

UOT 351.85

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THE MAIN DIRECTIONS OF CULTURAL POLICY IN THE LIBERATED TERRITORIES

Abstract. Perceiving and assessing culture as a factor of human development is one of the priority directions of the state cultural policy. Today, the development of culture in the region is especially important as the main directions of cultural policy in the liberated territories. After the Second Karabakh War, a new stage in the life of our country has begun – the period of construction, development, restoration of our lands liberated from the occupation. Karabakh has a unique culture and spirit, which, first of all, should be reunited with its own spirit and culture. Undoubtedly, one of the first priorities is the return of the internally displaced population to Karabakh. In the present period, one of the main aims is the restoration and reconstruction of Karabakh, which was destroyed and subjected to environmental terrorism by Armenian vandals for 30 years, and the resettlement of the 617,000 people who were forcibly displaced from Karabakh. It should be noted that as a result of Armenia's aggression against Azerbaijan, 927 libraries with 4.6 million book collections, 808 palaces of culture, clubs and culture houses, 85 music and art schools, 22 museums and museum branches with a collection of over 100,000 exhibits, 4 art galleries, 4 theater institutions, 2 concert institutions, 8 cultural and recreational parks, more than 700 cultural monuments registered before the Karabakh conflict in the occupied territories became victims of Armenian vandalism [1, p. 98].

The directions of the cultural policy are determined to ensure a dignified life in Karabakh. Besides the social lifestyle, the culture of human relations in the restored areas is one of the more important and significant factors. The

positive results of the culture of coexistence and human relations in the region can improve a fundamental solution of the issue. So, it is necessary to review the principles of human life.

Key words: cultural policy, dignified life, social justice, human capital, digital technology.

Introduction. It is known that according to President Ilham Aliyev's order dated November 24, 2020, a Coordination Headquarters was established for the centralized resolution of issues in the liberated territories. An interdepartmental center was formed under the Coordination Headquarters, and 17 working groups were formed under the center to ensure the organization of the work. Representatives of 55 state institutions participate in the working group. All work is carried out on the basis of a planned and complex approach.

The reconstruction of Karabakh is planned to be carried out in accordance with the latest achievements of science and technology based on the "smart city" and "smart village" projects. A strong sector of the field, which is capable of successfully contributing to the solution of social tasks in the revived Karabakh, should use social services correctly to eliminate social inequality and injustice, regulate differences between people and improve standards of living of the population.

As in previous times, a safe living of the people, who return to the liberated territories, should be ensured, and this region should become one of the most prosperous corners of the country. Construction works are ongoing in all areas for the restoration of dignified life and human relations, which are the basis of modern life. It is possible to ensure the full integration of the liberated territories into the great future of Azerbaijan only in such conditions. The following two goals must be achieved to implement these issues successfully:

- sustainable settlement;
- reintegration into economic activity [3].

Sustainable settlement of the population is ensured in the liberated regions. For this purpose, those areas become the healthiest, most modern and prosperous living environment for the society, and a comfortable living environment based on modern principles is created for sustainable settlement. The creation of comprehensive safe and favorable living conditions will be of great importance for the permanent settlement of citizens. For this, dignified living should be provided, modern infrastructure should be built

and comfortable lifestyle and access to modern services should be provided in the new areas. Bringing the level of population settlement to the pre-occupation level should be ensured by effectively using the economic potential of the region.

The historical position of the liberated territories is restored in the economic and social image of the country. The sustainable development of the region will depend on the provision of the right resources for the needs of the economy, the abundance of natural resources and the gained historical image will allow attracting investment to these areas.

We can bring the share of the region in the economic activity by the country to the pre-occupation state and continuously increase it by ensuring the living built on a solid foundation. The comprehensive promotion of private initiatives based on the necessary stimulus, as well as the development of public-private partnerships are important in this process.

The interpretation of the main material. Analyzing and assessing the culturological aspects of services in the social system among the population is one of the necessary issues. The reintegration of territories, which were liberated from occupation as a result of the victory, into the general economy of the country and benefiting from the opportunities of new international and regional transport-logistics corridors will give a great impetus to the development of Azerbaijan. Successful socio-economic and political achievements, national and multicultural values build confidence that the power of Azerbaijan, which is the junction of East and West, will increase even more in the coming years. These opportunities guarantee the strengthening of Azerbaijan's cultural and economic sovereignty and its transformation into a powerful state with a high social welfare society based on standards of modern living in the period up to 2030.

