

массовой информации и поп-культуре. Эти книжки картины получили внимание и адаптацию не только не-больших киностудий и книгоиздателей, но и кинематографического гиганта - Голливуда.

Благодаря интересу подрастающего поколения к формату комиксов, этот жанр можно использовать для продвижения этнокультурных традиций в воспитании и образовании молодого поколения с ориентацией на национальные особенности страны и ценности казахского искусства и культуры. Такой аксиологический диалог культуры ближних и дальних этносистем, безусловно, будет способствовать развитию интереса к национальному наследию, поскольку разговор будет вестись на доступном языке изображений и в оригинальной презентации с помощью современных графических форматов и жанров.

Ключевые слова: этновоспитание, этнообразование, графический роман, графический роман, картинная книга, манга, аниме, комикс, авторский комикс, иллюстрация, литературно-графический жанр, экранизация.

Received 25.12.2020.

МРНТИ 14.35.07

A.N.IMAYO

Kurmangazy Kazakh National Conservatory (Almaty, Kazakhstan)

imayo.assel@gmail.com

<https://doi.org/10.51889/2021-1.2077-6861.28>

«ALTYN ART» MAGAZINE – A MEANS TO EXPLORE THE CULTURE, ARTS, AND MUSIC EDUCATION OF KAZAKHSTAN

Abstract

The article presents the conceptual basis of the ALTYN ART magazine, ways of the magazine development and implementation. Finally, it is proposed to consider the concept of further development of the publication to give information, possibly, useful for other publications of a similar thematic area.

Art magazines are an effective way to conduct a dialogue between creative artists, i.e. painters, musicians, designers, etc. The author aims to improve the theoretical and practical understanding of the key elements and factors that contribute to the arrangement of the social and cultural creative environment in Kazakhstan and the development of its print media. The data collection and analysis was based on the experience of creation and publication of own cultural and informational periodical, the search for new ways to develop and promote the achievements of culture, art and professional music education.

The materials of the journal give a clear idea of modern culture of Kazakhstan. The focus on articles written by experts of the field of Kazakhstan's art may get interest students in further research in this area.

Keywords: music education; upbringing; Kazakhstan; magazine; printed magazine; entrepreneurship; culture product; altyn art magazine; art; culture; sociocultural aspects.

Introduction. The search for new ways of development and promotion of cultural products in Kazakhstan is always a relevant problem that requires the constant attention of cultural institutions of both the public sector and non-profit companies.

Art magazines that are to say magazines about arts, began to be published in the world more than 100 years ago (for example, The Art Journal, ART News, Art in America, and

all well-known magazines in the Russian-speaking space: Art, Dialogue of Arts, etc.) and for the most part they present works of art, as the phrase goes, in the flesh. And the primary mission of such publications is, of course, to promote and popularize arts. For example, the American art magazine ArtForum, published since the middle of the 20th century, focuses on analytical articles on contemporary essays and opinion of famous journalists and art critics.

The publication teaches to talk about art and chooses non-obvious heroes for review [1].

Society as a whole appreciated these magazines' format from the very beginning of their creation since the print edition in this form successfully performed several important functions, including, for example, informational or advertising functions.

The researcher Omarova writes that glossy magazines are an integral part of culture and their main idea is to convey information to the reader [2]. Besides, materials published in magazines usually form a public opinion or, based on the rules and foundations accepted in society, give a snapshot of the situation in a particular area, according to the concept and topic of the magazine. Since the middle of the 20th century the television, radio, press, advertising, art – all of them variety of signs and messages, and all levels of them begin to be perceived as equivalent to each other [3]. Since their inception, magazines have been designed to fill the gap between newspapers and «serious», «intellectual» books. In terms of form and content, articles about art and cultural heritage are as accessible as possible to the general reader [4].

Today each of us is to some extent, rendered as «mini-media» oneself. Shamshurin notes that «there is a transformation of creative experience into a publicly available cultural product with the help of technology, there is a multiplication and dissemination of various cultural models and forms, value guidelines...» [5]. So, having a smartphone, tablet, Internet access, each of us can broadcast about something more or less useful and interesting, to the best of our competence and knowledge. That is why, the exclusivity of materials, the quality of presentation of unique material, the names and authority of the authors who write articles for the publication, are at the forefront when forming the content of a periodical magazine about culture. The presence of these components but not limited to them ensures the degree of competitiveness of a print publication. The publisher's responsibility also includes the ability to generate ideas for high-quality, useful, and interesting content. The world of articles, publications, and a huge

amount of information about everything that happens in the art world does not allow the publishing editor to relax; it is more and more interesting and difficult to choose the best with every passing year.

