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Empfohlene Zitierung / Suggested Citation:
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Abstract
This article discusses a new study of moral values of equality in a multi-ethnic society in Kazakhstan, which has not yet been considered in the state. The research shows the level of progressive moral principles, in the period of pronounced ethnic paradox of modernity of Kazakh society in the inter-ethnic cooperation both inside and beyond the country and that ethnic prejudices are the result of forming and development of specific semantic barriers, arising up in the conditions of interethnic cooperation and people’s communication.

Keywords: value orientation; ethnic self-awareness; ethnic prejudice; multi-ethnic environment, polyethnic environment, ethnic prejudices.

In connection with a growth of problems of interethnic relations a lead through of the special etnopsychological researches in modern society is actual. Especially it is important for a youth in polyethnic terms. The problem of moral values and moral – value of orientations is the subject of learning a number of sciences of human and society, particularly philosophy, sociology, psychology and pedagogy. "The concept of values, rather than any other, must take a central place that can combine interests of different sciences concerning of human behavior." These words, asserting the centrality of the concept of "value" belong not only to psychologists; but a similar opinion was held by sociologists, and anthropologists.

The complexity of defining the essence: the phenomenon of "moral values" associated with its meaning and objective characteristics. Moral values, moral - and value orientations are both cognitive and motivational formations. In the literature there are more than one hundred definitions of the concept "moral value", where are offered to the consideration of a variety of approaches and sides of this problem. Under the moral - value orientation is refered "goals, aspirations, desires, ideals of life, certain rules of the system" "installation on various values of the material and spiritual culture of society", "particular relevance to the environment, determinants of taking the decision", "a complex of generalized system valuable representations", "the main channel transformation for cultural values in the incentives and motives of practical behavior of people", etc.

I. DESIGN OF EXPERIMENT

Historically, the concept of "moral - value orientation” of the personality has developed as a concept that reveals the connection between "individual" and "public" in the mind of human as the unity of the cognitive and affective processes. The system of value orientations forms a meaningful basis of motivation of behavior and it expresses internal relations of the individual with reality. Moral values occupy a leading position in the forms of social activity. Moral interaction based on the value of relationship of mutual respect forms a foundation among ethnic groups in multi-ethnic countries. Moral values the relationship growing into a form of moral activity occupy a leading place among other forms of social activity. Moral activity can be regarded as - "the specific activity of consciousness and will, aimed at practical realization of moral requirements from the society".

In the multiethnic country as Kazakhstan there is an acute problem of moral – value of citizens’ activity. As moral interrelation in the multi-ethnic society is formed the basis of life and prosperity of the country. Interweaving of cultures and traditions in a multiethnic society, creates a particular moral position of Kazakhstan, which is subordinated to itself not...
only cross-cultural currents, but also all internal and external policies of the state.

In our opinion, particular interest represents a research of the moral value of activity in the interrelation of all equality in a multi-ethnic society of Kazakhstan. As the relationship of moral - value orientations and ethnic prejudice of personality is determined by the necessity of understanding of the ethnic processes in a new socio-cultural and socio-dynamical conditions, as well as the development of psychological knowledge.

Despite the absence of sharp ethnic conflicts in the republic, there are problems connected for searching a model of national self identity, solving the problem of the language and optimization of the inter-ethnic relations in multiethnic environment. Along with a moral - value orientations most appropriate concept allowing operating the dynamic aspect of interethnic diplomatic relations, is the concept of ethnic prejudice. Ethnic prejudice as a specific form of manifestation of semantic barriers can have an essential influence on the results of human activity that occurs in a multi-ethnic communication. Manifestation of the ethnic characteristics of interacting and communicating with individuals in terms of joint cognitive activity mainly due to the subject - the semantic content of the general fund of information. If ethnic prejudices are formed primarily in the process of inter-ethnic interaction, the change in ethnic prejudice is the result of a consistent assignment of different mutual funds semantic structures that accompany the interaction of the subject - the subjective space of the world around them.

Analysis of the problem of moral values of equality in interethnic communication in Kazakhstan has allowed ethnic groups to formulate the following questions: - in the first, what reflection in the Kazakh society has a social - requirement of the moral value of equality, - in the second, if there are differences in perception and activation of interethnic communication in the moral value universal equality in half a third effect on formation of ethnic prejudice in moral value of equality.

II. SUBJECTS AND METHODS

In order to answer these questions was carried out experimentally - an empirical study, which consisted of studying the moral values of equality and the impact of ethnic prejudice in them.

Due to the known difficulties associated with identifying and measuring ethnic prejudice as a special kind of personal characteristics that manifesting themselves in the process of communication and human interaction in multi-ethnic surroundings, was worked out a special method of experimental research. The main idea of this method is to simulate a virtual mono-ethnic groups.

On the first stage of all of examinees with the purpose of exposure «original Kazakhs» and «original Russians» is conducted. In spite of seeming absurdity of purpose, majority the tested with enthusiasm filled the etno-psychological questionnaire, which contained 19 questions, reflecting the way of life and culture of different peoples. Research was conducted anonymously. Questions were formulated as assertions. Respondent was to mark judgments which he agrees with. Additional motivation of experiment participants’ activity was provided with a report that on the results of the first stage the limited amount of examinee will be selected for participating in the subsequent series of research.

The main purpose of the first phase of the study was to establish a psychological readiness (installation) to be a full representative of this ethnic group, taking and defending the basic norms and forms of behaviors producing on the traditions and customs of peoples.

