

МРНТИ 19.45.03

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Human Capital as an Intellectual Investment in the Future

Abstract. Human capital is a stock of knowledge, skills and motivations. Its investment can include education, accumulation of production experience, health protection, geographical mobility and information retrieval. The article says that Kazakhstan provides conditions for the development of human capital in the formation of an intellectual society. The idea of forming an intellectual society is one of the most principled systems of initiative of the head of our state. Human capital in our country is the most effective factor of economic, socio-cultural and political development. To study public opinion the authors of the article conducted surveys and works with focus groups. It is concluded that this is the main tool for the formation and development of the economy as the highest stage in the development of the world economic system. Human capital develops in an intellectual society; it is a breakthrough in the development of the education system, development of science and enhancement of the country's scientific potential.

Keywords: human capital, intellectual society, public opinion, science, education.

Introduction. The strategic objective for Kazakhstan, as well as for other developing countries, is to conduct an overall modernization, in terms of which not only institutes and mechanisms of modern society, but the modern society itself will be created. Nowadays a new division of labour is being formed- in the sphere of intellectual labour, in the sphere of scientific and cultural production and service – new knowledge economy and information society are being formed. Kazakhstan, in collaboration with its partners, can and should make every effort to enter the society of the future.

The formation of “intellectual nation” is the way of modernization of the society of XXI century, when a creative person becomes the main source of development. Creativity is the process of a person's self-realization. It presupposes personal spiritual wealth, individuality and originality of a person. Therefore, all the diversity of historical and cultural heritage from the remote past until recently is the spiritual foundation and source of the future, with the protection and increasing of which we have already started our way to the “intellectual nation”. The formation of intellectual nation is recognized to be one of the strategic objectives of Kazakhstan development, where the main vectors are high-quality education and support of the younger generation.

Main body. The world's education and economic spheres have been changing rapidly in recent times under the influence of two key areas. The first is the continuing development of the knowledge economy, facilitating the acquisition of skills through education as well as encouraging countries to help them. The second, which is closely related to the first one, is a transformation. Transformation is an intensive growth of higher education in the world, opening new opportunities for millions of people and leading to significant expansion of the global set of talented and highly educated people. In the review on education organizations of economic cooperation and development of 2012, these reforms are considered together with other important Global recessions (2009 and 2010). No developed country is safe from the global economic recession. However, a relatively high level of education leads first to economic stability and sometimes to benefits at the labour market [1]. Discrepancy in wages among specialists with higher education and secondary education has lead not only to the process of global recession, but also to some complications. If a man with higher education got salary, which was 58%, more

than a man with secondary education in the countries of economic cooperation and development in 2008, then in 2010 this discrepancy in wages increased to 67%. This indicates that economic downturn affects all spheres, especially people with a low level of education, which makes economy and global education spheres change. According to Garry Becker, economic method requires the whole system in understanding and definition of human behaviour. Several generations of scientists who conducted researches in this field have failed. According to Becker's calculations, in the USA investments in human capital bring several times more profitable than investments in securities [2]. Becker suggests appreciating the economic result that will be gained from education. He is the first scientist who conducted statistical calculation of education economic efficiency. When identifying living income of people with higher education, living income of people with professional education is excluded from their living income and living income of people with secondary education is excluded from the latter. Along with education expenses, the wages that was "lost" by the student during his studies is also considered. In fact, this "lost wages" is measured by the values of time and expenses, spent to education by the student, and its use is accumulation of alternative means. Becker, considering investments in education as accumulation of income, believes its return to be 12-14% of annual income. The scientist's calculation, where the received income from education expenses is expected, makes it possible to consider human capital as the main intellectual fund and inexhaustible investment of society. The scientist was awarded a Nobel Prize for this research work.