As mentioned in "Azerbaijan 2030: National Priorities for socio-economic development", the following five National Priorities for the socio-economic development of the country should be realized in the next decade:

1. sustainable and growing competitive economy;
2. a society based on dynamic, inclusive and social justice;
3. competitive human capital and modern innovation space;
4. the great return to the liberated territories;
5. clean environment and "green growth" country [3].

If we focus our thoughts on two of the five national priorities – points three and four, we will see that the priority of each country is to form highly competitive human capital to be ready for increased competition in the world in the coming years. For this, modern education, favorable conditions that encourage innovations and people's health are the main conditions.

The following three aims must be achieved to successfully implement this priority:

- education meeting the 21st century requirements;
- creative and innovative society;
- healthy lifestyle of citizens.

Measures related to the development of culturological education in the liberated territories are of special importance. As you know, the long-term development of the economy must rely on modern and strong education to stand out from the increasing competition in the world. So, first of all, educational needs in the liberated areas should be determined, the state of the existing educational infrastructure should be assessed, and plans should be prepared for the organization of the work. The share of human capital in the national wealth should be continuously increased especially by education. To prepare the young generation for the future era of digital technologies, the education system should focus on inoculating digital competences from school age, giving them new skills, qualifications and professions that are fundamentally different from today. People's opportunities to access high-quality education should be expanded, personnel training should be adapted to the requirements of the labor market, specialists should be trained according to international certificates within the framework of the vocational education system. In order to create human capital with high professional skills according to strong education, it is necessary to ensure the competitiveness of higher education institutions at the international level in terms of quality.

The digital society that supports the most modern technological fields and innovations will become the leading force of development in the future. An ecosystem that stimulates the creativity and innovation of the society must be established in order to move the country forward in competition.

Longevity and healthy lifestyle of citizens should be ensured. The use of alternative energy in the region creates a clean and healthy environment, which is important for increasing the productive activity and social well-

being of citizens. Health and longevity will directly depend on the quality of the health care system in the country. The share of quality healthcare services in national income should be increased by achieving high results in the field of use of modern innovations in healthcare. An increase of the average life expectancy of the population should be achieved due to healthcare of high quality and a healthy lifestyle.

The main discussion point in the last two years is restoration and construction works in the territories liberated from occupation. It is enough to mention only one fact that Ilham Aliyev, the head of state, Victorious Commander-in-Chief made 32 visits to liberated territories during 2021. And each visit is a step towards the Great Return, and it is an indication of the unity of the promise “We will create a paradise in Karabakh” and the deed.

President Ilham Aliyev has kept all his words and promises so far. Just as the head of state, who said “Karabakh is Azerbaijan and an exclamation mark”, destroyed the fascism policy of Armenia, liberated Karabakh from occupation, and is currently keeping his promise to create a paradise in Karabakh step by step. In a word, if we pay attention to the number of objects that the President of Azerbaijan participated in the opening and groundbreaking ceremonies in these areas, we can state with great confidence that these works are currently being carried out at a high level.

Let's take into account that all these works are carried out by Azerbaijan at the expense of our own internal capabilities. It is estimable that Azerbaijan and Turkey, which always support each other, have started a joint investment project in Zangilan. So, after joint participation in the opening of Fuzuli International Airport on October 26 last year, the presidents of Azerbaijan and Turkey laid the foundation of “Friendship Agropark” after getting acquainted with the work done in Aghali village within the framework of the “smart village” project in Zangilan. “Friendship Agropark” project, which will be implemented by Turkish and Azerbaijani investors in Zangilan, will be carried out in three stages. Administrative buildings, social facilities, a cafe, a cinema, a recreation area and buildings for the service staff will be built in the first phase of the project [5]. Also, the Ministry of Culture of the Republic of Azerbaijan has identified 1376 historical monuments and places of archaeological importance in the liberated territories, and important steps are being taken to restore them. It should be noted that some traditional cultural events, which were stopped due to the occupation

of the territories, have been resumed. Thus, “Kharibulbul” Music Festival and Vagif Poetry Days are solemnly held in Shusha. The works carried out in the field of city planning can be mentioned among the works. The ground plan of Aghdam, which was razed to the ground and known as the “city of ghosts” or the “Chiroshima of the Caucasus”, has already been approved, and many historical buildings and monuments, as well as “Kharibulbul” and “Qarabag” hotels have been restored and put into use in Shusha, the cultural capital of Azerbaijan [6].

