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PROTECTION AND DEVELOPMENT OF NATIONAL CULTURE IN THE CONTEXT OF STATE CULTURAL POLICY

Abstract. Cultural unity and integrity play an important role among the elements that make up a nation. The article identifies the lines of successful development by showing the directions of cultural policy. “National cultural consciousness and opportunity must always be kept alive; Our cultural works must be protected, researched and explained to the world and to ourselves in the broadest sense; The cultural creativity of our nation must be systematically promoted”.

The national culture of a nation is a set of common values formed by the ancestral heritage, material existence, greatness of faith and morality, richness of language and art and traditions that emanate from its national history. In order for a nation to exist and for the nations of the world to accept its existence, it is necessary for it to study cultural values in the light of science and to live and develop them consciously. In order for a nation to exist and to accept its existence for the nations of the world, it is necessary to study cultural values in the light of science and to live and develop them consciously.

From this point of view, there is a need for a general cultural policy with clearly defined boundaries and realistic opportunities for the survival and development of cultural life.

Key words: cultural policy, cultural values, independence, democracy, integration.

Introduction. A new approach to solving global, regional and local problems, issues of globalization and cultural integration is observed in modern world politics. The Republic of Azerbaijan also participates actively in this process, which requires the formation of democracy as a political

system. The synthesis of national and human values in the republic and the reforms implemented in the context of world experience create conditions for reaching the level of socially, culturally and economically developed countries of the world. The problems encountered in this process, which serves social, cultural and economic progress, make it necessary to study human history, world development experience and expand complex ties in the field of culture, all of which can be achieved only through perfect cultural policy.

Today, a concrete policy is being pursued to strengthen the international recognition and independence of the Republic of Azerbaijan. Necessary decisions have also been made for the development of education and culture. The state apparatus, educational and cultural institutions are built in accordance with European standards. National-cultural, intellectual forces help to determine the direction of state policy through their comprehensive activities.

The interpretation of the main material. Relying on the historical and cultural traditions of our people, our language, religion, national and spiritual values, the Azerbaijani state pursues its domestic and foreign policy in accordance with modern requirements in the new historical conditions. Preservation and development of our moral values is one of the main tasks of the cultural policy of the independent republic.

The cultural policy pursued after gaining our independence creates a great basis for the preservation of our national and spiritual values and their transmission to future generations. This great achievement of our people ensures the use of our spiritual values, which are our national wealth, and their development and integration as an integral part of human values. By establishing a free and sovereign state, the people of Azerbaijan carry out cultural and economic reforms, return to their national and moral values and history and use the experience of democratic countries.

Due to the fact that our state pursues such a democratic cultural policy and is integrated into the modern world culture, we must accept that we have to consciously make form changes without making major changes in our culture, i.e. without cutting off the characteristics of our national identity that need to be protected, without damaging our national and spiritual values, but based on the experience and the advanced achievements of science. Today, whether we like it or not, we cannot stay out of the globalization movement and the process of cultural integration. While not denying that the positive aspects of this process serve the cultural progress of our society, we must also think about preventing its negative manifestations.

Achievements in the field of cultural policy prove that the state independence of Azerbaijan is strengthening and the process of building a democratic, legal, secular state in our republic is developing even faster. The late President Heydar Aliyev, who clearly understood that the foundation of statehood, the foundation of national existence depend on culture, said in a statement dated August 13, 2001: “We are proud of our national and spiritual values, our religious values and traditions. Our people have created our traditions, national and moral values for hundreds and thousands of years and these are the factors that constitute the spirituality of our people now”.

The successful results and perspectives of the cultural policy pursued with confidence and loyalty by President İlham Aliyev, who is a worthy successor of the political and cultural line pursued by our national leader Heydar Aliyev, are already visible. So, the Concept of Culture of the Republic of Azerbaijan was approved by the decree of the President of the Republic of Azerbaijan dated February 14, 2014 [7]. The main goal of the concept is to achieve the preservation, future development and successful integration of the ancient and magnificent Azerbaijani culture and art into world culture by developing priority areas such as protection of cultural heritage, support of creativity and revival of cultural industries in accordance with the requirements of modern times in order to bring the mechanisms of ensuring domestic and foreign state cultural policy to the level of world standards. The application of modern information and communication technologies in all areas of culture and art is envisaged as the core of the reforms to be implemented.

The general goals and objectives of the “State Development Concept” defining the perspectives of cultural policy are to develop common issues such as cultural management, legal, financial, scientific and information support, human resource development, modernization of material and technical infrastructure and strengthening of international cooperation, which act as security mechanisms of cultural policy and cover all areas of culture, as well as to ensure the implementation of reforms required to bring the mentioned areas of domestic and foreign state cultural policy to world standards.

Among the elements that form a nation, cultural unity and integrity are the most important. The national culture of a nation is a set of common values formed by the ancestral heritage, material existence, greatness of faith and morality, richness of language and art and traditions that emanate from its national history. In order for a nation to exist and to accept its existence for the nations of the world, it is necessary to study cultural values in the light of science and to live and develop them consciously [6, p. 36-37].

