The influence of world water routes on the statehood and communications of the Kyrgyz Republic

Saltanat Mambaeva¹, * and Saltanat Isakova²

¹Kyrgyz-Turkish Manas University, Faculty of Humanities, Simultaneous Translation Department, Kyrgyz-English Translation program, Bishkek, Kyrgyzstan
²Bishkek State University, Faculty of International Relations and Oriental Studies, Foreign Languages Department, Bishkek, Kyrgyzstan

Abstract. The article analyzes the influence of historical transport routes, Kyrgyz statehood and culture, the Kyrgyz economy of that period and the Kyrgyz way of communication, as well as changes in the Kyrgyz language and the role of the Kyrgyz in intercultural communication in different historical periods. Great has influenced the statehood, culture, religion and mentality of Kyrgyz people, and surely changed the economic situation of the nomadic tribes in the times of the Great Silk Road. Great Silk Road became a huge chance to see the other people: to communicate and develop communicative skills with other cultures living on this road. The influence on to the language brought a lot of new words and terms which settled in the Kyrgyz language. Moreover, the Great Silk road gave a possibility for enlarging diplomatic relationship with the other empires and kingdoms of that period. Kyrgyz people with their nomadic style of living before communicated with a lot of people, and their language was adaptable to new languages, and it became a reason why did the most of the Kyrgyz people became the guides of caravans and even translators on the Great Silk Road.

1 Introduction

Kyrgyz people with their nomadic background were always on the roads, they were moving for the search of new pastures, they were escaping the enemies, they were conquering the new territories and they were always in a movement. Their entire trials to move into the west, south and to the east, it was the way to get start the new communication, and Kyrgyz people of that time they were good communicators, and that quality may be become one of the reason to start to translate for the ancient Kyrgyz people on the Great Silk Road.

Great Silk Road became the first global trade road for nomadic Kyrgyz tribes. It has influenced the statehood, culture, religion and mentality of Kyrgyz people, and surely changed the economic situation of the nomadic tribes in the times of the Great Silk Road [1]. Great Silk Road became a huge chance to see the other people, communicate, and

*Corresponding author: saltanat.mambaeva@manas.edu.kg

© The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (https://creativecommons.org/licenses/by/4.0/).
develop communicative skills and intercultural communication with other cultures living on this road. The influence on to the language brought a lot of new words and terms which settled in the Kyrgyz language. Moreover, the Great Silk road gave a possibility for enlarging diplomatic relationship with the other empires and kingdoms of that period.

“The Silk Road, commonly known as the first global trade route in history had a scope and importance far greater than the simple exchange of goods. Indeed, the myriad of interconnected routes served as a vehicle for the fruitful exchange of arts, religion, cultures, ideas and technology. Many important developments, in fields ranging from mathematics and philosophy to architecture and gastronomy, were only made possible thanks to the intrepidity of pioneers eager to explore and overcome man-made boundaries and natural determinants. In present time, and building upon a natural and cultural wealth spanning thousands of years, the World Tourism Organization (UNWTO) is in a position to revive and give a new significance to a route capable of transforming the way we think about and relate to travel. By collaborating in areas of mutual interest, Silk Road Member States and private sector tourism stakeholders are in a unique position to create new opportunities and tourism initiatives capable of favoring sustained and healthy growth” [The World Tourism Organization (UNWTO), the specialized agency of the United Nations Accessed on: https://www.unwto.org/silk-road].

2 Methods

Empiric method, method of comparing, theoretical method of research, analyses and method of synthesis [2-4].

3 Results

The skills of Kyrgyz people to study other languages became one of the most important skills of language adaptability, especially nowadays [5].

The Silk Road was a network of trade routes that stretched across the ancient world, connecting Asia and Europe. It was named for the lucrative silk trade that was established in China at the far eastern end of the trade route. And silk became the main good, which was being traded between West and East.

The Silk Road is a 6,400-km-long road (or rather a caravan tract), which started at Xi’an and followed the Great Wall of China bypassing the Takla Makan Desert, and went through the Pamir, it then went through Afghanistan, crossing the Levant [Ancient China for Kids: The Silk Road: https://www.ducksters.com/history/china/silk_road.php].

