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The role of the history of art of Kazakhstan and its artistic trends in the students' educational process

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Abstract

Relevance. The relevance of the study is due to the need to supplement the course "History of Fine Arts of Kazakhstan" and thereby improve the quality of professional education of Kazakh students.

Purpose. The purpose of this study was to cover the significance of the course of the history of arts of Kazakhstan in the educational process of students of professional and creative faculties.

Methodology. The leading method of studying this problem was the classification method, which helped single out and systematize various areas and periods in the history of the arts of Kazakhstan. The following methods were also applied: iconographic method, system analysis method, logical analysis method, synthesis method, comparative method, deduction.

Results. The paper presents the results of a study of the history of art in Kazakhstan, including an analysis of various artistic trends, key periods, and creative personalities. The paper presents the major features of the ancient culture of Kazakhstan, reveals the characteristics of traditional patterns, their symbolism, and meaning. The art of the Kazakh carpet was analysed, the main techniques for making carpets and their characteristics were identified. The study examined the role of the fine arts, jewellery art, and dance arts of Kazakhstan and presented their main characteristics and directions. It was concluded that knowledge of the history of art in Kazakhstan is a necessary component of student education, as it offers a more profound understanding of the history of the country and its cultural heritage.

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Conclusions. The materials of the study are of practical value, since they provide an opportunity to better understand the cultural heritage of Kazakhstan, and the use of these materials to develop new training and advanced training programs for specialists in the field of culture and art will contribute to the preservation and promotion of the unique traditions of Kazakh art in the world.

Keywords: multisensory learning; pedagogy; ethnic and cultural identity; higher professional education; professional development; cultural perception.

Introduction

Modern education transfers from generation to generation the knowledge accumulated by humankind and necessary for the life of society, instils skills and abilities, forms value orientations. In this sense, the role of art history is incredibly significant, as it provides an opportunity to understand how art developed over time, what artistic trends existed and how they influenced the formation of the culture of the region. In the context of liberal education, this subject can help students develop cultural and historical thinking, respect for cultural traditions and national characteristics of their country. The study of art history contributes to the formation of a tolerant attitude towards other cultures and peoples, and helps people learn about the art of other countries. The history of the arts of Kazakhstan and its artistic trends play a vital role in the educational process of students, as this allows them to study the past culture of the country and understand how it was formed in artistic and cultural aspects [1]. The subject can also help students develop critical thinking and analytical skills, promote creativity.

Today, in the educational process, sufficient attention is not always paid to the history of the arts of Kazakhstan and its artistic trends. Furthermore, there is the problem of insufficient access to materials and sources related to the history of the arts of Kazakhstan, which limits the ability of students to obtain complete and objective information about the national artistic heritage and its role in the formation of cultural identity. The educational process in the field of the history of the arts of Kazakhstan in universities is carried out through some disciplines that study the history of the arts of Kazakhstan and its artistic directions. As a rule, these disciplines include lectures, seminars, practical exercises and field trips to museums and galleries. Educational programs in the history of arts of Kazakhstan are devoted to the study of the history of culture, art, and architecture of Kazakhstan, from ancient times to the present day, as well as the study of modern trends in the development of art. Students will learn about the traditions of the folk art of Kazakhstan, as well as modern art movements and schools.

A study of the benefits and effectiveness of arts education, as well as its role and impact on students and society as a whole, was carried out by H. Fürst and E. Nylander [2]. The authors made arguments related to the benefits of art education, such as the development of creative thinking, visual literacy, emotional expression, critical thinking, cultural identity formation and social awareness. A. Imayo and A. Kalibayeva [3] argue that the cultural potential of Kazakhstan today is increasingly attracting attention from the world community, and many Kazakh artists and musicians have achieved significant success in various fields of art. Art in Kazakhstan has always been politically motivated, and throughout the

history of the country, many artists have used their works to express their socio-political views. Numerous examples of the manifestation of this connection were described by D. Kudaibergenova [4].

Her work highlights myriad examples of art and protest in Kazakhstan, from perestroika in the 1980s, when many artists began to criticize the Soviet regime openly, to the present, when art continues to play a vital role in the political debate in the country. B. Dukeyev [5] believes that to understand the history and culture of Kazakhstan, changes are needed in the official attitude towards the Soviet past, the adopted laws and political decisions in this area, as well as the discourses used to describe the Soviet past in educational literature, including those devoted to history of arts of Kazakhstan. Thus, the revision and addition of the art history course for Kazakh students is relevant from the standpoint of the modern interpretation of Kazakh history and culture, as well as the formation of a more balanced approach to the study of the Soviet period. This allows students to get a more complete and objective understanding of the influence of the Soviet past on the art and culture of Kazakhstan, as well as enrich the educational process and create conditions for dialogue and understanding of the historical development of Kazakhstan.