In order to be a developed nation today, it is necessary to be advanced and strengthened in science, technique, economics and technology. The importance of culture and art in the life of nations in the field of economics and technology is clearly seen in the economic and technical spheres and in developed societies. Various efforts are being made and various measures are being taken in these societies to preserve, research and evaluate the national culture.

Principles of our national culture depend on material and spiritual and cultural values, activities and structures such as family, school, national language, national history, ethnography, folklore, fine art, art, theater, opera, libraries, geography and economy, humanity and modern culture, worldview, patriotism, ancient Azerbaijani works and museums, publication, propaganda and agitation.

In order to maintain and develop the cultural life of a nation, there is a need for a general cultural policy with clearly defined boundaries and realistic opportunities. "It is necessary for our nation, which is in a state of transition from the concept of closed, mystical and scholastic culture of the East to the concept of the West based on the domination of the mind, to cover three features of a national cultural policy:

1. To awaken and to keep the consciousness of national culture awake.
2. To protect, keep alive, promote and love works of cultural value.
3. To promote creativity in culture by using all means and methods" [6, p. 39].

If we summarize, cultural policy must be developed in three directions: "National cultural consciousness and opportunity must always be kept alive; Our cultural works must be preserved, researched and explained to the world and to ourselves in the broadest sense; The cultural creativity of our nation must be systematically promoted" [6, p. 40].

The National Culture Private Specialization Commission, which defined the main goals of the national cultural policy of the Republic of Turkey, focused on the goals and basic principles of national cultural policy at the beginning of the work on national cultural planning and came to the appropriate conclusion on the following grounds: "There must be a accordance between the main goal of the national cultural policy and the national goal of Turkey. As it is known, Turkey's national goal is to achieve and maintain stability in the country and peace abroad, to protect national unity, integrity and the rights and freedoms of Turkish citizens in a world order based on independence, freedom, justice and equality, to raise the Turkish people to the level of modern culture by developing living conditions in a democratic order and in accordance with

the principles of social justice. For this, the young generation must be brought up physically and mentally healthy, patriotic, aiming to uplift our nation and believing in democracy and with a mentality of national ideals. Because of this, Turkish culture and art must be valued, researched and the whole society must benefit from this culture and recognize it” [4, p. 26].

Similarly, as shown in this example, which is in line with Azerbaijan’s national cultural policy, cultural policy must be shaped in accordance with the defined national policy goals and acquire a corresponding essence. In this sense, it should not be overlooked that language is the greatest and most important element of culture. Language is the first and basic element of culture, as well as the main carrier and treasure of other cultural elements. In this sense, the nation means, first of all, unity of language [4, p. 27-28].

Preservation of a language is possible only through its transmission to future generations. A language that is not passed on to future generations is a dead language. The main way of language transmission is national upbringing and education. The Azerbaijani language must be taught to new generations within its structure and with all its richness. To do this, all textbooks must be written in a living, natural and rich Azerbaijani language, teachers must be provided with Azerbaijani language, textbooks must include classic texts and attention should be paid to accessing additional support from a separate technical center and tools to selected literary works, to support education.

In general, the areas to be focused on cultural policy for the protection and development of our national culture can be classified as following: Culture and literature; Culture and Azerbaijani music; Culture, Azerbaijani architecture and spatial regulation; Culture and Azerbaijani spectacle arts; Culture and Azerbaijani art; Culture and folklore; Culture and mass media; Protection and propaganda institutions of culture; Culture and foreign relations of Azerbaijan (affirmation and protection of elements of Azerbaijani culture, within the country – abroad; Promotion and dissemination of national culture abroad); Culture and history; Social research and cultural changes; Culture, religion and morality [4, p.32-39].

The 20th century has left indelible marks on the life of the Azerbaijani people. In fact, a new Azerbaijan has been formed at the crossroads of centuries and millennia. The historical destiny of our people has created such an opportunity that Azerbaijan has rapidly broken away from the old world and has taken the path of science, culture, health, education, socio-political renaissance in the last century. Today, every Azerbaijani can be proud that our

ancestors put an end to mass illiteracy in a very short time and our homeland has become a land of literate people who can read and write. Thanks to the civic activity of our patriotic and fanatical intellectuals, the first theater, the first opera, the first cinema, etc. appeared in Azerbaijan in the East. Mass literacy, the pursuit of science, culture and education have changed the morale, lifestyle and appearance of the Azerbaijani people and brought them into the developing world.

The establishment of a democratic, independent Azerbaijani state has been both an economic and a moral victory for our people. Today, the education, culture, in general, all spheres of economic, social, cultural, spiritual and political life of Azerbaijan are at a level that fully meets world civilization.