Located in the center of the Great Silk Road, the lands of modern Central Asia and Kyrgyz territories have always been a bridge for the exchange of spiritual values between East and West. It was in Central Asia that values encountered each other connecting people of different nationalities, tribal and nomadic people with settled ones. The process of discovering the historical past is acquainted with culture, civilization, art and moral values. Through the prism of historical memory and experience, the present and future can be assessed.

The Silk Road was important because it helped to generate trade and commerce between a number of different kingdoms and empires. This helped for ideas, culture, inventions, and unique products to spread across much of the settled world. It was called the Silk Road because one of the major products traded was silk cloth from China. People throughout Asia and Europe prized Chinese silk for its softness and luxury. The Chinese sold silk for thousands of years and even the Romans called China the "land of silk". Besides silk, the Chinese also exported (sold) teas: green and black; salt, sugar, porcelain,
and spices [Ancient China for Kids: The Silk Road: https://www.ducksters.com/history/china/silk_road.php].

The Kyrgyz tribes could sell the furs of different animals, handmade woolen carpets, clothes from furs, and boots also from the skin of animal’s also silver and gold jewels which were made by Kyrgyz jewelers, and of course horse utensils, which were very popular among Silk Road merchants. And in exchange Kyrgyz merchants were buying silver, gold, cotton, porcelain dishes and etc.

Most of what was traded was expensive luxury goods. This was because it was a long trip and merchants didn’t have a lot of room for goods. They imported, or bought, goods like cotton, ivory, wool, gold, and silver. Merchants and tradesmen traveled in large caravans. They would have many guards with them and they were hiring mostly as guards the nomads - Kyrgyz equestrians especially, they knew the roads well, and they knew how to afford to go through the mountaineer part of the Great Silk Road, as they were good horse and camel riders.

Traveling in a big group like a caravan helped in defending from bandits. Camels were popular animals for transportation because much of the road was through dry and harsh land. Although there was some trade between China and the rest of the world for some time, the silk trade was significantly expanded and promoted by the Han Dynasty, which ruled from 206 BC to 220 AD.

Later, under the rule of the Yuan Dynasty set up by Kublai Khan of the Mongols, trade from China along the Silk Road would reach its peak. Kublai Khan had built a banking communication system, which was the first exchange banking system. Moreover, he used the tribal and nomadic people as Kyrgyz to become the first connectors between the caravan camps on the horses, and he best horses Kublai khan bought from tribal people, who used horses and knew the best type of horses. The Kyrgyz type of horses were small not tall and big, but they were the hardiest and weather resistant, and they could easily go through the deserts and mountains too.

During this time, the Mongols controlled a significant portion of the trade route, enabling Chinese merchants to travel safely. Also, merchants were granted more social status during the Mongol rule. It was over 4,000 miles long, Marco Polo traveled to China along the Silk Road. Not all that was traded along the Silk Road was good. It is thought that the bubonic plague, or Black Death, traveled to Europe from the Silk Road. Very few merchants traveled along the entire route. Goods were traded at many cities and trade posts along the way. There wasn’t just one route, but many routes. Some were shorter, but more dangerous. Others took longer, but were safer [Ancient China for Kids: The Silk Road: https://www.ducksters.com/history/china/silk_road.php].

I.M. Melikov and A.A. Gezalov argue that culture serves as the fundamental basis for positive social development, surpassing economics and politics in its influence. While economics and politics are superficial aspects of culture, it is the culture of a society that truly drives overall social progress. Economic development relies on the presence of an economic culture, while political progress is rooted in political culture. However, the broader social progress is ultimately rooted in the culture of the society as a whole [6].

The trade routes of the Great Silk Road have crossed so similar and at the same time diverse cultures. The notion of identity was also significant at that time. On the caravan camps when the people were trying to have a rest, they were making contest in singing, dancing, and storytelling and playing on different musical instruments. Kyrgyz people were not good dancers, but their telling of stories about Manas or any other national heroes, and just singing with musical instrument as komuz - were always attractive to other people. Moreover, at that type of camps people were also trying the new arches, new military utensils too and sell them to each other.
The Great Silk Road tied all the ethnic groups with a special close tie and had an impact of interdependence on them. In spite of the fact that all the cultures had passed a long and difficult road of development, they have been able to maintain the original essence of the indigenous culture and they were influenced by other cultures.