Conclusion. Our historic victory in the Glorious Patriotic War has opened wide opportunities for comprehensive development and progress of our country. Now the most important task is to maximally use of these opportunities, to make our Homeland stronger and more powerful. The establishment of “smart villages” and “smart cities” in Azerbaijan is being realized at the initiative of the President of Azerbaijan. These projects demonstrate once again how open our country is to the most modern, creative ideas.

A bright future awaits Karabakh, as a whole, Azerbaijan in the coming years. Today, a new, Azerbaijani model of cultural development is being established in the liberated territories. This model will be soon applied in other regions of our country.

Every citizen of Azerbaijan believes that the revival and development of Karabakh are national aim. This work should not fall only on the state and its relevant institutions. Private institutions, entrepreneurs, compatriots living abroad, people living in other regions of our country, all patriotic people of Azerbaijan are obliged to contribute to this good mission. Because the reconstruction of Karabakh is as important as the glorious victory won by our brave soldiers in heavy battles in Karabakh. It is a fact that if you do not cultivate the land, you cannot protect it. As our Honorable President Ilham Aliyev said proudly, Karabakh is Azerbaijan! It will be ours forever! [7]

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İŞĞALDAN AZAD EDİLMİŞ ƏRAZİLƏRDƏ MƏDƏNİ SİYASƏTİN ƏSAS İSTİQAMƏTLƏRİ

Mədəniyyətin insan inkişafı amili kimi dərk edilməsi və qiymətləndirilməsi dövlət mədəniyyət siyasətinin prioritet istiqamətlərindəndir. Bu gün işğaldan azad edilmiş ərazilərdə mədəni siyasətin əsas istiqamətləri kimi, bölgədə mədəniyyətin inkişafına xüsusi önəm verilir. İkinci Qarabağ müharibəsindən sonra artıq ölkəmizin həyatında yeni mərhələ, quruculuq, inkişaf, işğaldan azad edilmiş torpaqlarımızın bərpası dövrü başlayır. Qarabağın özünəməxsus bir mədəniyyəti, ruhu vardır ki, elə ilk növbədə bu diyarın öz ruhuna, mədəniyyətinə qovuşması təmin edilməlidir.

Qarabağda ləyaqətli yaşamın təmin olunması üçün mədəni siyasətin istiqamətləri müəyyənləşdirilir. Sosial həyat tərzini ilə yanaşı bərpa edilmiş ərazilərdə insan münasibətləri mədəniyyəti daha önəmli və mühüm amillərdəndir. Regionda birgəyaşayış və insan münasibətləri mədəniyyətinin pozitiv nəticələri məsələnin əsaslı həllinə rəvac verə bilər. Ona görə də insani yaşam prinsiplərinin nəzərdən keçirilməsi labüddür.

Açar sözlər: mədəni siyasət, ləyaqətli yaşam, sosial ədalət, insan kapitalı, rəqəmsal texnologiya.

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ОСНОВНЫЕ НАПРАВЛЕНИЯ КУЛЬТУРНОЙ ПОЛИТИКИ НА ТЕРРИТОРИЯХ, ОСВОБОЖДЕННЫХ ОТ ОККУПАЦИИ

Понимание и оценка культуры как фактора развития человека является одним из приоритетных направлений государственной культурной политики. Сегодня особое значение придается развитию культуры в регионе, как основное направление культурной политики на освобожденных территориях. После второй карабахской войны начинается новый этап в жизни нашей страны – период строительства, развития, восстановления наших земель, освобожденных от оккупации. Карабах обладает уникальной культурой и духом, которые в первую очередь должны

быть обеспечены для того, чтобы эта земля слилась со своим собственным духом и культурой.

Направления культурной политики определены для обеспечения достойной жизни в Карабахе. Наряду с общественным укладом культуры человеческих отношений на восстанавливаемых территориях является одним из важнейших и значительных факторов. Положительные результаты культуры сосуществования и человеческих отношений в регионе могут способствовать кардинальному решению вопроса. Поэтому необходимо пересмотреть принципы человеческой жизни.

Ключевые слова: культурная политика, достойная жизнь, социальная справедливость, человеческий капитал, цифровые технологии.