also a resource of «soft power» of Kazakhstan, which is connected with his merits in implementing fundamental reforms, the peculiarities of the political situation in the republic, the mental and psychological characteristics of the population and the promotion of the national brand Kazakhstan (Askeeva, 2017). «A unique situation has developed in Kazakhstan: a rigid vertical of power, but at the same time the country is open and has managed to attract investments from various places – from Russia, from Europe and the USA, from China. In other countries of Central Asia, the situation is worse ...», – says the expert in the article» Who can live well without the USSR: the results

of the development of the former Soviet republics over 25 years» (IMEMO, 2017). The Republic of Kazakhstan, having experienced a deep crisis in the period of gaining independence since 2000, was able to improve economic growth and the well-being of citizens. If in 1998 the Heritage Foundation put Kazakhstan on the 136th place in the world in terms of economic freedom, now our country is in the 68th place, overtaking such western countries as France and Italy.

In these difficult conditions, the first president of the young republic, N. Nazarbayev, assumed the entire burden of responsibility for the international policy of independent Kazakhstan. As acknowledged by many foreign and domestic experts, it was this circumstance that made it possible to avoid many costs in the process of establishing Kazakhstan in the global political space. The personal contacts established by the head of state at the highest level helped to solve the most important tasks of the formation of Kazakhstan’s foreign policy. In his work «The Strategy of the Formation and Development of Kazakhstan as a Sovereign State» as far back as 1992, N. Nazarbayev writes: «Kazakhstan, due to its geopolitical position and economic potential, does not have the right to focus on narrow regional problems. This would be incomprehensible not only to our multi-ethnic population, but also to the entire world community. The future of Kazakhstan is in Asia, and in Europe, and in the East, and in the West. Conducting just such a policy, we will be able to eliminate any manifestations of a threat to the security of Kazakhstan». Many victories have been achieved over the 25 years of leadership in Kazakhstan: the chairmanship of the OSCE, the CICA, the OIC, the voluntary abandonment of nuclear weapons, the closure of the nuclear test site, the active participation in the search for mechanisms to resolve the Ukrainian crisis, participation in the «Minsk» negotiation process and recent achievements – the election of Kazakhstan as a non-permanent member of the UN Security Council, the organization and holding of the «Astana process», the holding of image events of the Universiade-2017, as well as the exhibition «EXPO-2017» (Karin, 2017).

Multinationality and religious policy are the following strategic resources and advantages of Kazakhstan. If we cite the figures voiced at the Republican Forum of the Assembly of Peoples of Kazakhstan (ANK), they say a lot, namely, Kazakhstan has created comfortable conditions for the life of representatives of more than 100 ethnic groups and 17 confessions, there are 962 ethnic cultural associations, newspapers and magazines in

the country published in 15 languages, and theatrical productions can be seen in 7 languages. Small assemblies work in each region of Kazakhstan. The Assembly of the People of Kazakhstan is a unique institution whose activity is aimed at ensuring tolerance, interfaith and intercultural harmony. During the years of independence, the idea of creating this institution and the subsequent development of the country refuted the postulate that multinationality is a weak link in the construction of the state. Over the years, the Kazakhstan model of a multiethnic, multi-ethnic state under the leadership of N. Nazarbayev has been turned into an advantage of our country.

Here it is also necessary to note the policy of repatriation of the Kazakhs, which is declared as one of the priorities of the migration policy of Kazakhstan. Since independence, special programs, quotas and conditions for the study of the Kazakh language, life and traditions are created. All this, of course, there are influential factors of international processes. At the same time, it is important to create an information and communicative space for unhindered interaction and promotion of Kazakh culture and language.

Discussion: Modernization of the education system of Kazakhstan: current status and development prospects

The quality and accessibility of education is a key factor in the competitiveness of Kazakhstan and the success of its development in the context of the unfolding 4 industrial revolution. Today, Kazakhstan has entered the final stage of modernizing education in line with global trends in accessibility, improving the quality of educational content, improving infrastructure and material and technical base, technical equipment, introducing new technologies with the aim of creating a highly educated intellectual nation. The success of modernization of education in Kazakhstan is recognized in the UNESCO Education Monitoring Report of 2017, according to which the country entered the four leaders. The current stage of world development is determined by the rapidly developing processes of the Fourth Industrial Revolution, in which the role of human capital is becoming increasingly stronger. The most important component of human capital is education, its accessibility and quality.

