

"EAST WIND": WHY KAZAKH STUDENTS TURN AWAY FROM THE WEST Tokmurzina E.E.¹, Korigova L.B.² Email: Tokmurzina677@scientifictext.ru

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Abstract: the article considers the reorientation of Kazakh students to Asian universities. Nowadays more applicants prefer higher education institutions in countries such as China, Japan, South Korea, Malaysia. The main reasons for the change of priorities when choosing a University for admission are the value for money spending for studying, a large number of educational grants from the Eastern States, as well as low threshold points required for enrollment. Moreover, the authors emphasize the improvement of the quality of education in East Asian universities. Another important factor is the immigration policy of the states under consideration, aimed at increasing the level of employment among graduates.

Keywords: education, university, Kazakh students, education abroad.

«ВОСТОЧНЫЙ ВЕТЕР»: ПОЧЕМУ КАЗАХСТАНСКИЕ СТУДЕНТЫ ОТВОРАЧИВАЮТСЯ ОТ ЗАПАДА Токмурзина Э.Э.¹, Коригова Л.Б.²

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Аннотация: в статье говорится о смене ориентиров казахстанских студентов в пользу университетов стран Азии. В последнее время абитуриенты отдают предпочтение высшим учебным заведениям таких стран, как Китай, Япония, Южная Корея, Малайзия. Основными причинами смены приоритетов при выборе вуза для поступления стали соотношение «цена-качество», большое количество образовательных грантов со стороны государств Востока, а также невысокие пороговые баллы, необходимые для зачисления. Более того, авторы подчеркивают повышение качества образования в университетах Восточной Азии. Еще одним важным фактором выступает иммиграционная политика рассматриваемых государств, направленная на повышение уровня трудоустройства среди выпускников.
Ключевые слова: образование, университет, казахстанские студенты, образование за рубежом.

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Recently, education in East Asia amongst Kazakh students is growing rapidly, which can significantly shake the educational policy in Western countries. In addition, the shift in the flow of students from West to East destroys the popular stereotype that education in American or European universities is much more prestigious and higher in quality than in Asian countries.

According to statistics of recent years, when choosing universities, the vector of students' preferences began to shift from universities in the USA and Europe to universities in China, Japan, South Korea, etc. for example, in 2014, among the Kazakh youth, about 5000 students went to the USA and Europe, and 11 thousand students went to China and Malaysia [1]. As of 2019, the number of Kazakh students only in Chinese universities is more than 14 thousand [2].

Before entering the university for bachelor's, master's or PhD programs, applicants are guided by a range of factors. The main ones are the availability of educational grants and scholarships, the prestige of the university, employment statistics of graduates, the availability of entrance exams, highly qualified teaching staff, a wide range of specialties, the rating of the university, the cost of training. Each of these factors is separately taken into account in the educational system of Kazakhstan, providing applicants with a number of accredited universities with a variety of popular international programs, but on the aggregate criterion of "price / prestige" foreign universities largely won. For example, a number of European universities offer undergraduate programs with a tuition fee of 3-4 thousand euros per year, which is largely comparable to the cost of studying at L.N. Gumilyov Eurasian National University, Al-Farabi Kazakh National University or KIMEP in Kazakhstan, but the perception of foreign education in the eyes of ordinary people and employers is incomparably higher. Top American Universities, whose tuition fees may exceed 20-30 thousand, provide educational grants with full or

partial coverage for talented students, which, coupled with the "big name" and famous graduates attracts the views of applicants, even though the cost of education is inaccessible to the majority of the population.

Nevertheless, the high "entrance" qualification and the need for a high level of knowledge of the English language forced applicants to look for new opportunities for quality foreign education. The growth of demand and competition among universities has stimulated the development of educational networks in the Eastern hemisphere, particularly in countries such as Japan, Korea and China. East Asian countries are actively developing their educational programs, offering foreign students favorable learning conditions and a low threshold for admission.

