

## MUSIC INDUSTRY

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### **THE DEVELOPMENT OF THE MUSIC INDUSTRY IN THE INDEPENDENT KAZAKHSTAN AS THE IDEA OF NATIONAL IDENTITY**

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With independence as a sovereign state Kazakhstan faced with various difficulties in the sphere of economy, education and science, culture and art, and many other decision which, in turn, was a Paramount importance. Financing in the sphere of art creative projects of artists and statesmen, was suspended for one reason or another, and the only way out for many was forced means of subsistence, in difficult time for the state employment for private patrons and work securely and financial section of the population.

In fact, many patriotic songs were written in the vast majority of the period of the Soviet Union. And personified two clear direction only then. First, the song dedicated to the political-installed system, and the second dedicated to the theme song of his native land, telling the free-independent country. Because with the acquisition of sovereignty may be presented to the extent the quality and quantity of new songs. In addition to all the listening and thinking of the electorate remained unchanged as the perception itself. Many valuable Audience evaluation guidelines have been recorded listenership Soviet standards, which in its ironic were opposed to the idea of our leading. Nevertheless, like in the wake of past eras, the 90s are entered as familiar as the old and new names of folk musicians, composers and performers. Since the main indigenous population of the Republic presents the descendants of the great Turks and horse-nomadic civilization, the idea of reviving the lost traditions and rites of all acute in 70-80 years, but it reached its peak in the 90s

until 2000. Art of Kazakhstan is a multi-piece simultaneously and holistic. And paying attention to every industry requires much more consideration. Kazakh culture is all new and new guise in the writings of recognized authorities for example, in the book of Muhamediuly first systemized correctly presented the study by scientists of the Kazakh culture:

1) Shamanism in various manifestations highlighted in XVIII-XIX centuries documentary material, which formed the basis for subsequent scientific papers devoted to this topic. It was relevant and in the twentieth century, attracting the attention of specialists in different fields of the humanities, including ethnographers, folklorists V. Basilio S. Seifullin, A. Konyratbaev, A. Margulan, Kaskabasov S., E. Tursynov, etc. [1, page 8].

2) saryn melodic foundation and a complex means of expression associated with the music and voice intonation of ritual music, studied S. Kuzembaev. Instrumental and epic tradition as a whole, as well as kobyz and dombra music became an object of analysis A. Zhubanov, I. Zemtsovskogo, B. Karakulova, I. Maciejowski, S. Elemanovoy, Muhambetova A., G. and S. Omarova Utegalievoy.

3) Kazakh folk instrumental music, including Cui and their compositional and structural construction and semantics investigated B. Aman, S. Raimbergenova, A. Muhambetova etc.

4) Kazakh opera in the aspect of implementation of artistic traditions, creativity Kazakh composers covered: S. Kuzembaev, Ketegenova N., T. Djumalieva. Analysis of the Kazakh musical literature carried Dzhumakova W., A. Ketegenova. Traditional songwriting considered in the works of B. Yerzakovich, M. Akhmetov S. Elemanovoy.

5) Music song and instrumental traditions and musical art of the twentieth century, associated with the professional practice of music (art song, opera, instrumental, symphonic, vocal and instrumental music, mass song and romance) studied Zhubanov A., S. Kuzembaev, Ketegenova N., R. Maldybaev, Elemanova S. et al. musicologists, revealing the genre and style, intonation and rhythmic features of Kazakh music, the originality of creativity of composers of Kazakhstan. [1, 9-p.]

What is presented above demonstrates the versatility of Kazakh music, it kind of made up of sub-species, and generally provide a rich palette of not only music but also in the whole of art. This and more understandable with a series of different events occurring on the open spaces of the Great Steppe. Kazakhstan and its indigenous population underwent repeatedly challenging times. War continued for centuries or ceasing even for a moment. And the appearance of more or less humane era more restrained maximally onslaught agitated minds and hearts of people. "At the same time in the Soviet Union rapidly developing oriental music. However, in times of politicized state of stagnation there is a huge distance between scientific thought and reality ... Therefore, science in Kazakhstan has developed its course, and the concert and

educational practice, artificially protected from sober analysis of its activities, it quietly ignored "[2, page 452] . provably unambiguous described above characterizes the atmosphere prevailing for several decades. The appearance of the first songs at the turn of 80-90-ies, offered hope of a world of freedom and justice. Because in the national stage you can feel like coasting waves, one after another - the theme of patriotism. But patriotism had a dual color, 1) there has been a public order and 2) patriotic rooted in ancient times, affecting the ancient layers of traditional culture and history of the stretched line to the present day. There were songs on the stage as a professional composers and folk. Both categories of Composers their creative works deserve decent praised responses. The former include lyrics: S. Baiterekov "Aliya" K. Duisekeeva "Salem sagan, Tugan jer", J. Tuyakbaeva "Atameken" to the latter could be considered E. Hasangalieva "Atameken" A. Espaeva activities, Sh Kaldayakov and H . Tlendiev. Both the branch developed fairly evenly. But in 2000 it was organized the abyss. The article by G. Omarova the phenomenon described is not bad "Kazakhstan has long songs that sing all. (Do not want to call these songs hits - hits at us now "become" those pieces of music that are arbitrary, sometimes due to commercial interests, are implemented through the media) available in view of a phenomenon when your favorite song sung everywhere and all, who as you can: someone rewrites and learns all the words ... the Kazakhs such songs (of kaldayakov times) all together sang at the feast, and still sing, in the absence of new .... "the following explains this phenomenon as follows:" in this phenomenon reflected rapidly occurred social stratification of society - the "people", as in any society undergoing early or "wild" capitalism, become impoverished sections of the population, among which our intellectuals; at the other extreme - though smaller in size, but a significant percentage of the economically wealthy. Their subcultural space intersect infrequently. It is difficult also to say whether in a society there are some common artistic and aesthetic, as well as philosophical and ideological position ... "[3, page 500]. Those or other actions song composers appropriately reflected in their own products. Absorbed in his work many directions and ideas, on the one hand, to maintain a rhythmic and stylistic features of traditional and modern westernized culture. Given the fact that this often appears certain - awkward shape, understand quite simple. Still quite often on the television screens you can meet the artists and groups who have their video demonstration or according to their text, but the vocals and can not speak. This causes a certain eclecticism in the listening audience. Where syncretism songs, text, performance, and video demonstrations (video) should complement each other, rather than go into the incision. No knowledge of the material just rolls one to the other and without complicate the process of creativity. To do this, you need to know and evaluate the history of art, music, etc. Without a formation which is the creative community can not be adequately presented and awareness of his actions singers. In his article R. Valiullina well is described: "the desire to preserve, not