As a rule, any media is responsible for the accuracy of printed materials and use of «fact-checking». Art magazines always contain exceptional materials, as articles are written by professional art experts, critics, musicologists, etc. They certainly are chary of their reputation and are very responsible in their work. As they say in the well-worn proverb, once it's in writing, it's never going away, and this phrase is more relevant than ever in this case, since any mistake missed by the proofreader and the issuing editor, whether it is a grammatical inaccuracy or not fully stylistically verified text, will forever remain as a silent reproach to the editor-in-chief and publisher in the printed issue of a magazine and is likely to be noticed and marked (with an internal tick of displeasure) by the reader.

Main body. The format of a glossy cultural and informational magazine is at the initial stage of its development in Kazakhstan. And today this format is represented by the circulation of the new periodical «Altyn Art». The publisher and partners organized the production of the unique creative product aimed at the development and promotion, as well as the popularization of the academic art of our country.

The significance of the project is determined by the fact that the evolution of periodical management and implementation process takes place right here, right now, starting, however, from the experience gained by the NOMAD periodical, which was published in print for about 15 years, and has been published in electronic format on the site of the same name in recent years. The expertise accumulated by the editorial staff served the processes of new intellectual product creation and management and contributed to «Altyn Art», the magazine about art and culture, a new name that appeared in the country media landscape. This trimensual presentation periodical was published first in the spring of 2020. The magazine tells about the Kazakhstan culture, its history, unique

heritage, and outstanding figures of science and art, about the news of modern cultural life, about interesting and important projects that contribute to the development of culture and art in Kazakhstan and the world. The thematic sections of the magazine are presented in such a way that there is a place for describing the Kazakh traditions, for an interview with a famous performer and for a personal «gallery» of the artist. By combining the spheres of culture into one cultural and information space, the publisher strives to ensure that «gradually becoming an integral part of the spiritual life of the nation» [6]. It is noted that «the need for information is one of the most important for any person at all times. It is due to the subconscious desire of people to know what is happening around» [7]. This statement is even more true for cultural events that take place around a person

Discussions. Today the magazine is practically the only periodical in Kazakhstan whose activities are related to the selection, creation, and popularization of cultural values in print. Exclusive author articles and colorful illustrations make the magazine an excellent guide through the pages of culture and art of our country. Experts from various fields of activity are invited to cooperate as consultants for competent reporting of various issues. Professional journalists, designers, photographers, and artists participate in the creation of the magazine.

Despite the difficult situation due to the pandemics in the country, and in the world in general, the publishing house has issued four circulations, one per quarter during 2020, and is preparing for the new season in 2021.

Researcher Kartseva E.A. writes, that «art is increasingly integrated into the space of mass culture, the fashion industry, glamor and show business... As a result, today it is customary to talk about the crisis of art criticism and the flourishing of art journalism. Thematic media, as well as specialized radio and television programs, are in demand by the public as an accessible format for introducing art through the interpretation of specialists» [3].

There is the question whether it is possible to blame culture for its excessive accessibility and how to clearly formulate the difference between mass culture and elitist culture in the age of information technology [8].

The position of the magazine in the professional environment, in our case among musicians, artists, and actors of cinema and theater, must be stable, that is, the reader must be sure of the value of the information he will find, of the relevance of the periodical columns, as well as the fact that the articles of these columns will be interesting and, of course, a priori expertly written. And speaking about the authors, it should not go unnoticed that the editorial staff gladly cooperates with young, “inexperienced” specialists, musicologists, and art experts. Art journalism is a new direction in Kazakhstan and the creation of such product as the cultural and informational magazine «Altyn Art» forms a new layer of art journalists who will properly and, most importantly, competently cover the cultural life of Kazakhstan. Today, people from creative professions come to art journalism that is required since no one except a musician will clearly and expressively tell stories from the life of the orchestra, and a painter will colorfully tell about the everyday life and aspirations of his colleagues in the workshop.

However, such a musician or painter must certainly have the word-painting talent. Not everyone can do this, so this kind of multi-specialist “for necessity” is always worth in gold. This idea is also echoed in the title of the Altyn Art (Golden Art magazine). Gold is valuable because it needs to be mined by sifting a lot of common rock. When you find a nugget in a mass of the same gold-looking but still just grains of sand, you find a treasure. The value of each nugget is that it is unique in shape, there is no other like that, and it is just as obvious that each of these nugget people has its integrity and only their inherent talent. Our business is to seek, find and present their undoubted value to the world.

