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PRESIDENTIAL ADDRESSES OF THE REPUBLIC OF KAZAKHSTAN AS A MECHANISM FOR THE FORMATION AND REFLECTION OF POLITICAL COURSE IN THE SYSTEM OF STATE GOVERNANCE

Abstract. The article examines the significance of presidential addresses within the system of public administration of the Republic of Kazakhstan. The authors emphasize their strategic, politico-legal, and communicative nature, analyzing the evolution of the content of such addresses from the period of institutional formation to the current stages of political modernization. It is underscored that the presidential address is not merely an annual form of political reporting, but also a crucial instrument of strategic programming, mobilization of state resources, and the shaping of the socio-political agenda. Particular attention is given to the transformation of the role of presidential addresses in the context of reforms, heightened public demand for governmental accountability, and the strengthening of the legitimacy of state policy. The article's conclusions confirm the importance of presidential addresses as an effective mechanism of political governance that ensures policy continuity, institutional stability, and reciprocal communication with society.

Keywords: *presidential address, public administration, political legitimacy, Republic of Kazakhstan, political modernization, transformation of power, strategic document.*

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ПРЕЗИДЕНТ ЖОЛДАУЛАРЫ МЕМЛЕКЕТТІК БАСҚАРУ ЖҮЙЕСІНДЕ САЯСИ БАҒЫТТЫ ҚАЛЫПТАСТЫРУ МЕН БЕЙНЕЛЕУДІҢ ТЕТІГІ РЕТІНДЕ

Аңдатпа. Мақалада Қазақстан Республикасының мемлекеттік басқару жүйесіндегі президенттік жолдаулардың маңызы қарастырылады. Авторлар олардың стратегиялық, саяси-құқықтық және коммуникативтік табиғатына назар аудара отырып, жолдаулар мазмұнының институционалдық қалыптасу кезеңінен бастап қазіргі саяси жаңғыру кезеңдеріне дейінгі эволюциясын талдайды.

Президенттік жолдау – бұл тек жыл сайынғы саяси есеп беру нысаны ғана емес, сонымен қатар стратегиялық бағдарламалаудың, мемлекеттік ресурстарды жұмылдырудың және қоғамдық-саяси күн тәртібін қалыптастырудың маңызды құралы екені атап өтіледі.

Ерекше назар реформалар жағдайында жолдаулардың рөліне, биліктің есеп берушілігіне деген қоғамдық сұраныстың артуына және мемлекеттік саясаттың заңдылығын нығайтуға аударылған. Мақаланың қорытындылары жолдаулардың саяси басқарудың тиімді тетігі ретінде маңыздылығын растайды, ол саяси бағыттың сабақтастығын, институционалдық тұрақтылықты және қоғаммен кері байланысты қамтамасыз етеді.

Түйін сөздер: президенттік жолдау, мемлекеттік басқару, саяси легитимация, Қазақстан Республикасы, саяси жаңғыру, билік трансформациясы, стратегиялық құжат.

Майя Урузгалиева, Венера Жексембекова

ПОСЛАНИЯ ПРЕЗИДЕНТА РЕСПУБЛИКИ КАЗАХСТАН КАК ИНСТРУМЕНТ ФОРМИРОВАНИЯ И ОТРАЖЕНИЯ ПОЛИТИЧЕСКОГО КУРСА В СИСТЕМЕ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ

Аннотация. В статье рассматривается значение президентских посланий в системе государственного управления Республики Казахстан. Авторы акцентируют внимание на их стратегической, политико-правовой и коммуникативной природе, анализируя эволюцию содержания посланий от периода институционального становления до текущих этапов политической модернизации.

Подчёркивается, что президентское послание – это не только ежегодная форма политической отчетности, но и важнейший инструмент стратегического программирования, мобилизации государственных ресурсов и формирования общественно-политической повестки.

Особое внимание уделено трансформации роли посланий в условиях реформ, повышенного общественного запроса на подотчётность власти и укрепление легитимности государственной политики. Выводы статьи подтверждают значимость посланий как эффективного механизма политического управления, обеспечивающего преемственность курса, институциональную стабильность и обратную связь с обществом.

Ключевые слова: президентское послание, государственное управление, политическая легитимация, Республика Казахстан, политическая модернизация, трансформация власти, стратегический документ.

INTRODUCTION

Modern public administration is inconceivable without effective mechanisms of strategic planning, political communication, and feedback between the government and society. In the Republic of Kazakhstan, as a state with a presidential form of governance, the institution of the presidency holds particular significance, within which the President's annual addresses to the people serve as a key instrument of political leadership.

The presidential address is not merely a rhetorical document or a formal statement. It is a strategic act that articulates the core priorities of domestic and foreign policy, outlines the directions of socio-economic development, and announces large-scale political reforms. These addresses function as a form of political navigation for state authorities, business structures, and civil society, serving as a kind of «roadmap» for the national political course.

Throughout the history of Kazakhstan's independence, presidential addresses have reflected the key stages in the evolution of state policy - from institutional formation and economic stabilization to digital transformation and attempts at political modernization. Their role has become particularly significant in recent years, against the backdrop of escalating socio-political challenges, constitutional reforms, and growing public demand for justice, transparency, and governmental accountability. The relevance of this study lies in the need for a comprehensive analysis of presidential addresses as a crucial instrument for shaping and reflecting political course amid the ongo-

ing transformation of Kazakhstan's political system.

RESEARCH METHODS.