A truly fertile ground has been laid for our culture, which has been filtered for millennia, to be reunited with universal values based on native sources in the last 20 years since the independence we gained after 70 years of separation. As the process of returning to the ancestral roots, self-realization of our nation, assimilation of the rules of coexistence of our people and state by civilized humanity intensifies, the celebration of the universal culture of the Azerbaijani people becomes more pronounced. The achievements of our cultural workers during the twenty years of our independence, as well as our cultural life as a whole, give grounds to say that the 20th century has really entered history with the triumph of our culture.

Of course, one of the important factors for the establishment of an independent state and its further strengthening and development is the bringing up of a comprehensive, educated, cultural personality. Because, the comprehensive development of the individual, his role among people in society, his position forms his worldview, political, cultural, moral and spiritual, artistic and aesthetic development is relevant in modern conditions, in the years of independence as at all times.

At present, the problem of personality development is being studied in many aspects and sociological research is being carried out. Works, monographs, dissertations are written and other works are carried out. In general, independence is becoming an important issue that concerns all people as an important part of our lives [2, p. 5].

Conclusion. Today, Azerbaijani culture is experiencing a more glorious period thanks to the traditions, care and attention of its great leader President Heydar Aliyev and by nourishing from national and spiritual sources. Events dedicated to the celebration of our historical personalities, prominent

representatives of our national culture, also some national holidays and historical days are held by decrees and orders signed by President İlham Aliyev. According to these documents, new streets and squares are being built, museums are being opened, various publications are being published, our artists are being awarded the highest awards of our country, their special place and role in the development of our culture is being reaffirmed.

All this confirms once again that the Azerbaijani people, who have its ancient history and culture, have taken very successful steps in the development of culture, as well as in other areas, to take their rightful place in the world community after regaining independence and are determined to become one of the most civilized nations in the world in the first decades of the 21st century.

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DÖVLƏT MƏDƏNİ SİYASƏTİNİN KONTEKSTİNDƏ MİLLİ MƏDƏNİYYƏTİN TƏBLİĞİ VƏ İNKİŞAFI

Milləti meydana gətirən ünsürlər içərisində mədəniyyət birliyi və bütönlüyü önəmli yer tutur. Məqalədə mədəniyyət siyasətinin istiqamətləri göstərilməklə uğurlu inkişafın cizgiləri müəyyənləşdirilir. “Milli mədəniyyət şüuru və imkanı daima canlı tutulmalıdır; Mədəniyyət əsərlərimiz ən geniş anlamıyla qorunmalı, tədqiq edilməli, dünyaya və özümüzə anladılmalıdır; Millətimizin mədəniyyət yaradıcılığı sistemli olaraq təşviq edilməlidir”.

Hər bir millətin milli mədəniyyəti, onun milli tarixindən qopub gələn bir ata mirası, maddi varlığının, inanc və əxlaq uralığının, dil və sənət zəngin-

liyinin, ənənələrinin əmələ gətirdiyi ortaq bir dəyərlər məcmusudur. Bir millətin var ola bilməsi, dünya millətlərinə varlığını qəbul etdirə bilməsi üçün, elm işığı altında mədəniyyət dəyərlərini incələməsi, şüurlu olaraq yaşadıb inkişaf etdirməsi zəruridir.

Bu baxımdan mədəniyyət həyatını yaşatmaq və inkişaf etdirmək üçün hüduqları aydın cızılmış, imkanları gerçəkliklə hesablanmış bir ümumi mədəniyyət siyasətinə ehtiyac vardır.

Açar sözlər: mədəni siyasət, mədəni dəyərlər, müstəqillik, demokratiya, integrasiya.

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ПРОДВИЖЕНИЕ И РАЗВИТИЕ НАЦИОНАЛЬНОЙ КУЛЬТУРЫ В КОНТЕКСТЕ ГОСУДАРСТВЕННОЙ КУЛЬТУРНОЙ ПОЛИТИКИ

Культурное единство и целостность играют важную роль среди элементов, составляющих нацию. В статье определены направления успешного развития, показаны направления культурной политики. «Национальное культурное самосознание и возможности должны всегда сохраняться; наши культурные произведения должны быть защищены, исследованы и объяснены миру и нам самим в самом широком смысле; Необходимо систематически поощрять культурное творчество нашей нации».

Национальная культура нации - это совокупность общих ценностей, сформированных наследием предков, материальным существованием, величием веры и нравственности, богатством языка и искусства, а также традициями, вытекающими из национальной истории. Для того, чтобы нация существовала и нации мира признали ее существование, ей необходимо изучать культурные ценности в свете науки, а также жить и развивать их сознательно. Для того, чтобы нация существовала и признала свое существование для народов мира, необходимо изучать культурные ценности в свете науки, а также жить и развивать их сознательно.

С этой точки зрения существует потребность в общей культурной политике с четко определенными границами и реальными возможностями для выживания и развития культурной жизни.

Ключевые слова: культурная политика, культурные ценности, независимость, демократия, интеграция.