It is also necessary to increase the target audience, attract new readers, new social groups that were not covered before. For example, the Altyn Art magazine was given to a village

library in Zhandosovo village, Almaty region, recently formed by volunteers, and the colorful gloss attracted a lot of attention. So, it is necessary to localize content not only in cities but also in district libraries, as well as in libraries of music schools, colleges, and universities.

It is important to note the fact that a high-quality print is a prerequisite for a magazine dedicated to art since reproductions of the presented paintings within the article about an artist should be visually as close as possible to the original. The aesthetics of the magazine is in its fullness and usefulness of materials. However, do not forget about the pleasure of tactilely feeling the gloss of the page, flipping through, and visually assessing the quality of layout and design as a separate art. It is rightly noted that «the environment of a modern people is a special visual space, everything tends to be visual. And this is the dominant feature in glossy magazines» [9].

Art can give joy and pleasure from a whole range of sensations, including tactile, visual, acoustical, and aesthetic. Besides, art magazines are a collection of all the best in this field, «selected» gems, modern landmarks, everything is collected in one periodical and offered to readers saving their time in equal measure. They can feel themselves in art, incorporate information useful to themselves, and learn about interesting people, events, and projects. Art can give a pabulum for reflection and to inspire great deeds, to give the joy of recognition, and to share eternity.

As you know, publishing is a branch of culture and production, which is directly related to the release and sale of printed publications, including books, newspapers, magazines, catalogs, etc. Publishing management today is an independent type of professional activity. And a real publisher is a person with a unique combination of knowledge in this area and creativity, a high-level organizer, managing processes and competently applying printing technologies. The creation of an art and culture magazine can be trusted to a publishing house managed by such a professional. Unfortunately, the decline in the readership of print media is

a reality today. However, actively using digital technologies, you can achieve good results in retaining it and building a loyal target audience [10].

Of course, advertising activities for the product popularization on the market play a significant role in the promotion of printed products. Marketing has a unique opportunity to distribute culture product among the people. Marketing instruments allow to organize communication between the magazine and the reader, and it forms the demand and supply for art objects, spiritual and cultural values in society [11]. Continuous advertising campaigns are the key to success in promoting a print publication. So, it is the idea that should be promoted in the first turn, even before the actual product appears. The status of exclusivity and the very idea of the magazine as a collection of unique materials that also play a useful educational function makes valuable the publication concept. Adhering to a strictly defined concept and subject matter, a journal needs to become as competent as possible in its field.

At all times, a publisher of printed periodicals always faces the problem of promotion and competitive ability. The current digitalization era implements marketing tasks more complicated on the one hand and significantly contributes to promotion on the other hand. For example, increasing the awareness of the magazine in the market among cultural professionals is possible through the active use of social networks, and the possibility of distributing the magazine almost instantly, through quick links to the electronic demo version or the full layout. It is too early to talk about replacing some media with others. Rather, they are mutual complementary, due to the general complication of the types of mediacommunications and a big choice of different forms of information's present, when the corresponding needs of the audience are satisfied with the appropriate types of media [12, P.6].

Some of the materials can also be shared using the publication accounts in social networks, and an interested person will be able to have an idea of the quality of the material presented and can evaluate it in the respect that such criterion as

the author's authority also matters, especially in culture and art. The author must have the necessary education in his field, understand the art and trends of modern culture, perfectly orient himself in the national and global cultural space. We gather such authors together in the *Altyn Art* magazine in Kazakhstan, their names are known profession-wide and their authority is absolute. These are musicologists and critics who have received an excellent education and carry authority in the art expert world □ Bayan Barmankulova, Ekaterina Reznikova, Assiya Mukhambetova, Flyura Musina, and others. Among the objects of attention of an experts and critics are contemporary performance, contemporary «musical and stage arts, modern theater and concert practice» [12]. Moreover the authors of the articles, among other things, are talented and experted in teaching the subject of arts. Hence young people and the older generation can learn how to understand and perceive art. Since the publications are devoted exclusively to Kazakhstan's art, the materials of the magazine give a clear idea of modern Kazakhstan's culture. So information in articles able to induce the younger generation to strive to learn more about the arts and about the creative personalities of Kazakhstan. It also strengthen the patriotic feelings of our citizens both, in Kazakhstan and around the world, who are aware of the creative potential of our culture and the general influence of our art into the world community. Here there is an educational activity as a way of «transmission and retransmission of existing cultural values and cultural phenomena» [13].