The second stage of research began with that all the "selected" persons were told that the selected boys and girls, will be suitable for "real Kazakhs" and "real Russian". Therefore, they may consider themselves outstanding representatives of their ethnic group.

In fact, selecting of a real Kazakh or Russian is almost an impossible task, then these groups were selected by representatives of the Kazakh and Russian ethnic group in random order. In the second stage of research there was a specially organized procedure of experiment, conditions are provided for - activation of the ethno-psychological personality due to conscious recognition of human potential as a full member of the ethnic groups. Thus, the mono-ethnic groups are formed in reality by unintrusive suggestion.

For the Providence study was used an identical technique in its content, the only difference is the language compilation. So for the mono-ethnic group of Kazakh techniques were conducted in the Kazakh language, and for the mono-ethnic Russian - in Russian. It should be noted that for the design and translation techniques involved experts in the field of linguistics. The pupils were of school-gymnasium №75, of Shymkent. The study involved 140 students of the 9 - 10 forms, combined into 14 groups of 10 each: 5 boys and 5 girls. At the same time for the purity of the experiment, subjects were selected by the IEC of the Kazakh ethnic group, the Kazakh language, and for the Russian ethnos groups in Russian.

Diagnosis of a person's psychological manifestations in the form of changes in moral values of equality for students in the course of the formation and development of cognitive activity was carried out twice. The first series of measurements on personal questionnaire, which allows to determine the impact of ethno-psychological features of personality in the process of productive thinking, was held on January 10, 2012. The second series of measurements was taken place after the end of training sessions on May 27, 2012.

III. RESULTS

The results were processed by the method of processing the results of psychological testing of V.V.Stolina. The quantitative results of the study of moral values of equality ethno psychological character showed what important rule plays the moral values of equality in inter-ethnic relations in building an effective activity in the multi-ethnic society.

All the results after treatment are presented in the table, all group indices for review, grouped into general groups MEK and MER.
Denotations: MEK - mono-ethnic Kazakh
MER - mono-ethnic Russian
P1 - the progressive rates of the first series of research
R1 - regression parameters of the first series of research
P2 - the progressive rates of the second series of research
R2 - the regression parameters of the second series of research
P - common indicators of progressive research
R - general regressive indicators studies

The results are progressive, that is, positive moral values of equality regressive rates higher than those in the first series of studies, progressive LED indicators in the group at the 2 higher than those of IEC and the regression parameters in the MED group below 22, indicating a high index of moral values and positive attitude on inter-ethnic communication in the group of subjects in the MED

A similar situation is observed in the second series of the study. Representatives of the Russian ethnos more progressive in inter-ethnic interactions, despite the fact that in the structure of values and value orientations among students of Russian and Kazakh ethnic groups are cross-cultural and ethnic differences, transforming in a multiethnic environment. In the dynamics of change and direction of ethnic prejudice in students show national and gender differences due to the value orientations of ethnic groups. The emotional components of auto stereotypes, heterostereotypes ethenity and its socio-cultural subjective distance are interrelated. Moral values of equality in both groups are at a high level, even if they are different. Russian and Kazakh exams show clear orientation towards the readiness to change and a positive attitude to inter-ethnic relations.

At the level of perception of images Kazakh ethnic groups' students were inclined to interact in interpersonal relations within their ethnic group more than the interaction of inter-ethnic relations. It should be noted that representatives of the Russian ethnic consider that Kazakhs feel less peaceful and cordial than the Kazakhs think for themselves. Kazakh people of multi-ethnic groups perceive Russian people as somewhat more prone to competition than it is present in the Russian self-representation.

The concepts of values and value orientations of ethnic: personal prepossession reflects in modern ethnic processes of transformation to social and cultural situation in the community, explains the nature of the formation of ethnic identity, national and ethnic characteristics of people, their inter-ethnic relations. The theoretical and experimental study is an approach to the study of the moral value of equality and ethnic bias in the individual through a multi-ethnic environment understanding the personality characteristics of ethnic identity based on ethnic identity, which are at the origins of language and identity national culture.

The analysis of experimental results revealed that the moral values of equality, formed a system of ethnic values, and ethnic prejudices have national identity and
cultural characteristics of manifestation and is characterized a variety of personal content and similarities and differences in the ethnic picture of the world's younger generation of Kazakh and Russian. Studies have shown that in one culture may exist different valuable orientations. The basis for this transformation creates a multi-ethnic environment, open and tolerant to a variety of values, demonstrating a high degree of coincidence of the value orientations of ethnic contact groups in the process of their joint activities. The degree of coincidence of the moral value of equality among members of ethnic groups under study determines the nature and direction of their ethnic prejudices in relation to the ethnic contact groups.

IV. CONCLUSION

Thus, ethnic prejudice realize specific reflections of moral values, ethnic prejudice depends on the value orientations follow from them and reveal them in a schematic form. The study of the problem of moral values of equality and ethnic prejudice is necessary for comprehension and understanding of ethnic and ethno-psychological processes that occur in nowadays multi-ethnic society, developing of a national idea, in the formation of ethnic individual and a new value model of the interaction of ethnic groups.

Further more it involves the consolidation of Kazakh society around the Kazakh people, taking into account the interests of all ethnic groups in Kazakhstan, an organic combination of specific national and universal values and aspirations. In conclusion the ethnic factor in the decline of mutual perception of students in the process of collaborative learning activities in a multi-ethnic environment, resulting from the research process leads to the comprehension of the idea of the Kazakh people as a supra-ethnic community. The consequence of this is peace of mind of citizens of the Republic of Kazakhstan and their high moral position in inter-ethnic relations.

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