X. Hu et al. [6] considered the changing role of the teacher as part of the changes in the arts curriculum. The authors studied how the evolution of arts curricula affects the work of teachers and how their role in the learning process is changing and made recommendations regarding the use of new technologies and tools, improving teacher-student interaction, as well as the impact of these changes on learning outcomes and the learning environment. An analysis of the impact of globalization on the musical culture of Kazakhstan, changes in the musical preferences of the population, as well as the features of the formation and development of pop art in Kazakhstan were studied by Y. Intykbayev [7]. The article contains a critical analysis of the socio-cultural consequences of the spread of pop art in the modern society of Kazakhstan. The latest research on the artistic trends of Kazakh art should also be reflected in the educational program of the art history course at professional creative faculties in the specialties "Fine Arts and Drawing", "Design", "Architecture", "Painting".

The study of the art history of Kazakhstan is of immense importance for the preservation of the cultural heritage of the region and its promotion outside of Kazakhstan. Students studying art history can become more competent in the field of culture and art, as well as take an active part in the preservation and promotion of their country's cultural heritage in the world. The purpose of this study was to substantiate the importance of the art history course of Kazakhstan for students and to cover methods for improving the educational process in this area.

Literature Review

To analyse and systematize the available scientific sources related to the subject under study, as well as to identify the main trends in this field of science, the papers covering the history of the arts of Kazakhstan were considered, and their results and fundamental provisions were analysed. The role and importance of art in the educational process and the impact of education on the development and perception of art were considered by H.H. Sdiq and B.O. Qadir [8]. Analysing various aspects of this relationship, such as the use of art in education to develop creative skills, visual literacy and aesthetic perception, the authors discussed examples of successful integration of art into curricula, teaching methods and knowledge assessment.

The role and place of the pedagogical system in the development of art in Kazakhstan were considered by B.A. Almukhambetov et al. [9]. The authors of the study analysed the pedagogical system in Kazakhstan, its influence on the development of art in the country and described the modern pedagogical system in Kazakhstan in detail, which includes educational programs in art education at all levels of education, from elementary school to higher education. The study identified problems associated with the pedagogical system in Kazakhstan, such as lack of funding and qualified teachers. The authors gave recommendations for improving the pedagogical system and developing art education. Issues and trends in the modernization of arts education in Kazakhstan were studied by L. Zolotareva et al. [10]. The study examined current trends in art education, such as the integration of innovative technologies and methods into the educational process, as well as the inclusion of subjects related to the cultural and artistic heritage of Kazakhstan in curricula. The authors noted the importance of art in education, as well as the role of education in the development of the cultural environment and socio-economic development of the country as a whole, and also emphasized the need for further modernization and development of the system of art education in Kazakhstan for the successful development of culture and art in the country.

D.M. Mergaliyev et al. [11] in their work examined the influence of folk traditions and culture on the art of Kazakhstan. The study covers how folk rituals, costumes, music, and dances were reflected in various areas of art, such as painting, sculpture, design. Specifically, the studies of artists who used motifs and symbols of Kazakh culture in their works were considered, as well as those who worked with traditional materials and techniques. Folk traditions and culture are still an important source of inspiration for contemporary artists and designers in Kazakhstan, and the study of these traditions in universities is essential for the development of culture and art in the country. B. Chen [12] explored how art influences the development of students and how it contributes to their creative thinking, emotional expression, and sociocultural understanding. The study lists the positive effects of integrating the arts into curricula, including the development of critical thinking, communication skills, intercultural understanding, and self-expression, as well as the role of art in creating an inclusive educational

environment and supporting multiculturalism and social justice in the education system.

S. Haozhang and W. Feng [13] analysed the reform of teaching practice in art courses at colleges and universities. The paper explored various aspects related to the teaching and learning of colour theory and practice in art programs, as well as novel approaches and methods for teaching colour theory, the introduction of innovative technologies and tools in teaching, the problems of the effectiveness of the teaching process and the evaluation of learning outcomes. The influence of digital media art on the development of students' creative and professional skills, the prospects and challenges associated with the use of digital media technologies in graphic design and their impact on the modern industry were studied by Y. Liu [14]. Liu examined modern trends and innovative approaches in the use of digital media technologies in teaching design.

The considered studies demonstrate the complex and full of meanings of Kazakhstani culture, while emphasizing the shortcomings of the educational system. Thus, the preparation of a course in the history of art in Kazakhstan should consider the cultural diversity and historical context, which caused the formation of new artistic trends in Kazakh art.