The analysis of the consumer audience of glossy magazines in general leads to the conclusion that, in principle, the consumer sector of glossy magazines is quite wide. However, mostly, such magazines are also interesting to those people who already live in a space, which meaningfully and visually already associated with the space of their world. Thus, they already «have their own stable system of views on the world and are not very susceptible to the «hypnotic» influences of the mass media» [14].

Thanks to cultural and informational

magazines, modern people save time for the information search. You need to process a lot of unnecessary information to find the useful one and even if such information can be found on the Internet, it is often a version limited in content. Besides, one wants to feel such specific content as contemporary art as much alive as possible.

There is no way to go to an exhibition in another city or country, the magazine provides a key – QRCode, according to which a modern user of gadgets can easily find himself on a virtual opening day, reading material about the event, collected by a competent author along the way. Or, having read about the *Almaty Symphony Orchestra* team in a magazine, admiring its achievements and regalia, the reader has the opportunity to listen to a concert performed by them immediately. And it is also via QRCode leading to the *Orchestra YouTube* channel.

Everything living and man-made has the energy and gives it to us, you can absorb impressions and new ideas, get inspired, and devote yourself to creativity by exchanging energy.

In modern conditions, each publication has its promotion program based on standard concepts. Therefore, we can say that most newspapers and magazines have common approaches to their work, such as studying the audience, communicating with readers, working on the image and improving the information content of the publication, holding promotions and special events, as well as sponsorship.

Results. As for the new technologies for promoting the printed publication, it is worth pointing out the method of distributing magazines among AOC (apartment owners' cooperative) of elite gated communities and condominiums. As a rule, they are inhabited by people with an upper-middle income who allow themselves the luxury of having a gloss about culture on their coffee tables. And in this case, the main conditions for promoting a publication are the most comfortable access to magazines and unsophistication in the methods of their obtaining as well as the constant availability of the necessary circulation. Digital Promo

(promotion) with the print magazine as the basis is successful also. The cover is supplemented with the word ARTIST, a separate site is created with interviews of the cover characters and information about them, including the creative portfolio. Thus, the magazine is producing its new project promoting Kazakh musicians in our country and around the world. So, in 2021, the digital magazine Altyn Art&Artist was officially registered.

Thanks to the expansion of «&» in the magazine Altyn Art, it became possible to have new faces on a weekly basis, revealing for readers the interesting creative personalities of Kazakhstan's artists through interviews.

In addition to the existing famous adult artists, expansion of Altyn Art&Artist allows to add cover pages with young and talented kazakhstan's artists among children up to 16-three years old in nearest future. Thus, it opens for them a window into a new world of glossy magazine – high-quality, expert and, most importantly, made in Kazakhstan. The publication can create a motivational field for adolescents who usually have a permanent need for attention to their person and creativity. In fact, in order to improve kids-artist's skills, this can serve as an impetus for improving skills, because the cover page declares value of a person as an artist. Besides, one can push off and move into a new creative experience. In fact, the stars are usually printed on the cover of a glossy magazines. Then indeed this experience of recognition of talent is important for a creative person.

In the context of the 2020 pandemic, creating and publishing an art magazine would be an overwhelming task especially financially without the support of sponsors who are partial to art. Moreover, it is important to note the fact that in all cases of financial support from companies, it was charity, since, given the thematic focus of the magazine, companies could not count on greater involvement in the context of the advertising module among the target audience of the magazine.

This is the case when the value of a magazine completely devoted to the art and culture of our country is that it contributes to the formation

of a cultural community and people at the head of various companies, different businesses can see this, as well as the prospects for publishing the slow life format (due not only to the printed version but also to the fact that it is about art). Accordingly, by supporting the magazine, the owner of the company, business or philanthropist becomes the one who actively helps to form the smart society that appreciates beauty, feels the aesthetics of beauty and the nature of creativity.

Conclusion. Publications about academic or theatrical art in Kazakhstan, in any format, whether it is an article on the Internet or in a print edition, rarely arouse heightened interest among the readership. And considering the prospects for the development of publishing in art, it should be noted that the number of publications is not so much important as their quality. Whether it is cultural and informational, revealing a colorful kaleidoscope of works of the art magazine, or a scientific and analytical magazine aimed at highlighting problems and looking for new solutions with the help of authoritative critics and art historians, the root cause is the publisher's initiative, embodied in the idea of creating a harmonious community, the concept revealing uniqueness in everyone through the beauty in art.

