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## **The current condition of political image-making in Kazakhstan**

At the present time, in light of the ongoing integration and modernization processes held in the Republic of Kazakhstan, a special place is given to creation of positive political image of the state and individual politicians on domestic and international political stage.

Considering political image-making, it should be noted that political PR is the oldest type of political management. Creation of the image, image of the state, politician, provides interest and support of the society. A positive image is important for the well-being and prosperity of the state, further strengthening of positions on the world stage.

Image and reputation in many respects depend on the population, its spiritual development and patriotism, belief in its capabilities and the correctness of the chosen political course. It is possible to say with certainty that "...the positive image of Kazakhstan in the world space has already taken shape during the years of Independence. Based on the political initiatives of the country's leadership, Kazakhstan has won a stable position in the global arena, has become one of the major and respected authors of the policy with regional and global importance" [1].

But, at the same time, the problem of studying the content and ensuring the formation of political leadership in modern Kazakhstan is particularly acute. This is caused by a number of reasons, which include first of all conductivity of modernization and reform processes, complexity and weak predictability of their flow, insufficient development of the information and technological potential of modern Kazakhstan society. Research findings in this area of political science are only finding their application. Meanwhile, the world's achievements in this direction are developing "by leaps and bounds".

To understand this problem, it is necessary to highlight the reasons that indicate the need to study political leadership and image-making and its impact on the nature of political modernization in the country.

For example, A. Bayturbayeva identifies four main reasons.

The first is the professionalization of political leadership in Kazakhstan society [2]. The essence of the problem is the competence of political leaders elected to the highest echelons of power who are often unable to solve their political tasks. The head of state constantly points to the need to attract competent managers with an established political image and corresponding political experience [3, p. 56]. In such circumstances, the study of domestic political leadership determines the effectiveness of the adoption and implementation of critical political decisions.

The second is political practice for claiming priority roles in public policy and government bodies. As a rule, the departure of prominent figures from an active public policy means a change of leadership.

The third is the objective need for a legal state and the development of democratic principles for the organization of public life. The political transformation of Kazakhstan has left its mark on the uneven nature of political processes in various regions of the republic. Some regions still adhere to the elements of the political regime of Soviet power. Other areas are trying to continue and develop the traditions of democratic political regimes with the direct participation of their leaders. In this situation, political leadership should be the lever that accelerates rather than hinders democratic political processes in various areas of Kazakhstan.

The fourth is the urgent political necessity of integrating methods for ensuring positive political leadership on the basis of existing experience. The need to expand the capabilities of modern political science and practice leads Kazakhstan researchers to the need to apply previously unused methods and techniques in the study of political processes.

Political science, solving applied problems of diagnostics and forecasting of political processes, more often goes beyond academic methods. The accumulated experience of Kazakhstan's leadership allows us to talk about the comparative

advantages of traditional and topical political problems of political leadership, make constructive conclusions based on them on the further development of political regimes and processes.

Considering the development of Kazakhstan's political science field, which deals with image issues, it should be noted that it appeared relatively recently. In the period of totalitarianism, fundamental research on theory and applied image, for known reasons, was not encouraged and not in demand. Interest in issues related to the political image appears only at the end of "perestroika", when the elections became alternative, which in turn generated interest in issues related to the image of the political leader.

Being the main actor in the political field, the leader appears before the electorate in the manner in which he has the greatest chance of realizing his goal of achieving power [4].

Assessing Kazakhstan's reality, it is possible to distinguish the pattern according to which the bright political leaders in the power elite get smaller every year. And it's not surprising. After all, the reason for such a pattern is the formation of today's political elite not by an elected way, but through appointments. There is a complex mechanism of recruiting. The environment of the leader is selected on the basis of personal sympathy and devotion, and not in accordance with business qualities and opportunities. Successful businessmen stopped coming to the civil service, clientism, tribalism, averageness prevails.

The political elite should be the bearer of the basic traditions and foundations of society, its spiritual and moral values. Its mission is to ensure stable socio-political, economic and spiritual growth, strengthening of the system of state structure. At the same time, the ability of a political leader to ensure the subordination of associates in accordance with the tasks, providing trust and relying on such methods of influence as authority and cooperation, play a positive role in power relations.

Speaking about the political image, we should not underestimate its significance. For example, the formed positive image of the state in the global arena allows the state to occupy a worthy place in the world community, which in turn directly

influences and determines the quality and standard of living of the citizens of the country, guaranteeing domestic political stability and increasing the chances of success in future election campaigns.

The image of a policy is a very complex configuration, in the analysis of which it is impossible to do with several concepts or introductory ones. Theoretical development of the image problem in the development of political leadership requires the identification of mechanisms for the formation and identification of ways to optimize the image, study the typology of leadership.

For modern Kazakhstan, the political factors shaping the image of the leader have exceptional relevance and importance. Also, we should take into account the fact that over a certain historical time our state was governed not so much by laws as by people, and the phenomenon of the image of political leadership requires its conceptual and practical support. And both in the interests of the politicians themselves, and in the interests of the state.

Analysis of political factors that influence the formation of the political image of the leader arouses interest to representatives of different sciences. Various aspects of this problem become a problem in the study of political science, sociology, political psychology and the history of political science.

Today, a very large experience of research of political leadership has been accumulated, as well as a certain theoretical and empirical material that allows us to examine in more detail certain aspects of this phenomenon. Therefore, we can talk about the need to understand the problem of the political image as a phenomenon of modern life from the side of Kazakhstan society.

At present, there are real prerequisites for the development of political science as an independent scientific direction and as a special theory of the average level. Although the problem of the effectiveness of political factors is devoted to a small part of the research of the political image of leadership, it is still possible to distinguish them in a separate direction in the study of political leadership, mainly connected with the situation of the globalization of the modern world.

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