For centuries the Great Silk Road, passing through the territory of Tyan Shan mountains and was a vital link, the conduit. And to this day, thanks to the communication skills, which was developed during the ancient Silk Road period the Kyrgyz have been able to preserve their identity as a nation, with their traditions and customs, which make them different from other Turkic peoples, maintaining the bonds of continuity and cultural exchange. This was only possible due to different factors of cultural transmission, ranging from art, literature, poetry and folklore etc. [7].

“Over the two millennia since its establishment, the Silk Road actually went on to encompass numerous intersecting passages that extended in all directions, forming a series of travel routes. The ancient Silk Road was one of the greatest undertakings of human history. First of all, it weaved a network of transportation routes linking the East and the West. Secondly, it facilitated East-West trading and exchanges, by boosting the circulation of goods. Thirdly, it facilitated convergence and exchanges between civilizations and cultures from both the Oriental and Occidental worlds. In the end, it brought about unison between the East and the West in jointly contributing to the progress and prosperity of human society and civilization. The Silk Road witnessed the most splendid and wonderful epic of human history. In 2013, China launched the Belt and Road Initiative (BRI) [8].

A growing number of countries have joined the Initiative, and cooperation is expanding in infrastructure, trade, investment, and energy. There are also contemporary reasons. The Belt and Road routes link up more than 60 countries and more than 4 billion people. The regions covered have the greatest potential for economic development, and for international investment. Many en-route countries also share the desire to restructure the industries, enhance the quality and capacity of economic development, and improve people's wellbeing” [The Ancient Silk Road's Historical Significance and Its Role in Inspiring Joint Development of the Belt and Road Initiative Accessed on: https://www.prnewswire.com/news-releases/the-ancient-silk-roads-historical-significance-and-its-role-in-inspiring-joint-development-of-the-belt-and-road-initiative-301202677.html].

Kyrgyz statehood and the New Silk Road. Following the dissolution of the Soviet Union, there was a growing interest in national identity. The Kyrgyz people have played a significant role in the development of intercultural communication. Evidence of this can be seen in international relations, diplomacy, and the history of cultural contacts and borrowing. The Kyrgyz have actively engaged in fostering intercultural understanding and cooperation, contributing to the rich tapestry of global cultural interactions.

After the Soviet Union dissolved, there was an increasing focus on national identity. The significance of the Silk Road goes beyond its historical beauty; it has transformed into a national concept. As Gusevskaya states, “today, the Silk Road is not just a beautiful historical allusion, but also a national idea.” [9]. In this context, the Kyrgyz people have played a vital role in promoting intercultural communication. This can be observed in their involvement in international relations, diplomacy, and the history of cultural exchange and borrowing. The Kyrgyz actively work towards fostering intercultural understanding and cooperation, contributing to the diverse and interconnected global cultural landscape.

According to Ch. Kainazarova “At the end of the 20th century, the country faced tasks related to the search, establishment of the place and role of the new state in the world community. In order to fully participate in cooperation with foreign countries in the frame of international organizations, the Kyrgyz Republic pursues a multi-vector, balanced and pragmatic foreign policy. The modern foreign policy situation is strongly influenced not only by the achievements of diplomats and politicians in the field of international relations,
but also by the domestic political and economic situation in the country. At the same time, the image of the Kyrgyz Republic in terms of its readiness to comply with all previously reached agreements and commitments in all formats of cooperation is expected to be associated with reliability and stability” [New Trends in Kyrgyz Foreign Policy: https://mpra.ub.uni-muenchen.de/86491/1/MPRA_paper_86491.pdf].

Several years ago, the President of the Kyrgyz Republic, S. N. Japarov set a goal to strengthen the image of Kyrgyzstan by issuing a decree on civil identity. The decree, published in the newspaper "Erkin Too" on December 1, 2020, introduced the Concept of Civil Identity Development in the Kyrgyz Republic. This concept is a continuation of the efforts to enhance unity among the people and inter-ethnic relations in the country and the countries which were tied with each other since the ancient times of the Silk Road.

The Concept of Civil Identity Development introduces a new approach to national policy in Kyrgyzstan, focusing on the development of civil identity, referred to as "Kyrgyz jaranы" (Kyrgyz citizen). The aim is to promote inter-ethnic harmony, foster the formation of civil identity, and ensure stability. The policy includes improving the teaching of the Kyrgyz language and other initiatives to facilitate the country's transition from a low-income nation to an economically developed one [https://www.president.kg/ru/sobytiya/ukazy/956_utverghdena].

