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**MUSEUMS OF KAZAKHSTAN AS OBJECT AND SUBJECT
OF THE CULTURAL POLICY OF THE STATE**

Abstract. Kazakhstan museums as a factor of development of political, economic and social environment of regions; strategic integration of regional museums into a single socio-cultural space of the country; the content of the activities of museums in the system of external and internal relations. The concept of "cultural policy" in the content of Kazakh museums; philosophical and social aspects of the study of problems of the development of Kazakhstan museums, analysis of the socio-cultural mission of the museum and its transformation during the independence of Kazakhstan. Historical and local lore museums of Kazakhstan have paleontological expositions reflecting the biological history of the region in accordance with a certain scientific concept. As a rule, they are built both on the museum's own materials, and on materials received from other collections.

Keywords: museums, object, subject, exhibitions, local history, culture, history.

Introduction. Museums are a special communicative system that is part of the cultural space of the country, they can act as an intermediary in the "dialogue" of modern cultures, which speaks of the importance of studying the cultural heritage stored in museum funds (1, p.196).

The specificity of the exposition and exhibition work of museums with paleontological collections is the research activity, the result of which is the presentation of genuine evidence of the development of nature. Exposition in this case acts as the main communication channel. Particularly relevant in the light of the instructions of the President of the country N.A. Nazarbayev on the introduction in all educational institutions of the mandatory training course "Local Studies". School local lore museums play an important role in tourism and local lore activities, they need to be created in schools.

Methods of research. The analysis of the museum as an object of research is based on the historical-system approach, which, being currently the most common direction of the methodology of scientific knowledge and social practice, focuses on the disclosure of the integrity of the object, its mechanisms, on the identification of the various types of object connections and their reduction into a single theoretical picture.

For the study of fossil materials, paleontology methods were used, based on the analysis of successive changes in animal and plant complexes in time, surface excavations, excavations, mechanical and chemical preparation, grinding, and determination of fossil animal remains. With the participation of the authors, historical reconstruction, conservation, restoration of skeletons of fossil animals.

The discussion of the results. Exhibitions of museums are organized according to the thematic principle, depending on the nature of the exposition materials (stock, from other collections, complex) and from the placement. Temporary exhibitions reflect the direction of scientific research, scientific achievements in the study of specific problems, the results of field expeditions. The level of the technical equipment of the museum often does not allow it to be shown in a permanent exhibition, so the exhibitions are attractive to visitors, evoke interest in the museum, contribute to the development of museum communications.

Tourist and local lore activities of young students should be considered as a component, integral part of the educational process [5].

Today, for many Kazakhstani museums, the problem of exhibition display of collections is very actual. The paleontological exposition appears as a special information system that reflects the phenomena of the historical process through museum objects (exhibits) as sign components. The exposition is built by the authors through the comprehension of the exhibits in the calculation for a certain understanding of their perceiving subject (2, p.48). Recently, the problem of creating paleontological exposition complexes is at the stage of discussion, this problem is very important and timely for modern Kazakhstan museology, therefore, further analysis of this problem is needed, its discussion in the scientific and historical museum environment (3, p.64,66).

Based on the analysis of the development of museology (in particular, the presentation of paleontological collections) in different countries, it can be noted that the experience of museums in Kazakhstan is quite comparable with them. Let's consider some aspects of the activity of museums of Kazakhstan in this direction.

In the North-Kazakhstan regional museum of history and local lore since 2005 a new exposition of the nature department was opened. Paleontological exhibits are presented in the hall "The origin of life on Earth". Of all the museums of Northern and Eastern Kazakhstan, only in the exposition of the North Kazakhstan Regional Museum of Local History there is a map of the paleontological locations of the region. Paleontological exhibits are presented against a backdrop of panoramic landscapes reflecting the appearance and habitat of fossil animals.

In the Kokshetau Regional Museum of Local History, the main paleontological exhibits of special value are very low (the podium is 15 cm from the floor), which is inconvenient for an adult and is perceived with the proper effect only by children. Such a "presentation", for example, the skull of the Etruscan rhinoceros, significantly underestimates the importance of this rare discovery for Kazakhstan. However, this is due, first of all, to the lack of exposure facilities, because Exposure was built taking into account the allocated under the paleontology hall, and rising to the highest podium paleontological exhibits have significantly reduced the space for displaying no less interesting paleontological finds.

For a long time, the East Kazakhstan Museum had no premises where it would be possible to deploy the work. Only in 1967, the regional museum was granted a new building, in which it is now. Its total area is 1200 square meters. m, exposition 800 sq.m. The paleontological exposition of the museum (with a rich palaeontological fund) is not reflected in its entirety. This is due primarily to the lack of a specialist paleontologist and the enthusiasm of the staff of the department of nature studying modern flora and fauna.

The Kustanai Regional Museum of Local History was given a permanent premise for the museum only in 1937. In the courtyard near the brick wall, mass shootings of Party and Soviet workers, and red guerrillas were conducted. This wall still keeps traces of bullets. In memory of the fallen fighters for the people's cause in 1938, the building with all outbuildings was transferred to the museum for permanent use as a monument of historical and revolutionary significance. During this period, the museum opened a permanent exposition on the nature and history of the region, active exhibition work was conducted. The museum contained a living area and an experimental site, where planted rubber plants were grown and agronomical recommendations were given. In 1937 three departments were organized in the museum: the nature department, the history department, the modern history department of the region. Such a concept of the historical museum of local lore was for a long time typical of most museums in Kazakhstan.