Therefore, as a conclusion, I would like to bring the word of the editor (my word) to the first issue of the first magazine about our country's culture and art in Kazakhstan: «It is not a secret that any information now can be found on the Internet in seconds.

Readers are moving into virtual reality. However, despite this, the number of people striving for conscious consumption of information is steadily growing they choose publications whose vision, subject matter, or curatorial work are close to them. These people value their time and vivid impressions. Reading a magazine for them is one of the available forms of new luxury, a special ritual that is not a pity to spend time and money on.

For our part, we have something to say to our readers, and we know in what form we want to do it. We offer not just a set of pages but a point of view and a way of life, forming a community of like-minded people. We record and save for you the bright moments of Kazakhstani art and

culture. You will hear a story about the traditions and customs of the people at our «Dastarkhan». You will meet people who have made a significant contribution to the culture of the country while flipping through the «Album». Unique projects created within the «Office» walls will be shown by the «Panorama» of cultural events. The best on-stage performance groups and soloists will

sound from the «Scene», the «Gallery» will hold a vernissage, and the «Screen» will show a film premiere. The QR-code will lead you to the project website, to the language versions of the article, to a virtual exhibition or concert. Art seeks to surround a human with beauty and harmony, and if you go towards this, you can change our reality for the better» [15].

References

- [1] Tazhnaya A. ZHurnaly nedeli: 10 aktual'nyh izdaniy ob iskusstve /Look at me. [Elektronnyj resurs]: <http://www.lookatme.ru/mag/archive/experience-other/123667-zhurnaly-nedeli-10-aktualnyh-izdaniy-o-sovremennom-iskusstve> (data obrashcheniya: 09.01.2021).
- [2] Umarova T.R. Glyancevye zhurnaly i ih social'nyj i kul'turnye resursy vliyaniya na chitatelya /Vestnik MGLU. – 2016. – Vyp.11 (750). – S.148
- [3] Karceva E.A. Mediakommunikacii v prodvizhenii iskusstva i hudozhnikov /Observatoriya kul'tury. – 2018. – T.15. – №2. – S.170-177. DOI: 10.25281/2072-3156-2018-15-2-170-177.
- [4] Kamilova E.E. Fond periodicheskikh izdaniy v biblioteke /Magisterskaya rabota. – Karaganda, 2016. – S.27.
- [5] SHamshurin D.A. Cifrovye media kak faktor kul'turnoj globalizacii /Mezhdunarodnyj nauchno-issledovatel'skij zhurnal. – 2018. – №6 (72). – CH.2. – S.70-75.
- [6] Raimkulova A.R. Mezhkul'turnoe vzaimodejstvie i predposylki razvitiya kazahstanskoj kompozitorskoj shkoly /Pedagogika i psihologiya. – 2019. – №3 (40). – S.7.
- [7] Kondratskaya V.L. Skobeeva D.A. /Informacionnaya zhurnalistika /Uchenye zapiski Krymskogo federal'nogo universiteta imeni V.I. Vernadskogo: Filologicheskie nauki. – 2012. – №4-1. – CH.25 (64). – S.97-102.
- [8] Stankevich M.V. Vliyanie novyh media na kul'turu /ISSN 1991-5497. Mir nauki, kul'tury, obrazovaniya. – 2018. – № 1(68). – S.433
- [9] Slepцова A., Romah O.V. Glyancevyj zhurnal kak zhanr sovremennoj massovoj kul'tury /Analitika kul'turologii [Elektronnyj resurs]: [/http://analiculturolog.ru/journal/archive/item/464-article_47-4.html](http://analiculturolog.ru/journal/archive/item/464-article_47-4.html) (data obrashcheniya: 09.01.2021).
- [10] Kozyr' N. S. Bloza E. N. Rossijskij rynek periodicheskoy pechati: sostoyanie, tendencii i perspektivy razvitiya //Regional'naya ekonomika: teoriya i praktika. – 2015. – №28 (403). – S.40-53
- kozyr' N.S., and Bloha E.N.. «Rynek periodicheskoy pechati v Rossii: sostoya[11] Levitova P. F. Vzaimodejstviya iskusstva i marketinga // Mezhdunarodnyj studencheskij nauchnyj vestnik. – 2015. – №4-1. [Elektronnyj resurs]: <http://www.eduherald.ru/article/view?id=12667> (data obrashcheniya: 12.01.2021).
- [12] Kuryshva T.A. Muzykal'naya zhurnalistika i muzykal'naya kritika: Uchebnoe posobie dlya studentov vuzov. – Moskva: VLADOS, 2007. – 295 s.
- [13] Kul'turno-prosvetitel'skaya zhurnalistika: sovremennye problemy i puti razvitiya otrasli /Bibliofond [Elektronnyj resurs]: <https://www.bibliofond.ru/view.aspx?id=900941> (data obrashcheniya: 12.01.2021).
- [14] Romah O.V. Slepцова A. Potrebitel'skij sektor glyancevogo zhurnala» Analitika kul'turologii. – 2009. – №14. – S.155-169. mah O.V., and Slepцова A.. «Potrebit
- [15] Imae A.N. Slovo redaktora /ALTYN ART magazine: kul'turno-informacionnyj zhurnal. – 2020. – №1(1). – <https://www.altynart.kz/altyn-art-1-1-2020> (data obrashcheniya: 12.01.2021).