For example, Chinese universities allow you to enter the bachelor's, master's or PhD with 5.0 -5.5 points on the IELTS exam, while Western universities require a minimum of 6.5, which is quite a significant difference for most prospective students. In addition, comparing the cost in the best Universities in the United States, Europe and East Asia, you can notice a serious gap – if Harvard University is asked for an average of \$63,000 per academic year, then Tsinghua University (in 2018 ranked No. 1 in the ranking of universities in China) the cost is \$4,500 for a bachelor's program. In addition, in recent decades, Eastern universities have dramatically improved the quality of education and rose in the rankings to the position of the first hundred best universities in the world. According to QS World University Rankings for 2010, only 14 Asian Universities were registered among the TOP 100 Universities, and in 2019 their number was 22. So, Tokyo University rose from 24 to 23, Tsinghua University from 54 to 17, Seoul University from 50 to 36 and so on [3].

Japan, by the way, has one of the best education systems in the world. The commitment to research and development combined with the desire to become the most progressive and innovative country in the world has led to the fact that from the walls of the Japanese alma mater came 25 Nobel prize winners, 22 of whom specialize in physics, chemistry or medicine. Japan has long prioritized education as a means of stimulating economic growth, providing strong education not only to its own citizens, but also to talented foreigners through numerous grants with the aim of leaving them to work in their own country [4].

Speaking of grants, it is also worth noting that the best Universities in the United States and Europe are often private educational institutions (Stanford University, Yale University, Harvard University, Princeton University, International University of Applied Sciences Bad Honnef - Bonn, Witten/Herdecke University, etc.) and are interested solely in the financial side or attracting the brightest personnel, while most Eastern Universities are sponsored by the state and attract students often based on the need to form a favorable image or cultural exchange between specific countries. By the way, for the citizens of Kazakhstan there are separate programs in universities of China (Xi'an University), the Republic of Korea (Yonsei University, Korean National University of arts). Training in them can be conducted both in local state, and in English, but chances to receive the full grant at training in local language are many times higher.

Students, in turn, also evaluate opportunities not only from the financial side, but also from the point of view of self-development and acquaintance with other cultures. The opportunity to experience the Oriental culture, languages, cuisines and customs is an important part of their choice.

For many students of Kazakhstan when choosing a country to study, an important factor is the future employment. In this regard, Asian countries have simplified immigration rules for foreign professionals. Also, obtaining a study visa is one of the decisive factors. For example, even with an invitation from American educational institutions, students rarely receive a positive response in a study visa. While in the Chinese Embassy, the chance to get a study visa is 2-3 times higher. In addition, other reasons for the choice of Kazakh students studying in East Asia are the lack of opportunities to study at the paid Department of Universities and refusal to pass the Unified National Test.

In addition to the already voiced: China, Japan and South Korea, such countries as Singapore, Taiwan and Thailand may also be of great interest to foreign, and in particular Kazakh students. These "economic Asian tigers" are not yet so widely represented in the educational market, and have not yet broken into the TOP 100 world rankings, but are already actively gaining recognition among the world's concerns and enterprises, offering employment to highly qualified specialists in the field of Economics, Finance, Banking and Business, from a number of their graduates.

Of course, education in Asian universities is much cheaper than in Western Ones, in addition, the attractive fact is that many governments allocate grants and scholarships to the international market, which is much easier for Kazakh students to get than, for example, in America.

In many ways, such a rapid jump in education is justified not only by the state of the economy of these countries, but also by the state programs supporting higher education in these countries. Among Asian countries in the market of higher education in the last 10 years, the leading positions were maintained by Japan and China. In recent years, business education has become increasingly popular in East Asia, and Asian universities deservedly displace Americans from the top of the rankings, occupying a leading position. This is justified not only by competitive prices for training and accommodation, but also by the increasing quality and prestige of obtaining such education – many Universities actively attract foreign specialists and researchers to develop the scientific and educational base of the University. In addition, most East Asian universities offer students

professional, often paid, internship programs in international companies. In addition, international students studying in Asian universities on higher education programs have working rights and the opportunity to earn up to 20 hours a week, which is not offered by all Western countries.

In conclusion, we can highlight the benefits of higher education in East Asian countries. First, the prestige of universities and educational programs. Secondly, the relatively cheap cost of education, accommodation and a high chance to get a scholarship. Thirdly, the possibility of mastering an additional foreign language (for example, it is no secret that in the near future Chinese language will be one of the most popular in the world). Fourth, international accreditation of educational institutions. And finally, getting international professional experience that can be applied in your country.

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