Materials and Methods

The main method in this study was the classification method, with the help of which various directions and periods in the history of the arts of Kazakhstan were identified and systematized, helping to more fully cover its diversity and give students of professional and creative faculties a holistic view of this field of knowledge. Furthermore, the classification method helped determine the most significant and interesting topics for study, which can be included in the curriculum and help expand the horizons of students. In addition, the study was based on the following methods of scientific cognition: iconographic method, system analysis method, logical analysis method, synthesis method, comparative method, deduction.

The iconographic method was used to visually evaluate the images and symbols on the objects of art considered in the study: petroglyphs, fabrics, modern and historical items of clothing, monuments, carpets, interior elements, paintings. It made it possible to identify thematic motifs, allegories, and symbols that reflected the cultural and religious beliefs of the time when the object in question was created. The method of system analysis in finding ways to improve the course "History of Fine Arts of Kazakhstan" was applied to assess the effectiveness of the current course, identify its weaknesses and identify possible ways to improve it. This method helped consider the course as a system consisting of various elements and relationships between them, and to determine what changes in the system will lead to an improvement in its work.

When applying the system analysis method, the most promising ways to improve the course were identified, which can be further implemented to improve the quality of education in the field of fine arts in Kazakhstan. Since the question of the history of the arts of Kazakhstan belongs to the field of knowledge of the humanities, the study of this topic required the application of the method

of logical analysis. This method helped establish patterns in the development of the arts of Kazakhstan, identify the influence of cultural and historical factors on the formation of artistic tradition, and determine the main stages in the development of art in the region. Moreover, this method helped analyse sources and literature on the subject under study, highlight key concepts and formulate hypotheses for further research.

To combine the results of the logical and systemic analyses, a synthesis method was applied. In this study, it was used to obtain particular recommendations for improving the course "History of Fine Arts of Kazakhstan". This method helped combine the results obtained and provide the best solution to the problem, considering the range of factors and limitations associated with teaching this course. The result of the application of the synthesis method was specific proposals for changing the course program. The comparative method was applied for a detailed comparison and analysis of works of art from different eras and cultures. This method helped identify similarities and differences in themes, style and technique, as well as establish the influence of certain artistic trends and schools on the development of art in Kazakhstan. Thanks to the comparative method, it was possible to conduct a more profound analysis of the history of art in Kazakhstan and highlight its unique features in the context of world artistic culture. The study also employed the deduction method, which helped describe the prospects for studying the history of culture of Kazakhstan in the particular case of students of Kazakh universities.

Results and Discussion

Art has a significant impact on modern education in many aspects. Here are a few areas in which it is possible to fulfil the development of students through art:

Development of creative thinking. Art stimulates creative thinking, imagination, and innovative abilities [15]. It helps students develop creativity, self-expression, and the ability to think freely.

Development of emotional intelligence. Art allows students to develop emotional intelligence, the ability to recognize and manage their emotions, as well as understand and respond appropriately to the emotions of other people. This is an important quality for successful socialization and interaction in modern society.

Multisensory learning. Art involves the use of various sensory perceptions such as sight, hearing, touch, and movement. It helps students develop multisensory skills and abilities, which can improve their learning and comprehension abilities.

Cultural understanding. Art allows students to get to know diverse cultures, historical periods and social contexts through the study of artistic works, which contributes to the development of cultural understanding, tolerance and intercultural communication.

Integration of subjects. Art can be an effective medium for integrating different subjects into the learning process. It helps connect history, literature, science, mathematics, and other disciplines with creative and artistic expressions, which contributes to a more profound understanding and assimilation of educational material.

Development of interpersonal skills. Art usually involves collaboration and communication. Art

collaborative students learn to work as a team, express their ideas, listen to other people's opinions, and find compromises. It helps develop interpersonal skills and prepares students to collaborate in a professional environment.

The arts play a key role in modern education, contributing to the development of the versatile skills and qualities that students need to successfully adapt and develop professionally in modern society [16]. The application of the concept of multisensory learning is most promising in the context of art history studies, since multisensory learning is an approach to education that uses various sensory channels of perception, such as sight, hearing, touch and movement, to enhance and enrich the learning process [17]. When students can see, hear, touch, and move while learning, it stimulates their brain activity and promotes the assimilation of information at a deeper, qualitative level, which contributes to the development of many skills and abilities: motor coordination, visual and auditory perception, tactile sensitivity, and spatial perception. In modern universities in Kazakhstan, during art history, multisensory learning can include the use of visual materials such as photos and videos of works of art, audio materials such as lecture notes, audiobooks, tactile materials such as models or fabrics, and activities that require movement or physical activity.