Forward-thinking scientists around the world has conducted complex researches in this field and suggested their best ideas and practical recommendations to the scientific community. Such scientists as W. Clement, G. Hammerer, K. Schwartz, A. Bonfor, L. Edvinsson, K. Farr, R. Lord, L. Wolfensberger and A. Teykserya [3-8] consider human capital as an intellectual investment. They prove that in the knowledge society a lot of attention is paid to non-material values: knowledge, science, idea. Every year their value and significance increase. In many spheres investment in human capital, although it requires a long time, is considered as the main and the only guaranty of a stable development. Modern scientists say that consideration of this problem form a theoretical point of view and its justification on the scientific basis is an urgent problem of today. In these studies the theory of growth and development is considered as the theory of evolution; the term "intellectual capital" (intangible), the so-called terms of non-material sphere, is widely analyzed and described. "Intangible Investment" is a term denoting investments in intangibles. This theory is widely discussed in scientific communities and is widely known. Therefore, justification of the theory of this problem is essential. One of the problems proposed with a theoretical point of view is the evolution of investment of non-material sphere. German scientists W. Clement, G. Hammerer and K. Schwartz comprehensively discuss the theory of investment in non-material sphere and describe researches in this area, as well as scientific schools, their terminology and methods, etc. [9].

New information technologies have made major changes in the economy. Development, research and non-material investments in human capital have taken leading position in comparison with material investments, because nowadays the economic activity is focused on non-material components. Today the term "intangible investment" is introduced again and is being discussed a lot in the economy sphere. A definition of this term is being formed and recommendations on taking into consideration intangible investments are provided. Generally, intangible values should be considered as a major component of society development and improvement of economy effectiveness. The problem of non-material spheres financing is relevant in the advanced countries of the world. It is widely discussed in the studies of a French scientist A. Bonfor and a Swiss scientist L. Edvinsson [10]. Paying attention to the importance and necessity of making investments in non-material spheres, the authors emphasize its impact on society development. In countries such as Israel, Japan, European countries intellectual capital is primarily spent on the public sector, the service sector, and as a result on the state level. To increase the wealth of a nation people must be literate at first. Therefore, in the near future besides agricultural and industrial plan, a plan map of the intellectual capital should be developed.

Now scientists note the need for cooperation in this field. That means, the greater relations at different levels are developed, the more effective intellectual capital becomes. The presence of a strong political leader of each country requires the formation of intellectual capital at the national level and in the social environment. These problems are characterized by such tasks as visualization of intellectual capital; consideration of intellectual investments in the cluster of knowledge capital; formation of effectiveness and novelty of intellectual investment in regions as cultural values; superiority of knowledge capital as a new innovation social system [11].

As it was said before, at first it is essential to distribute and explain the importance, necessity and possibilities of intellectual capital to people and the target audience with the help of visual communications. The next problem is to create, organize and accumulate the knowledge capital cluster. That means the knowledge is the primary mean, foundation and strength of non-material sphere development.

American scientists K. Farr, R. Lord and L. Wolfensberger, investigated the issues of economic and political freedom and economic prosperity, performed in their works an empirical analysis of the problems of intellectual stability. The authors prove that economic freedom is the only factor leading to political freedom and they analyze the impact of economic and political freedom and economic development on each other in industrial and post-industrial countries. Causative-consecutive methodology of works is devoted to identifying links between economic and political freedom and welfare of people. The countries with developed production and lagging countries have been chosen for a comprehensive discussion. As the results of the research show in developed countries as well as in countries with a low level of production the economic freedom is defined by the level of people's welfare, and the level of people's welfare, in turn, affect the political freedom [12].

Portuguese scientist A. Teyxeira studies links between human capital and a company's activity. His analyzes, devoted to the issues of considering the ways to increase potential of human capital, are characterized from economic, technological point of view and from the point of view of performance. The ways to influence on social and intuitional basis to human capital accumulation are considered. The success and viability of a company's activity with increasing human capital is analyzed from theoretical and empirical point of view [13].

Swiss scientists B. Carlson and G. Eliasson consider economic development implementation of an idea as new technologies. The study is devoted to the creation of conditions and impact of new ideas necessary for effective development. The author analyzes such notions as technological system, competence, block and experimentally organized economics [14]. At the same time, Spanish scientist I. Ninez studies transition intensity from base industrial production to intellectual production. In his studies, he analyzes different methods, strategies and means concerning intangible investments. Here the main objective is rational and practical application of all theoretical studies [15]. British scientist K. File in his study on relation between social philosophy and economy he considers cultural values as an integral part of intellectual capital [16].