From local history museums of Northern and Eastern Kazakhstan at present only one (Kustanai Museum) does not have a permanent exposition of ancient nature. In the practice of this museum - the development of a scientific concept of natural history in a specific exhibition of paleontological rarities "Far past of the Earth". For the review, previously exhibited paleontological materials were exhibited. The guarantee of the demand for the exhibition among students and students was its correlation with the curricula and the uniqueness of the material exhibited. It should be noted that the paleontological exhibition was a very valuable work experience, as a result of which the museum gained a high rating in this direction among the institutions of culture and leisure. The museum has its own methodology of exhibition work and equipment for exhibitions. Interested institutions, organizations, private collectors

provide the museum with the necessary items, collections, documentary material, which subsequently replenishes the museum's funds.

Paleontological Hall of the Pavlodar Regional Museum of Local History. G.N. Potanin evokes a spectacular and vivid perception of the world of ancient animals. Two large skeletons of fossil animals - the mammoth and giant deer - are not only the pride of the museum, but also its business card. The exposition of the museum presents paleomaterials from the unique paleontological nature monument "Goose Flight" - the skeleton of the Hypparion, the fragment of the jaw of the ancient hyena, and the skull of the rhinoceros chiloteria and other equally interesting exhibits (14, p.491-503).

In the paleontological collections of the regional historical and local lore museums of Northern and Eastern Kazakhstan there are significant materials on the fossil flora and fauna of the region under investigation. The importance of preserving and creating conditions for the accessibility of paleontological material for the development of the directions of the biological and geological sciences and the educational process of future generations is evident.

The study of paleontological materials occurred in parallel with an in-depth study of the remains of the organisms of individual systematic groups. This approach promotes the qualified inventory of the museum fund, the study of previously accumulated collections and the revision of previously established taxa. This allowed us to discover and describe a new type of fossil elephant, to conduct research and to clarify the habitat of the Siberian elasmotheria (15, p.189-199)

Conclusions. Turning to the analysis of museum practice, it should be noted that, despite the contradictory nature of the modern era, there is an organic interaction between types of sociocultural transformations, that is, traditionalization and modernization. This process is especially prominently displayed in a comparative analysis in the context of the cultural history of mankind. A study of the history of museums in the world shows that their origin was accompanied in different countries by various causes and circumstances. At the same time, the view of the ancient era as socio-cultural prerequisites for the establishment of the museum remains unchanged. Note also that the definition of "antique era" here should be understood not only in geographical terms as a synonym for ancient Greek society, but in a broader sense, as the culture of the Ancient World. And, finally, the ancient stage is designated by scientists as a protomimeic period, a feature of which is the cultivation of everything that exists.

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«Бейбітшілік пен келісім мұражайы» РМҚК

**ҚАЗАҚСТАН МӘСЕЛЕЛЕРІ МЕМЛЕКЕТТІК МӘДЕНИЕТ
САЯСАТЫНЫҢ МАҚСАТЫ МЕН МӘНІ**

Аннотация. Қазақстандық мұражайлар өңірлердің саяси, экономикалық және әлеуметтік ортасын дамыту факторы ретінде; аймақтық мұражайлардың елдің бірыңғай әлеуметтік-мәдени кеңістігіне стратегиялық интеграциясы; Сыртқы және ішкі қатынастар жүйесіндегі мұражайлар қызметінің мазмұны. Қазақстандық музейлердің мазмұнында «мәдени саясат» ұғымы; Қазақстан мұражайларын дамыту мәселелерін зерттеудің философиялық және әлеуметтік аспектілері, мұражайдың әлеуметтік-мәдени миссиясын талдау және оның Қазақстан тәуелсіздігі кезеңіндегі трансформациясы. Қазақстанның тарихи-өлкетану мұражайлары белгілі бір ғылыми тұжырымдамаға сәйкес аймақтың биологиялық тарихын көрсететін палеонтологиялық экспозицияларға ие. Әдетте, олар мұражайдың өз материалдарында, ал басқа коллекциялардан алынған материалдар бойынша салынған.

Түйін сөздер: мұражайлар, объектілер, тақырыптар, көрмелер, жергілікті тарих, мәдениет, тарих.

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**МУЗЕИ КАЗАХСТАНА КАК ОБЪЕКТ И СУБЪЕКТ
КУЛЬТУРНОЙ ПОЛИТИКИ ГОСУДАРСТВА**

Аннотация. Казахстанские музеи как фактор развития политической, экономической и социальной среды регионов; стратегические интеграции региональных музеев в единое социокультурное пространство страны; содержание деятельности музеев в системе внешних и внутренних связей. Понятие «культурная политика» в содержании казахстанских музеев; философско-социальные аспекты исследования проблем развития казахстанских музеев, анализ социо-культурной миссии музея и ее трансформация в период независимости Казахстана. Историко-краеведческие музеи Казахстана имеют палеонтологические экспозиции, отражающие биологическую историю региона в соответствии с определенной научной концепцией. Как правило, они строятся как на собственных материалах музея, так и на материалах, поступивших из других собраний.

Ключевые слова: музеи, объект, субъект, выставки, краеведение, культура, история.