Theoretical information about the history of arts in Kazakhstan

One of the key elements in the formation of national identity is culture and art. In the context of Kazakhstan, national identity is largely determined by Kazakh culture and art. Kazakhstan is a multinational state, which is located at the intersection of cultures and traditions of East and West in an environment where Kazakh culture and art are influenced by such cultural traditions as Turkic, Persian, Chinese, and Russian. In this context, the art and culture of Kazakhstan is a unique blend of cultures and traditions. The art of Kazakhstan includes such genres as music, dance, drama, cinema, literature, painting, sculpture. Each of these genres is a tool for the formation of national self-consciousness and strengthening of national identity. Studying the various periods of Kazakh art at universities will allow students to develop an understanding and appreciation of their country's cultural heritage, as well as enrich their artistic knowledge and skills, become more knowledgeable and competent artists, can contribute to and continue the development of Kazakhstan's contemporary art. Each of the considered periods of art in Kazakhstan has an impact on the contemporary art of the country, and studying them by students at universities is important for several reasons:

1. **Ancient art (1st-8th centuries AD).** This period of art, associated with the art of the Saks, Uighurs, and Turks, represents a rich heritage in stone painting, forging, and jewellery. The study of ancient art allows students to understand and appreciate the unique techniques and styles, as well as learn about the cultural and religious aspects of the time. This knowledge inspires contemporary artists and stimulates the creation of their works, reflecting the heritage and traditions of ancient civilizations.

2. **Medieval art (9th-15th centuries AD).** During this period, the art of nomadic peoples, architecture, and

jewellery developed. The study of medieval art helps students delve into the traditions and culture of the nomadic peoples of Kazakhstan, which will contribute to the preservation and transmission of the unique techniques and motifs inherent in this period and inspire the creation of modern works that preserve the spirit and aesthetics of the medieval era.

3. Art of the 18th-19th centuries. During this period, interest in realistic images of nature and people arose in Kazakhstan, as well as the penetration of Western artistic trends. Studying the art of the 18th-19th centuries allows students to appreciate the influence of Western artistic culture on the development of art in Kazakhstan, they will be able to learn about the artists of that time and their work, as well as understand how the influence of Western art helped to form the unique style of art in Kazakhstan.

4. Soviet art (1920-1980). At the initial stage of this period, when the process of Korenizatsiia took place, a national culture was formed, then the style of social realism developed. The study of Soviet art allows students to understand and analyse the contribution of artists and cultural figures to the formation of the modern identity of Kazakhstan, as well as provide an opportunity to appreciate the artwork created in the context of the socio-political changes of that time.

5. The post-Soviet art (1990s-present). During this period, a variety of styles and techniques appeared, experiments were carried out with modern technologies, new forms of self-expression were explored. The study of post-Soviet art allows students to stay up to date with contemporary global artistic trends and the vector of development of art in Kazakhstan. This period offers students the opportunity to explore unique styles, techniques and contemporary themes, as well as to develop their own individual creative approaches.

In the applied art of Kazakhstan, ancient traditions have been preserved, which are passed down from generation to generation. Some of them are unique and characteristic of a particular territory. One of the most famous traditions is carpet weaving. Carpets are not only a decorative item, but an element of cultural heritage. Also in Kazakhstan, the traditions of jewellery art, clay modelling and glazing, leather craft are well-developed. Ancient traditions in the field of art history of Kazakhstan have had a considerable impact on modern education in this area. They represent a rich heritage and cultural heritage, which is the basis for studying and understanding the history of art in Kazakhstan. The original art traditions of Kazakhstan, such as paintings on rocks and stones, architectural elements, elements of decor and ornaments, have deep historical roots and reflect the unique cultural characteristics of the peoples of Kazakhstan. The study of these ancient traditions allows students to understand and analyse the evolution and development of art over time. Modern education in the field of art history of Kazakhstan includes the study and analysis of ancient traditions, such as nomadic arts, folk crafts, ritual and decorative arts, thanks to which students can delve into the historical and cultural context and develop an understanding of the aesthetic values and identity of Kazakhstani culture. The theory of artistic trends in the history of the arts of Kazakhstan includes several main aspects:

1. Historical context. Each artistic direction of the art of Kazakhstan has its own historical context associated with a particular period in the history of the country. The study of this context gives students a better insight into how various artistic movements arose and developed.

2. Characteristics of style. Each artistic direction has its characteristics, its style. The study of these characteristics allows understanding what elements were inherent in a particular style, and how they influenced the artistic image.

3. Features of technology and materials. Each artistic direction has its characteristics of technique and materials that were used to create works. The study of these features helps understand how the artists embodied their ideas in material form.

4. Influence on culture and art. Each artistic direction influenced the culture and art of Kazakhstan, as well as the development of art in other regions. The study of this influence helps understand how the art of Kazakhstan interacted with other cultures and how it influenced them.