Today, in connection with the global processes of the development of a new scientific and technological revolution, the role of education is growing. «Nowadays, the competitive advantages

are no longer determined either by the size of the country, or by rich natural resources, or by the power of financial capital. Now everything is decided by the level of education and the amount of knowledge accumulated by society» (Nazarbayev, 2018). From the category of social expenditures of the state, education has become the main factor in economic growth, and investment in education has become a contribution to the country's better future. According to the Organization for Economic Co-operation and Development (OECD), an increase in the duration of studies for residents of a particular country by only one year leads to an increase in its gross domestic product (GDP) by 3-6%. A 1% increase in spending on education leads to an increase in the country's GDP by 0.35%. For a long time, world practice considers public spending on the development of education as a very profitable investment. Therefore, in the Message of the President of the Republic of Kazakhstan «Growth in the welfare of Kazakhstanis: improving income and quality of life» it is provided: «Within 5 years, it is necessary to bring the costs of education, science and healthcare from all sources to 10% of GDP» (Nazarbayev, 2018). According to the United Nations Human Development Reports in the education category, aspects such as coverage and access to education, its quality, as well as the level of education of the economically active population are evaluated; in global competition in the conditions of Revolution 4.0, countries that systematically promote their educational potential and improve its quality win. Today, it is the quality of education that is becoming the leading trend in world development. From the first years of independence in the Republic of Kazakhstan, the reform of education was aimed at creating a training system that is consistent with international best practice and covers all levels – from preschool to higher and postgraduate.

Education is one of the most important priorities, which is enshrined in all government documents and strategic programs. The First President of the Republic of Kazakhstan N. Nazarbayev has special and exclusive attention to education issues. The leader of the country emphasizes: «Knowledge and professional skills are key guidelines of the modern education system. Kazakhstanis must become a highly educated nation in the world, otherwise we will not achieve the goals that we set» (Humanitarian Encyclopedia, 2018). In the New Address of the President of the Republic of Kazakhstan dated October 5, 2018, «issues of the quality and accessibility of education» are called the most important component and the key to success of the state (Nazarbayev, 2018). The

main goals and objectives of the development of education are formulated in the State Program for the Development of Education of the Republic of Kazakhstan for 2011-2020, they are: «improving the competitiveness of education, developing human capital to improve the material and spiritual well-being of citizens, sustainable economic growth by ensuring the availability of quality education for everyone» (Humanitarian Encyclopedia, 2018). As a result of efforts to develop education, Kazakhstan in the ranking of human development in 2017 was included in the list of countries with a very high level of HDI, which is a significant achievement. In the category «education», the country showed rather good results, the literacy rate of the population exceeded 99.7%. According to the Education Index in the World Countries (Education Index), which is a combined indicator of the UN Development Program for 2015 and published in 2016, Kazakhstan took 39th place among 188 countries of the world (UNESCO, 2017). The index measures the country's achievements in terms of the level of education of its population in terms of the adult literacy index (2/3 of the weight) and the index of the total share of students receiving primary, secondary and higher education (1/3 of the weight). In the final Index, these indicators are summarized and standardized in the form of numerical values from 0 (minimum) to 1 (maximum). In the Education Index 2016, the indicator of Kazakhstan was 0.805. Australia took the first place in the Rating with 0.939. In addition to Australia, TOP-5 includes Denmark (0.923), New Zealand (0.917), Norway (0.916) and Germany (0.914). The United States is in 8th place, Britain closes the top ten. Of the post-Soviet countries, Lithuania has the highest rate – 14th place, 16th place in Estonia, 25th place in Latvia and 26th place in Belarus. Russia with an indicator of 0.816 took 34th place. Among the post-Soviet countries, Kazakhstan takes 6th place, slightly ahead of Ukraine, which took 40th place in the overall ranking. Among the countries included in the Eurasian Economic Union, Kazakhstan ranks 3rd after Belarus and Russia. The gap between the leader of the ranking Australia and Kazakhstan is 0.134. And between our country and China (108th place) – 0.174. In the Global Competitiveness Index 2015-2016 of the World Economic Forum (WEF), Kazakhstan took 42nd position among 140 countries of the world (UNESCO, 2017). Education and science in this ranking are evaluated by 12 indicators. In 8 of them, the country has made progress. This applies, first of all, to such indicators as the quality of the education system and research organizations, access

of schools to the Internet, access to research and educational services. Significantly higher are the results of Kazakhstan, noted in the annual Report of UNESCO on monitoring education for all for 2017, according to which our country is in the top four of the leading countries according to the Education Development Index (IRO) (UNESCO, 2018). The Republic of Kazakhstan achieved high positions in the ranking as a result of compulsory and free pre-school education and eleven-year secondary education, 100% coverage by secondary education and the absence of gender discrimination.

New trends in higher education of Kazakhstan

In 2017, the number of state organizations of technical and vocational education amounted to 454, in which 281.9 thousand students were enrolled. In 2017, the number of people accepted into these educational institutions amounted to 101.2 thousand, 85.4 thousand people graduated (UNESCO, 2018). In the Address of the President of the Republic of Kazakhstan «New Development Opportunities in the Conditions of the Fourth Industrial Revolution» the task was set: «to update training programs in technical and vocational education with the involvement of employers and taking into account international requirements and digital skills. It is necessary to continue the implementation of the project «Free Vocational Education for All» (Nazarbayev, 2018). This project will create conditions for the social integration of youth; will become an «elevator» to a better future. To date, the implementation of the project has begun in all regions of Kazakhstan, the first working profession is available free of charge to everyone. Another key trend of our time is the increase in enrollment in higher education, which is growing particularly rapidly in countries with developed economies. According to UNESCO, the number of students in the world over 40 years has increased 6 times (UNESCO, 2018). In Kazakhstan in the academic year 2017-2018, the number of universities was 122, in which 496,209 students were enrolled.