One of the first scientists who studied the nature of intellectual capital was T. Steward. In his article called "The power of intelligence: how intellectual capital is becoming the most valuable asset of America" (1991) he presented intellectual capital as the sum of what employees of the company knew and what a competitive advantage of the company in the market gave: "patents, processes, management skills, technologies, experience and information on customers and suppliers. Combined together, this knowledge forms intellectual capital".

According to English scientist, intellectual capital is a new source of companies' wealth. In order to succeed in non-material economy, organizations and every person should master working techniques that are different from their previous skills. In other words, "knowledge" became a key word in this economy, global hyper competitiveness and paradigm of global management. Concepts of management information systems and information technologies became obsolete

and are replaced by the concepts of knowledge technology. Knowledge era has come: the era of knowledge industry, qualified employees, knowledge as a capital, knowledge support systems, knowledge management, knowledge production, organized education, hyper knowledge and etc. The richest countries are the countries with a capital in the form of good education and human recourses, and the poorest ones rely only on natural raw materials [17]. It is impossible to build a capital without knowledge. Countries may be rich in their recourses or information, but poor in knowledge. Knowledge is a purposeful and coordinated action. Its only proof lies in achieving the goal. Knowledge quality is assessed by the quality of achievement or coordination process.

T. Steward introduces the term “knowledge corporation” to the scientific lexicon. These are companies that recognize the importance of knowledge – intellectual capital, as their most valuable intangible asset that serves as a basis of for achieving competitive advantage. The same can be said about the whole intellectual society. Thus, intellectual capital of the society is a result of development and interaction of intellectual potential of employees. This is a collective mental energy that includes knowledge, information, experience and intellectual property – everything that allows creating values.

To obtain and use knowledge information technologies and information systems together with knowledge as a form of intangible asset are used. British economist Alfred Marshall [18] was one of the first who began to include relevant information in capital-information that can reduce existing uncertainty in knowledge about the subject. In 1890, Alfred Marshall said that knowledge and business are a significant part of capital and that knowledge is the most powerful engine of production. In vast majority of industries, technical knowledge and skills are becoming less significant day-by-day compared with such qualities as the ability to take the right decisions, efficiency, resourcefulness, caution and perseverance in pursuing the goal.

Knowledge can affect production and relations between people. When using knowledge some economic subjects can gain information advantage over others. There are two main sources of gaining information advantage: monopoly to possess information and the ability to understand and appreciate the other available information better.

Occurrence of relative information advantages gives rise to competition. In such a competition, not only scientific knowledge is of great worth, but also personal knowledge of each person based on his ability to understand what new opportunities conceals this particular situation. In this situation, knowledge becomes an element of competition and a factor that increases the efficiency of capital.

Information Society economy uses four basic resources: labour, capital, individual, regional and group freedom and relevant information– these are constantly updated theoretical knowledge and various information including practical skills of people.

Results. Consideration of intellectual capital as a cultural value and measuring the development of culture is a particularly important issue, because the era of advanced technologies and substantive information culture is included in the number of priority values. Therefore, announcement, development and formation of intellectual capital as a cultural phenomenon are effective and beneficial tasks. Giving priority to knowledge capital in competitive and advanced countries and its acceptance as an innovative social system and a strategic objective is a far-sighted politic and a civilized step.

In Kazakhstan, the creation of a knowledge society, its formation and transformation into the country’s main value is a leading strategic goal and perceptively performed task of public policy. This can be proved by the fact that over the past three years Kazakhstan is in the top four leaders under UNESCO Education Development Index among 129 countries.