By promoting the brand of Kyrgyz nationality, the government seeks to enhance the country's influence on the international stage. This influence extends beyond economic and political aspects to include the recognition of Kyrgyzstan as a state with a rich culture and significant potential for social development. Attracting assets to the country is seen as a catalyst for development at all levels. Emphasizing the importance of promoting the Kyrgyz language is also recognized as a crucial aspect of these efforts [https://www.president.kg/ru/sobytiya/ukazy/956_utverghdena].

The National Development Strategy of the Kyrgyz Republic for 2018-2040 aims to create a unified community of citizens with diverse cultural, ethnic, and religious backgrounds, who are committed to building a successful and developed state. The strategy recognizes the importance of civic identity as the social foundation for strengthening the country's sovereignty and well-being, establishing it as an official system of principles and attitudes.

To achieve this pragmatic goal, it is necessary to conduct a comprehensive analysis of the positive elements that contribute to Kyrgyzstan's modern brand. This includes improving and systematizing accumulated experiences and developing new value attributes such as symbols and their meanings. This effort applies to both the internal and external image of Kyrgyzstan.

**Communication of cultures via media.** Communication be defined as “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior” [https://en.wikipedia.org/wiki/Communication#Definitions] also communicating is a process of sending information to each other, encoding a message, decoding it, and exchanging with information between person-to-person or between groups of people.

In this context, the term "media image" refers to the image created by the media, including editorial offices, journalists, and other mass communication representatives, with the purpose of attracting attention to a particular area. The success of achieving image-related objectives depends on meeting specific requirements that are considered during the development of the media image, ensuring its effectiveness. We share the same perspective as M. Yanglyaeva and T. Yakova that “mass media of different levels form the appropriate spatial context (representations of places, regions, landscapes), fragments of the mosaic of media reality into which their audiences daily immerse themselves to make sense
of the everyday world around them. This world includes their home, neighborhood, region or territory in which they live” [10].

The following characteristics define the concept of the media image in this article:
1. Projectivity of image messages: The ability of image messages to project a desired image.
2. Symbolization of the city's image in media communications: Using symbols to represent the city's image in media communication.
3. Resonance of media texts with the mental structure of residents, guests, and tourists: Ensuring that media content aligns with the cognitive framework of the target audience.
4. Optimum balance of information and imagery: Balancing the informational content and visual elements to create a unified impact on consumer behavior.
5. Consistency of the image's communicative impact: Ensuring that the media image consistently conveys the desired message.
6. Polychanality of media activity: Utilizing various media channels to communicate the image effectively.
7. Adequacy of form and content to the target audience: Tailoring the form and content of media communication to suit the preferences and characteristics of the target audience.

V. Sh. Hetagurova claims that “national cuisine is one of the important factors in attracting foreign tourists to Central Asian countries...Culinary art has firmly absorbed the national traditions and characteristics of the people, which are always curious to a representative of another country. Therefore, the development of tourist services to familiarize tourists with the peculiarities of traditional cuisine of the local population and the development of services in this direction seems promising” [11].

According to Monterrubio, Rodríguez, and Mendoza-Ontiveros, the process of designing tours should go beyond simply focusing on recipes of dishes. It is important to consider incorporating myths, legends, and interesting facts related to the origins of these dishes and the culinary history of the region. In order to achieve this, the involvement of ethnographers, historians, and geographers who specialize in food-related topics can be valuable in organizing culinary tours. Their expertise can contribute to creating a more comprehensive and enriching experience for participants [12].

Kyrgyzstan recognizes the importance of promoting its cuisine as a means to deeply immerse tourists in the country's culture and instill a sense of pride in its citizens regarding their national heritage. The regional approach plays a significant role in the development of Kyrgyz cuisine, as each region has its unique dishes that can only be experienced in that specific area. Examples include "kurgak kesme" in Issyk Kul and "Mailuu botko," "kuurma kulchotai," and "shaldama kulchotai" in Talas. All the mentioned Kyrgyz dishes are made with the help of noodles, but their taste is different, and they are becoming well-known among the other group of people living in Central Asia, thanks to the media and even virtual communication. This culinary diversity is influenced by the country's natural zones, neighboring cultures, and historical social structures.