5. Social and cultural context. Each artistic movement reflects the social and cultural context of its time. Studying this context clarifies what social and cultural factors influenced the development of art in Kazakhstan.

6. Appreciation and significance. Each artistic direction has its assessment and significance in the history of the arts of Kazakhstan. The study of these aspects helps understand which artistic movements were the most significant, and how art researchers evaluate them.

The study of national traditions influences the methodology and approaches to teaching: it promotes the use of multimedia technologies, visual materials and modern research methods to study and interpret the art of the past, which allows students to take part in archaeological excavations, research, and restoration of historical objects and apply the knowledge gained [18].

Ancient culture of Kazakhstan

The study of ancient culture is important for art students in Kazakhstan for the following reasons:

1. Source of inspiration and creative development: The ancient culture of Kazakhstan is a rich source of creative inspiration. Studying its petroglyphs, megalithic structures and ornamental traditions will help students develop their artistic vision, enrich their artistic language and learn to be inspired by the centuries-old art of their country.

2. Preservation of cultural heritage: The study of the ancient culture of Kazakhstan contributes to the preservation and transmission of the country's cultural heritage. Students, by immersing themselves in the history of the art of their region, help to preserve and popularize unique artistic traditions and symbols that may be lost over time.

3. Cultural and national identity: The study of the ancient culture of Kazakhstan contributes to the formation of the cultural and national identity of students. They learn about their roots, history and traditions, which helps them better understand their place in the art world and develop a profound understanding of their culture.

4. Interpretation and contemporary art: The study of the ancient culture of Kazakhstan provides students with the opportunity to interpret and rethink these traditions in the context of contemporary art. This allows them to create modern works inspired by ancient culture and contribute to the development of the art of Kazakhstan.

Petroglyphic, megalithic, and ornamental traditions are part of the ancient culture of Kazakhstan and are largely reflected in the applied art of the country. Petroglyphs are not often found in modern art, but recently artists of various

genres have shown great interest in this ancient art form. And fabric designers are no exception, they also successfully use in their field of activity not only petroglyphs with representatives of the animal world prevailing on them, but also the texture and colour of the stone (Figure 1). Petroglyphs are a valuable resource for contemporary art. The use of their meanings and symbols can bring innovative ideas and concepts to Kazakh art, which requires an in-depth understanding of ancient history by art students.



Source: B. Torebayev [19].

Thus, knowledge in the field of ancient art allowed the author to create a unique object that combines the ancient national tradition and modern material. Knowledge of petroglyphs can be applied to contemporary art in a variety of ways. Petroglyphs can serve as a source of inspiration for artists: their unique symbols, geometric patterns and images of nature can be used in contemporary artwork [20]. The study of petroglyphs and their context can help students recreate historical techniques and styles and use them in their work, and the interpretation and intersecting contexts of petroglyphs can be rethought in the context of contemporary themes and issues [21; 22]. Students can also use petroglyph symbolism to express contemporary ideas and concepts.

The inclusion of petroglyphs in contemporary art can guarantee the preservation and promotion of cultural heritage, as well as contribute to the education and awareness of people about ancient history and culture. The art of the Scythian period of Kazakhstan is characterized by images of various animals that were used to decorate household items, clothing, utensils, weapons, but the semantics of these images is still a matter of controversy [23-26]. Bringing this topic up in an art history course allows students to make their own assumptions about the meanings of these images. Knowledge about Scythian

animal images can also be applied in contemporary art and art education in Kazakhstan in terms of inspiration for future artists. The shapes, lines and symbolic meanings embodied in Scythian images can be rethought and used in modern art works, giving them depth and aesthetic value.

Studying Scythian animal images can help students understand the historical context and cultural significance of these images. The study of Scythian art can stimulate interest in the history and heritage of Kazakhstan, as well as expand the understanding and perception of art in general. Scythian animal images can be rethought and transformed by contemporary artists: this can be done through experimentation with techniques, styles, and materials to create modern interpretations of Scythian images. Such works can serve as a bridge between the past and the present, bringing together tradition and modernity. Balbals and kulpytas are two types of stone monuments that can be found on the territory of Kazakhstan [27]. Both of these forms of stone monuments are an important part of the historical and cultural heritage of Kazakhstan, and the inclusion of this topic in the history of the arts of Kazakhstan will give students a more complete knowledge of the ideas about the life of ancient people, and may also generate interest in the field of archaeology.

Decorative and applied art of Kazakhstan

Decorative and applied arts have practical significance in modern education. The study of these arts allows students to develop manual skills, artisanship, and creativity, as well as to apply them in professional practice, which may include the creation of design projects, the development of interior items and other functional objects. Furthermore, the decorative and applied arts of Kazakhstan represent a rich and diverse heritage of craftsmen who created unique household items, textiles, and other objects [28; 29]. The study of these arts helps preserve and pass on traditions and techniques to future generations, preventing their loss.