Gross enrollment in higher education in 2017 was 54.29%. Compared to 2000, this indicator grew by 16.53 points. This is a rather high indicator, but still insufficient, given the needs that are developing in trend 4 of the industrial revolution of the economy. The dynamics of changes in the gross enrollment of young people in higher education in Kazakhstan demonstrates strong volatility. In 2000, this indicator had the smallest values, in 2005 – the maximum (57.16 %). By 2010, it fell to 49.5, by 2015 – to

48.44%. In 2016, there was an increase of 2.7 points, in 2017, growth continued. As a transition to a qualitatively new level of higher education is taking place, it is likely that the percentage of enrollment in them will become a long-term trend. A key area in the development of higher education in Kazakhstan in line with global trends is the quality of training. The number of grants for specialties in demand in the conditions of the 4th industrial revolution was increased in the country. Only those universities that provide high quality education should remain on the educational market, and the criterion for the success of the university is the provision of employment and employment of graduates. The First President of the Republic of Kazakhstan N.A. Nazarbayev said: «Only those that provide high quality education should remain on the market. It is important to develop partnerships with leading universities in the world, attracting the best foreign top managers according to the experience of Nazarbayev University. I consider it necessary to create a new regional university based on the existing educational infrastructure, following the example of Nazarbayev University » (Nazarbayev, 2018). Further development of higher education in Kazakhstan in accordance with world trends will be carried out along the path of internationalization, close integration with science, production, business, massification and high quality that meets the best international standards. Thus, the high quality and accessibility of education at all levels are key factors in the country’s competitiveness and success. Today, Kazakhstan is modernizing education in order to become a society with high quality human capital in the 21st century, a highly educated and intellectual nation with the knowledge, skills and competencies to build a better future.

At the same time, do not forget that today competition between national university systems and universities has intensified significantly. Almost all universities without exception participate in the race for the best applicants. So, in Kazakhstan, universities are competing not only among themselves, but also with foreign universities, including elite educational institutions in the USA and Great Britain, where education is quite expensive, as well as with universities in Central and Eastern Europe, where education, on the contrary, is inexpensive.

Conclusion: Internationalization of higher education and its influence on universities of Kazakhstan

In order to increase the importance of education as an instrument of «soft power» in Kazakhstan,

it is necessary to develop multifaceted ties with foreign universities, including creating network universities, developing exchange programs with foreign partner universities, attracting foreign teachers and students, and publishing the results of research studies by professors teaching staff in leading foreign magazines.

The process of internationalization in higher education and its impact on universities in the context of globalization can be seen in the fact that over the past three decades, the number of students studying outside their own country (or «mobile students», according to UNESCO classification) has more than quadrupled (from 0.8 million people in 1975 to 3.7 million people in 2009). Between 1975 and 2004, UNESCO marks the three most notable upsurge in international student mobility. During the first rise (1975 – 1980), the total number of «mobile students» increased by 30% – from 0.8 to 1.04 million people. The next rise was observed from 1989 to 1994, when the number of «mobile students» increased by 34%. From 1999 to 2004, there was a third rise – by 41% (Ministry of National Economy of Kazakhstan, 2018). Over the past ten years, international student mobility has continued to grow rapidly. According to forecasts, by 2020 this figure will reach 5.8 million people and 8 million people – by 2025 (Ministry of National Economy of Kazakhstan, 2018).

Today we can observe the fourth wave of «internationalization of higher education», which is a reflection of the modern processes of globalization and internationalization in the economy and society¹³. International student mobility is stimulated by various programs (in Europe these are the Erasmus, Socrates, Nordplus

programs) and can take various forms: from full-cycle programs in foreign universities to language programs. Following student mobility, international academic mobility is growing, mainly due to the activities of specialized export promotion services for educational services and the academic exchange of teachers and students, such as the French Edu France, Egide or German DAAD. In the past fifteen years, along with international student and academic mobility, new forms of internationalization have arisen and are actively developing, characterized by the cross-border mobility of universities or university programs. Software mobility, for example, may include distance learning courses offered by foreign universities. The mobility of the universities themselves involves the opening by universities of foreign campuses or the establishment of a completely new university with the capital of a foreign university. As a result of the development of globalization and internationalization of education, the social, economic and political role of universities has significantly increased. The so-called global research university model has gained wide popularity all over the world, «within the framework of which universities become active players not only in the production of new knowledge, but also in their dissemination and use through innovative activity» (Ministry of National Economy of Kazakhstan, 2018). A modern university is unthinkable without science. It is no coincidence that the Bologna Declaration specifically emphasizes that education should be based on scientific research. This means that in universities a mechanism should be created for the fastest possible introduction of innovative scientific developments into the educational process.

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