«Алтын Арт» журналы – Қазақстандағы мәдениетті, өнерді және музыкалық білімді танымал ету құралы ретінде

А.Н.Имае

Құрманғазы атындағы Қазақ ұлттық консерваториясы

(Алматы, Қазақстан)

Аңдатпа

Мақалада ALTYN ART журналының тұжырымдамалық негіздері, журналды дамыту және енгізу жолдары көрсетілген. Сонымен, ақпараттарды одан әрі дамыту тұжырымдамасы ұқсас тақырыптық бағыттағы басқа жарияланымдар үшін пайдалы болуы мүмкін ақпаратты қалдыру үшін ұсынылады. Көркем журналдар - шығармашылық суретшілер: суретшілер, музыканттар, дизайнерлер және басқалар арасындағы диалогты жүргізудің тиімді тәсілі. Автор Қазақстандағы әлеуметтік-мәдени шығармашылық ортаны ұйымдастыруға және ондағы баспа құралдарын дамытуға ықпал ететін негізгі элементтер мен факторларды теориялық және практикалық тұрғыдан түсінуді жетілдіруге бағытталған. Деректерді жинау және талдау өзіндік мәдени-ақпараттық мерзімді басылымды құру және жариялау тәжірибесіне негізделген, мәдениет, өнер және кәсіби музыкалық білім беру жетістіктерін дамыту мен танымал етудің жаңа жолдарын іздеу.

Журнал материалдары қазіргі қазақстандық мәдениет туралы нақты түсінік береді, сонымен қатар осы саладағы студенттерге қызығушылық танытатын Қазақстан өнері саласындағы беделді мамандар баптарына назар аудара алады.

Түйін сөздер: музыкалық білім, тәрбие, Қазақстан, журнал, баспа басылымы, кәсіпкерлік, мәдениеттің мәдени өнімі, Altyn Art журналы, әлеуметтік-мәдени аспектілері, өнері, мәдениеті

Журнал «Altyn Art» – как средство популяризации культуры, искусства и музыкального образования в Казахстане

А.Н.Имае

Казахская национальная консерватория имени Курмангазы

(Алматы, Казахстан)

Аннотация

В статье представлена концептуальная основа журнала ALTYN ART, способы его развития и реализации с целью ознакомления широкого круга читателей, популяризации современного музыкального искусства и образования, распространения опыта для других изданий похожего тематического направления.

Журналы об искусстве – это эффективный способ ведения диалога между творческими артистами: художниками, музыкантами, дизайнерами и др. Автор ставит своей целью улучшение теоретического и практического понимания ключевых элементов и факторов, способствующих организации социокультурной творческой среды в Казахстане и развития печатного издания в ней. Сбор и анализ данных основан на создании и выпуске собственного периодического издания культурно-информационной направленности, поиске новых путей развития и продвижения достижений культуры, искусства и профессионального музыкального образования.

Материалы журнала дают ясное представление о современной казахстанской культуре, а также позволяют ориентироваться на статьи авторитетных специалистов из сферы казахстанского искусства, что может заинтересовать студентов в дальнейших исследованиях в этой области.

Ключевые слова: музыкальное образование, воспитание, Казахстан, журнал, печатное издание, предпринимательство, продукт культуры, журнал Altyn Art, социокультурные аспекты, искусство, культура.

Received 25.12.2020.