The decorative and applied arts occupy a prominent place in the professional art departments of universities, where students receive extensive knowledge and skills in this area. The decorative and applied arts at such faculties are taught through a variety of methods and approaches to provide students with a complete understanding and development of this discipline. By analysing the techniques, styles, and trends of this art area, students can gain knowledge about different eras, cultures, and regions where unique traditions of decorative and applied arts were formed, which helps students understand the context and meanings of various elements and styles and develops their aesthetic perception [20]. For instance, the production of felt is one of the factors influencing the self-identification of the Kazakh ethnicity, and an indicator of the scale of national self-consciousness. It is noteworthy that not only monuments of artistic crafts, but also one of the oldest technologies for making felt – manual labour, has survived until now and has not been forgotten, like many other crafts. The origins of this activity turned out to be promising, and the production of felt was formed into a bright phenomenon of folk art, the study of which is an important part of the course of the history of art in Kazakhstan. The practical aspect of decorative and applied

arts also has an indispensable place in the education of professional art departments. Students can study various techniques and materials used in the decorative arts, such as carving, engraving, weaving, ceramics. They can learn how to work with tools and materials, experiment with form, colour, and texture, and develop their own art projects, which allows students to gain hands-on experience, learn about the latest trends and approaches in this area of art, and expand their knowledge and skills.

An essential topic for study is the ornament, which combines ancient and modern decorative and applied arts. Studies on the history, typology, and specifics of ornament have shown that the aesthetic ideal of the nomad, their artistic and foundational worldview, has found its embodiment in modern decorative and applied arts [21; 30]. The patterns on the national clothes of the peoples of Central Asia had their characteristics: they could be used to determine the social status and age characteristics. Embroidery, a widespread type of decorative and applied arts, was one of the most developed crafts of the Great Steppe [31-33]. For many centuries, it has been used to decorate clothes, hats, shoes, textile accessories and various household items. Notably, in professional art faculties, students can develop their creative personality and express themselves through decorative and applied arts: they can create their own projects, experiment with materials and techniques, and develop their own artistic style. Understanding the logic of pattern selection and embroidery techniques will allow students to implement contemporary designs with true traditional meaning and symbolism. The very dynamic and rhythmic ornamental compositions of Kazakh folk embroideries have pushed modern textile designers to a new ornamental solution, imitating similar embroidery with stylized floral motifs in the design of a T-shirt (Figure 2).



Figure 2. Kazakh medallion and ribbon patterns from stylized plant shapes in T-shirt design
Source: B. Torebayev [19].

field of decorative and applied arts and prepare them for professional activities in this field.

Kazakh carpet art

The carpet is one of the key elements in the traditional Kazakh interior and has a deep symbolic significance. The art of the Kazakh carpet combines the unique traditions of folk weaving with various artistic elements that convey the history, culture, and life experience of the Kazakh people. Furthermore, the art of the Kazakh carpet has practical applications in design and interior design: students can use the elements of the Kazakh carpet in the development of design projects, creating unique interior items and textile design, and the study of carpet techniques and ornaments will help students strengthen their design skills and apply them in practice. Thanks to practical classes under the guidance of experienced teachers and carpet weavers, students can master various techniques, such as knot weaving, thread colouring, creating patterns and compositions. The artistic types of carpets of the Kazakh people are the result of painstaking work and creative searches of many generations [34]. Students can also create their own designs and experiment with varied materials and colours. As before, when manual work took months and years, now it is painstaking work, and modern artists use original techniques, enriching ancient art with new expressive means [35; 36].

The study by S. Suraganov and Z. Suraganova [22] investigates the work of Nikolai Tsivchinsky and his contribution to the development of Kazakh weaving within the Boychuk school. The authors of the study examined the history of weaving in Kazakhstan and the role played by the Boychuk school in the development of this art. Weaving techniques and technologies that were used at the school, as well as the features of style and design developed in it, were described. The main part of the study is devoted to the work of Nikolai Tsivchinsky, one of the leading experts in the Boychuk school in the field of weaving and talks about the techniques that Tsivchinsky used in his works, as well as their features and influence on the development of Kazakh weaving. The study also analyses the significance of N. Tsivchinsky's work for Kazakh culture and art. The authors emphasize that N. Tsivchinsky managed to combine traditional Kazakh weaving techniques with modern design elements, which led to the creation of unique and elegant works of art. Traditional Kazakh crafts still have a strong influence on the modern fashion of Kazakhstan, the activities of Kazakh designers and stylists [37]. By introducing the study of traditional crafts by students of art faculties, the educational system of Kazakhstan contributes to the popularization of traditional Kazakh culture among young people in the future because graduates, having knowledge of the decorative and applied arts of Kazakhstan, will include it in their works.

