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Original Article

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BROADCASTING OF HISTORICAL AND CULTURAL HERITAGE IN THE MUSEUMS OF NORTHERN KAZAKHSTAN: THE MUSEUM'S ROLE IN THE FORMATION OF IDEAS ABOUT THE PAST

The museum space of a region is responsible for the formation of the historical memory of its inhabitants, consolidating the foundations of national identity in the minds of citizens. The article reveals the role of historical museums in broadcasting historical and cultural heritage in Northern Kazakhstan. Using the example of republican, urban, and rural museums, the author shows how the main theme of the exhibitions has been changing in response to the new historical narrative of the sovereign republic. The paper focuses on the following museums of the North Kazakhstan and Akmola regions: the Museum of the History of the city of Kokshetau, the Museum complex "Residence of Abylai Khan" (Petropavlovsk), the Malik Gabdullin Museum (Kokshetau), Syrymbet Historical and Syrymbet Historical-Ethnographic Museum named after Sh. Ualikhanov (Aiyrtau district of North Kazakhstan region). The ways of staging the historical past and the use of interactive technologies are analyzed. Main sources of information are the materials of the ethnographic expedition of 2023, mass media, memoirs, office documents. The study shows that in the years of independence, the museum business in Kazakhstan has undergone major changes: the historical narrative influenced the theme of the exhibitions centering them around the national history. The analysis of the influence of museums on the formation of historical memory and national identity revealed a departure from traditional museum strategies and strengthening of cultural and educational work.

Keywords: *historical and cultural heritage, museums, national identity, historical memory, Northern Kazakhstan, post-Soviet period*

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