to lose members and the general appearance of the national culture manifests itself as a form of social self-affirmation. If the weakened connection to the historic center of the ethnic group, the traditional culture as it stopped in its development. No updates, no new folk art, there is no gain. Carefully preserved, passed down from generation to generation, vintage patterns, symbolize authenticity, the "purity" of the national cultural heritage. " [4, p 194].

Justification Communication patriotism theme with the theme of land, we can say that one way or the other songs related to the theme of his native land, initiations. They just reflect the true essence of patriotism. Their real connection with the people, with its roots, traditions and history in general. Because the musical revelation of his native land protection topics invariably constructed: 1) copyright works close in style, temperament and the semantic value of the musical life of his time; 2) on the national song traditions characterize the atmosphere of the event, the emotional state of the characters. In the end, the theme associated with the earth, will receive its popularity. But the 90 presented and other songs dedicated to the people on the one hand but at the same time demonstrating the greatness of the state. The appearance of them one after another created the ground for 2000, when there songs B. Tleukhanova "Zherim Menin", "Elim Menin". Songs "Kok tudyn zhelbiregeni" change of course in 2006 at the inauguration of the national anthem. You can describe a provable fact that after 10 years the impact on the state anthem was palpable. The country embarked on a new track, but in the echoes of the poetic text and music, accompanied by a keen sense but it is still apparent trend A. Alexander's anthem. In changing the anthem is felt all the explicit rejection of the old society that had accumulated in his mind, a necessary step towards a new future. Known reasonable fact, Kazakhstan is one of the only countries of the CIS member countries changed their national character. But how to put together the idea of the state and to consolidate it with the idea of people. Has incorporated the best features of the state-building and seeking their roots population? Anyway launched a new search within the United fused-consciousness of the population and the state. This merger has led to the delight of the enthusiastic response and the song "Menin Elim" B. Tleukhanova. In many ways it was able to go through many competition and become the national anthem. 1) It is all the rhythmic-metric drawings shows alternating rhythm. What is peculiar to the traditional music of the Kazakh people. In traditional music - namely, the alternating rhythm and meter. 2) how to organically combine the indissoluble unity is way of traditional vocal singing with instrumental music. 3) For the first time the connection has been carried out successfully western instrumental - symphonic, symphonic-pop with the latest electronic devices with discretion in its leading role of traditional music. This triad adequately implemented first. It is unsurprising that he felt all segments of the population, it is a quality welcome products released over the years.

The pop stage is now quite a few groups performing modern songs and songs which have become classic examples. Many performers include them in their concert repertoire. More successful examples of arrangements of traditional music with electronic combination represents a group - "Muzart" of soloists R. Stamgaziev, Kossanov A., N. Dzhampeisov etc.

Most musicians, vocalists and instrumentalists use just works with the theme of native land, territory. Such examples have created a whole layer, enriching musical heritage. Influence on the consciousness of the population like today if we compare it has increased, especially among younger audiences. Through the prism of electronic music the youth who grew up on an independent trend takes traditional music. It becomes frequent when the first listen to crooners sing a song, and the audience felt a resulting famine, looking for better designs and stumble upon an original interpretation, which ultimately captivates the beauty of them. Many disagree now drives and distributed through the digital world of original music, and many resources are downloading or listening to, given the fact that not a few professional musicians and so have it in your collection, you can imagine that easily listen to their youth. This may in the future is holding some arches between past and present, return to its roots. Nation can only exist in such syntheses. But how it is reflected in public policy? And how it can serve identifying promise?

In recent years, the state of the program as "Cultural heritage", "The concept of cultural policy" are becoming increasingly popular, we rarely see or only in music a renaissance of the former culture, but also the efforts applied in on films, in the applied arts, painting and architecture. More and more isolate a particular subspecies, its chronological sequence of development. If you look at the development of the art of the last 10-15 years can be regarded as changing the whole palette. How is, how to construct and organized. Everywhere inherent in the theme of the past, all that is connected with the past organically respond to the society. It can be seen on the example of architect and works of painters have audience crowd seen in museums and exhibitions at home and abroad. As Ethno group as "Turan" captivates our Audience and foreign mass. As traditional instruments in their original performer of the game introduced the world of Kazakh culture. One can observe in the media and protocol activities as a patriotic national songs organically completed a gala concert. What is the impact on the indigenous population and other ethnic groups. Perceived as their own. Songs glorifying the past, present and future. This path is difficult begun through the thorny path, but a rising amplitude can progress upward. As has been said: "Cultural Policy of the Republic of Kazakhstan - is positioning the country as a cultural center of Eurasia by 2030, and a world center of art in 2050" [5, p 14]. This point may in fact be realized, if you follow a predetermined path. After all, only headship first idea about his past can form a clear idea of the future.

**References:**

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