To popularize these gastronomic brands, media involvement, including opinion leaders and experts, is crucial. The media shape people's perceptions of the world and current events, and thus, they directly impact the nation's identity. By showcasing the delicious tastes of traditional Kyrgyz cuisine, the goal is to increase the identity of the Kyrgyz people and attract tourists to historical sites while also promoting traditional food and clothing through mass media.

As Hegyesné Görgényi, Éva, Máthé, Balázs, Vafaei, Seyyed Amir, and Maria, Fekete Farkas confirm, “Nowadays use of social media has become a crucial factor in the daily life of both organizations and individuals, especially in service economy. This trend can be observed also in case of gastronomy industry as part of tourism – use of social media applications is especially important for tourism in service sector, which is
information-intensive activity” [https://www.researchgate.net/publication/325646056_The_role_of_social_media_in_gastronomy_industry]. Utilizing social media platforms becomes especially important in promoting gastronomic experiences and attracting tourists to explore the rich culinary heritage of the Kyrgyz culture.

Kyrgyzstan’s traditional drinks, such as kymys, chalap, bozo, ayran, maksym, and jarma, have gained worldwide recognition. Additionally, cultural events like Kyz kuumai (a traditional horseback chancing game) and Kok Boru (a traditional horseback game similar to polo) contribute to the promotion of national identity. For instance, the appearance of the Zhaparov couple in traditional attire during the celebration of Nooruz in 2023 serves as a powerful advertisement for cultural traditions and practices, including the popularization of shoro, a traditional alcoholic beverage.

Merely broadcasting the brand of Kyrgyzstan’s historical and cultural heritage along the Great Silk Road through mass media is insufficient for effective popularization. A project needs to be developed to optimize interest in both domestic and international tourism.

For external tourism, communication channels must be selected to systematically impact the target audience. Tourist portals and social media platforms with information about the city and region’s attractions are chosen, with YouTube, Instagram, and tourist-oriented groups on Vkontakte being particularly suitable for promoting the Great Silk Road in the media space.

Regarding domestic tourism, local news public pages of the city, as well as public pages of commercial organizations in the region or their representatives, should be the primary channels for disseminating information.

Utilizing social networks will directly contribute to promoting the tourist route of the Great Silk Road within the Kyrgyz Republic. Platforms like Vkontakte, Facebook, Instagram, Odnoklassniki, and others make Kyrgyz domestic tourism more recognizable and interesting to foreign visitors. Statistics indicate that approximately 80% of tourists seek advice from the online community before deciding on a holiday destination.

The state language holds significant importance in shaping the civil identity of Kyrgyz Jarany in the Kyrgyz Republic. It is crucial for the civic identity of Kyrgyz Jarany to be integrated into education, culture, upbringing, and personal development within families and society. State and municipal authorities play a crucial role in promoting the ideas and concepts related to the development of civil identity in the country. These authorities are responsible for implementing constitutional norms and addressing the needs of every citizen in order to support and strengthen the civic identity of Kyrgyz Jarany.

4 Conclusion

Through our research, we have discovered that the Great Silk Road was characterized by the interpenetration and mutual enrichment of ancient cultures. This historic trade route played a pivotal role in the development of human civilization and holds a unique cultural significance. The presence of this intercontinental pathway facilitated a remarkable and swift intermingling of cultures, making it one of the most rapid instances of cultural exchange in world history. It extended the scope of international communication and nurtured social, economic, and cultural connections between diverse groups of people, including the oasis-dwelling farmers and the pastoralists of the Central Asian steppes. Across a span of twenty centuries, the Great Silk Road connected distinct and unparalleled civilizations from the East and West, enabling the exchange of both material and cultural values. The historical interactions between cultures along this monumental route offer valuable insights for contemporary societies, aiding in their mutual understanding and
emphasizing the necessity of an inclusive dialogue among cultures for the formation of a modern national cultural identity [13].

References

2. I. Krasnikova, I. Kulibaba, BIO Web Conf., 93, 03006 (2024) https://doi.org/10.1051/bioconf/20249303006
5. I. Kulibaba, G. Hudayberdiyeva, BIO Web Conf., 83, 03003 (2024) https://doi.org/10.1051/bioconf/20248303003