Fine arts of Kazakhstan

The fine arts of Kazakhstan form an integral part of the country's culture, and the study of this art is important for art students. By studying Kazakh visual arts, students learn to understand its interaction with the art of other cultural traditions, as well as its influence on contemporary art. The

value of Kazakh culture can be viewed from the standpoint of the implementation of the experience gained in difficult historical periods, as a fusion of traditional concepts, values, and norms of the East rehabilitated and returned to the people with the strategy of the active, effective nature of society and personality inherent in Western humanism [38-41]. The study of Kazakh fine arts contributes to the preservation of the cultural heritage of the region and its promotion in the world. Visual arts are of particular importance in the professional art departments of universities, where students receive systematic training and develop their artistic skills and creativity. An essential part of the study of fine arts is the consideration of various eras, styles, artistic movements, and great experts in art. This allows students to analyse and interpret works of art, artistic techniques, and techniques, as well as develop their aesthetic perception and critical thinking.

Mastering various techniques of drawing, painting, graphics, sculpture, and other types of fine arts, students study the principles of composition, colours, chiaroscuro, and space, explore various materials and tools for creating works of art. They can learn the art of painting, portraiture, abstract composition, experiment with different techniques and materials, and develop their own artistic style. Studying the synthesis of traditional and modern approaches in teaching sculpture in art universities, one can note how traditional methods of teaching sculpture are combined with innovative technologies and approaches: computer modelling and 3D printing [23; 24]. Thus, it is possible to confirm the importance of the role of universities in the formation of quality education in the field of culture and arts and their contribution to the development of contemporary art in Kazakhstan. For the most effective educational process in this area, it is necessary to achieve a balance between traditional and modern teaching methods to create high-quality works of art and educate a new generation of talented artists.

Jewellery art of Kazakhstan

The jewellery art of Kazakhstan is of particular importance for students of art faculties. This art is one of the most expressive and unique for the culture of the country, reflecting the wealth and centuries-old history of the Kazakh people [42]. Studying the jewellery art of Kazakhstan will allow students to get acquainted with the traditional techniques, materials, and styles used in the creation of jewellery, broaden their understanding of the processes and techniques used in the manufacture of jewellery, and develop professional skills in this area. The importance of studying the jewellery art of Kazakhstan also lies in its impact on modern education: the study of this art allows students to see the connection between traditional and modern approaches to jewellery making, as well as bring innovation and modern technologies to the creation of unique jewellery.

Jewellery art as an example of modern trends in the decorative and applied arts of Kazakhstan has historical roots from ancient times to the present [43]. The modern jewellery art of Kazakhstan was influenced by cultural and artistic traditions. Modern trends in the jewellery art of Kazakhstan are characterized by experimentation with materials and forms, the use of modern technologies, and a combination of traditional and modern approaches [25;

44]. Students, understanding the role of jewellery in the cultural life of Kazakhstan and its contribution to the development of national art, will be able to easily appreciate the importance of preserving and developing the traditions of Kazakh jewellery in the modern world. An in-depth study of the history of the arts of Kazakhstan in specialized educational institutions will bring the jewellery works of Kazakh experts to a new level.

Dance art of Kazakhstan

Dances are an important part of the cultural heritage of Kazakhstan and are passed down from generation to generation. The study of dance art allows students to become familiar with various traditional dances, their symbolism and historical significance. This helps to preserve and continue these traditions and brings elements of Kazakh culture into modern education and art. Ballet in Kazakhstan began to develop during the Soviet era, when a program was launched to develop national cultures and developed in the context of the search for national identity. Considering the history of the development of ballet art in Kazakhstan from the beginning of the 20th century to the present, one can see that the origins of ballet art are in national dances and music, which have a rich history [26; 45]. In addition, the role of Kazakh composers and choreographers is vital in the development of the national ballet art. The search for national identity through ballet relates to the fact that ballet is one of the most famous and respected art forms in world culture [46]. Ballet, as an integral part of the culture of any country, should also be considered by students in the course of the history of the arts of Kazakhstan, especially given the identified influence of traditional Kazakh culture on this type of dance. One of the significant aspects of studying the dance art of Kazakhstan is its influence on modern education. The study of this art contributes to the development of creative thinking, musicality, coordination of movements and physical endurance in students. Dancing is not only a form of art, but also a way of self-expression, communication, and social interaction [47]. They teach students to work in a team, develop a sense of rhythm and aesthetic perception.