Forward-thinking politics and strategists of the world pay a great attention to intellectual capital of a nation and do everything for its development, enrichment and accumulation in any region or country. Its national experience is showed up in strategic policy, pursued by the President

Nursultan Nazarbayev. For 15 years, Kazakhstan has entered the top five fastest growing countries of the world. In his address “Kazakhstan -2050” Strategy. A new policy of a developed state” the President, setting the task to become a developed and competitive state, said: “Due to our policy of long-term investments in human potential development, we have formed the current generation of talented young people. Kazakhstan must be among thirty of the most developed countries in the world by 2050. A competition among developing countries for a place in the club will be fierce [19].

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Адам капиталы болашақта интеллектуалды инвестиция ретінде

Андатпа. Адами капитал - бұл, білім-дағды-мотивация. Ондағы инвестиция білім, өн-дірістік тәжірибе жинақтау, денсаулық сақтау, географиялық ұтқырлық, ақпараттық ізденіс болуы мүмкін. Мақалада Қазақстан интеллектуалды қоғамды қалыптастыруда адами капиталдың дамуы үшін жағдайлар жасайтыны, интеллектуалды қоғамды қалыптастыру идеясы мемлекет басшы-сының бастамасы бойынша ең принципі жүйелерінің бірі болып табылады. Біздің елдегі адами капитал - экономикалық, әлеуметтік-мәдени, саяси дамудың ең тиімді факторы. Қоғамдық пікірді

зерттеу, зерттеу және фокус топтармен жұмыс жүргізу. Бұл әлемдік экономиканың дамуындағы ең жоғары саты ретінде экономиканы қалыптастыру мен дамытудың негізгі құралы деп қорытынды жасалды. Адами капитал интеллектуалды қоғамда дамып келеді - білім беру жүйесін дамытуда, ғылымның дамуы мен елдің ғылыми әлеуетін арттыруда серпіліс.

Түйінді сөздер: адам капиталы, интеллектуалдық қоғам, қоғамдық пікір, ғылым, білім.

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Человеческий капитал как интеллектуальная инвестиция в будущее

Аннотация. Человеческий капитал - это запас знаний, навыков, мотиваций. Инвестициями в него могут быть образование, накопление производственного опыта, охрана здоровья, географическая мобильность, поиск информации. В статье говорится, что в Казахстане предусмотрены условия для развития человеческого капитала в формировании интеллектуального общества. Идея формирования интеллектуального общества входит в число наиболее принципиальных систем инициативы главы нашего государства. Человеческий капитал в нашей стране является наиболее эффективным фактором экономического, социально-культурного, политического развития. Для изучения общественного мнения проводились опросы и работа с фокус-группами. Делается вывод, что это главный инструмент формирования и развития экономики как высшего этапа развития мировой экономической системы. Человеческий капитал развивается в интеллектуальном обществе это пролив в развитии системы образования, развития науки и повышение научного потенциала страны.

Ключевые слова: человеческий капитал, интеллектуальное общество, общественное мнение, наука, образование

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ГРНТИ 19.41.07

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Проектное обучение как фактор модернизации современного журналистского образования

Аннотация. Современная система средств массовой информации, отражающая процессы политических, социально-экономических и культурных преобразований, а также философские, профессиональные, моральные и нравственные принципы, фундирующие дальнейшее развитие общества и существование человека, являются мощными факторами модернизации системы журналистского образования. На данном положении базируется концептуальная идея исследования проектного обучения в системе профессионального образования.

Цель журналистского образования – это подготовка и переподготовка востребованного на современном рынке СМИ всесторонне развитого, компетентного специалиста, квалификация и личностный потенциал которого соответствует запросам современного общества. Насущной задачей в данном контексте становится преобразование структуры всего учебного процесса. Дальнейшее углубление в эту повестку дня предполагает необходимость разработки и введения в процесс профессиональной подготовки будущего журналиста инновационных проектных форм обучения. В статье конкретизируются основополагающие идеи применения технологий современного журналистского образования и приводятся примеры проектного обучения на факультете журналистики Южно-Уральского государственного университета.

Ключевые слова: журналистика, профессиональное обучение, технологии современного журналистского образования, проектное обучение, проекты совместного творчества, информационно-публицистическая передача, телемарафон.