The history of the arts of Kazakhstan is in close connection with its ancient culture, which in turn has many manifestations in decorative and applied arts [48-50]. The art of the Kazakh carpet, fine and jewellery art, as well as dance art – all of them are saturated with elements of the culture and history of Kazakhstan. The study of these artistic movements and their relationship is indispensable for understanding and preserving the rich cultural heritage of the country, as well as for enriching the educational process of students. The interaction between the considered art forms creates a unique synergy that offers a better insight into the cultural heritage and traditions of Kazakhstan.

Conclusions

The study of the art history of Kazakhstan was focused on identifying and revealing the influence of the history of the arts of Kazakhstan on modern education and the importance of studying topics and facts that in the future can become part of the curriculum for students of professional creative faculties. The study of the ancient

culture of Kazakhstan, decorative and applied arts, the art of the Kazakh carpet, fine, jewellery, and dance arts of Kazakhstan will allow students to gain a complete understanding of the history and development of art in the country and expand their professional vision. Therewith, an in-depth study of the history of the arts of Kazakhstan can help students understand the importance of cultural traditions and national heritage in the formation of contemporary art and culture, become the basis for creating their own creative works that will correspond to national traditions and reflect modern trends in art. Since the study aimed to reveal the need to study the history of the arts of Kazakhstan as part of the educational process, the presented materials can be used to change and supplement the student education program. During the study, it was found that the study of the history of the arts of Kazakhstan and its artistic movements is important so that students can gain a profound understanding of the cultural heritage of their country, develop critical thinking and analytical skills, and improve their creative abilities. This course is also intended to contribute to the formation of cultural competence, broadening the horizons and understanding of the national artistic heritage. Studying the art history of Kazakhstan can help students improve the quality of their artwork.

The materials considered in this study indicate that global trends are observed in Kazakh art associated with the combination of traditional elements and modern technologies; in the artistic works of Kazakh masters, an innovative approach can be traced, which includes the use of new materials and technologies, as well as experiments with form and style. Attracting students to these trends can contribute to the explosive development of Kazakh art and the strengthening of the cultural school of Kazakhstan. Artistic self-identification in Kazakhstan is becoming more active in the context of globalization and global challenges. Today, many Kazakh artists are searching for their unique style, which would reflect the spirit and culture of the country. In this process, higher education institutions play a key role, which contribute to the formation of a professional artistic community and the development of art in general.

Further research is recommended to focus on the study of contemporary art in Kazakhstan, its characteristics. This can greatly enrich the course of art history, providing students with a unique opportunity to study the latest trends and trends in this field. One of the most interesting objects of study can be contemporary street art, which is becoming increasingly popular every year and is actively developing in the cities of Kazakhstan. It is also worth paying attention to the work of young artists and designers who are actively experimenting and creating new forms of art. Including such examples in the course will help students get a complete understanding of the contemporary art of Kazakhstan and develop their creative thinking.

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Conflict of Interest

None.

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Роль історії мистецтва Казахстану та його художніх напрямів у навчальному процесі студентів

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Анотація

Актуальність. Актуальність дослідження обумовлена необхідністю доповнити курс «Історія образотворчого мистецтва Казахстану» і тим самим підвищити якість професійної освіти казахстанських студентів.

Мета. Метою даного дослідження було висвітлення значення курсу історії мистецтв Казахстану в освітньому процесі студентів професійних і творчих факультетів.

Методологія. Провідним методом дослідження даної проблеми став метод класифікації, який допоміг виділити і систематизувати різні напрямки і періоди в історії мистецтв Казахстану. Також були застосовані наступні методи: іконографічний метод, метод системного аналізу, метод логічного аналізу, метод синтезу, порівняльний метод, дедукція.

Результати. У статті представлено результати дослідження історії мистецтва Казахстану, що включає аналіз різних художніх напрямів, ключових періодів і творчих особистостей. Представлено основні риси стародавньої культури Казахстану, розкрито особливості традиційних візерунків, їх символіку та значення. Проаналізовано мистецтво казахського килима, визначено основні техніки виготовлення килимів та їх характеристики. У дослідженні розглянуто роль образотворчого, ювелірного та хореографічного мистецтва Казахстану, представлено їх основні характеристики та напрямки. Зроблено висновок, що знання історії мистецтва Казахстану є необхідною складовою освіти студентів, оскільки дозволяє глибше зрозуміти історію країни та її культурну спадщину.

Висновки. Матеріали дослідження мають практичну цінність, оскільки дають можливість краще зрозуміти культурну спадщину Казахстану, а використання цих матеріалів для розробки нових програм підготовки та підвищення кваліфікації фахівців у сфері культури і мистецтва сприятиме збереженню та популяризації унікальних традицій казахського мистецтва у світі.

Ключові слова: мультисенсорне навчання; педагогіка; етнокультурна ідентичність; вища професійна освіта; професійний розвиток; культурне сприйняття.