The study employs a comprehensive approach, incorporating the historical method to trace the evolution of presidential addresses, comparative analysis to identify continuities and differences between the addresses of N. Nazarbayev and K. Tokayev, and content analysis to systematize their key themes and priorities. The institutional approach makes it possible to determine the place of presidential addresses within the system of state governance and their impact on legal regulation, while political science analysis allows consideration of these addresses as instruments of strategic planning, political communication, and legitimization of power.

RESULTS AND DISCUSSION.

Presidential addresses make it possible to evaluate not only the content of state strategy but also the specific features of decision-making and implementation, as well as to assess the degree of institutional maturity of public administration. According to the Constitution of the Republic of Kazakhstan, the President is the Head of State, the guarantor of the Constitution, citizens' rights and freedoms, and defines the main directions of domestic and foreign policy. In line with these powers, the President annually delivers an Address to the Nation, which constitutes an important instrument of strategic management and political leadership (Abildayev 2022).

The presidential address possesses a multilayered nature, combining legal, political, and administrative components. It occupies a special place in the system of public administration of the Republic of Kazakhstan. The address serves as a crucial link between the highest political leadership, state institutions, and society. Through this mechanism, the President's political initiative is implemented, the state agenda is shaped, and resources are mobilized for the achievement of strategic goals.

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The presidential address possesses a multilayered nature, combining legal, political, and administrative components. It occupies a special place in the system of public administration of the Republic of Kazakhstan, serving as a vital link between the highest political leadership, state institutions, and society. Through this mechanism, the President's political initiatives are advanced, the national agenda is shaped, and resources are mobilized toward the achievement of declared goals.

The presidential address constitutes a multifunctional political and administrative instrument, simultaneously performing programmatic, communicative, and regulatory roles. Its impact extends well beyond the symbolic level - directly influencing the strategic and legal development of the state and functioning as a key element of Kazakhstan's political system.

Table 1. Main characteristics of the presidential address

A document of a strategic nature	The presidential address defines the priority directions of state policy in the short- and medium-term perspective. It sets the benchmarks for the country's development across various spheres: the economy, the social sector, security, foreign policy, the legal system, and others.
An instrument for setting tasks for state authorities	Through the address, the President formulates specific tasks for the Government, Parliament, regional administrations (akimats), and other state institutions. These tasks are subsequently incorporated into state programs, national projects, and legislative initiatives.
A form of political accountability and positioning	The address serves as a mechanism for summing up the results of the past period and declaring the political will of the Head of State. It reflects not only the current state of affairs in the country but also the political philosophy, ideology, and strategy of the President.
An impetus for regulatory and legal development	Despite its non-normative status, presidential addresses often provide the basis for the subsequent drafting and adoption of laws, decrees, state programs, and other legal acts.

Source: compiled by the authors

Although the Presidential Address is not a legal act in the strict juridical sense (it is not included in the hierarchy of legal acts defined by the Law «On Legal Acts»), it nonetheless carries considerable political and legal weight. In practice, the addresses are perceived as binding programmatic guidelines that determine the activities of state authorities (Zhumagulov 2019).

The content of the addresses is subsequently reflected in concrete regulatory documents, including strategic plans, roadmaps, reform initiatives, and annual reports of the relevant state bodies.

Thus, the presidential address constitutes a politico-administrative document situated at the intersection of a political declaration and a strategic programmatic document. Its impact on state policy manifests itself through the integration of the initiatives it outlines into the managerial and legal system of the country.

The Presidential Addresses of the Republic of Kazakhstan play a crucial role in consolidating the vertical of power, defining the vectors of state development, and shaping the socio-political agenda. They embody both long-term state strategy and responses to immediate challenges, making them a vital element of contemporary governance.

Below is a chronological list of major annual addresses delivered during the period of independence:

Addresses of President Nursultan Nazarbayev:

- October 1997 - first address following the adoption of the long-term strategy Kazakhstan 2030.
- September 1998 - regular annual address.
- September 1999 - address devoted to national security and stability on the eve of the new century.
- October 2000 - To a Free, Efficient, and Secure Society — focus on institutional reforms.
- September 2001 - On the Situation in the Country and the Main Directions of Domestic and Foreign Policy for 2002.
- April 2002 - Development of the Agro-Industrial Complex — reforms in agriculture and land policy.
- April 2003 - Main Directions of Domestic and Foreign Policy for 2004.
- March 2004 - A Competitive Economy — a Competitive Nation.
- February 2005 - Kazakhstan on the Path of Accelerated Economic, Social, and Political Modernization.
- March 2006 - annual address.

- 28 February 2007 - regular address.
- 6 February 2008 - Rising Welfare of Kazakhstan's Citizens Is the Main Goal of State Policy.
- 28 January 2011 - Building the Future Together (marking the 20th anniversary of independence).
- 10 January 2018 - New Opportunities in the Era of the Fourth Industrial Revolution.
- 5 October 2018 - Increasing the Welfare of Kazakhstan's Citizens: Growth of Income and Quality of Life.

Addresses of President Kassym-Jomart Tokayev:

- 9 April 2019 - address on the decision to hold early presidential elections.
- 2 September 2019 - Constructive Public Dialogue Is the Basis of Stability and Prosperity of Kazakhstan.
- 1 September 2020 - Kazakhstan in a New Reality: Time to Act.
- 1 September 2021 - Unity of the People and Systemic Reforms Are a Solid Foundation for the Nation's Well-Being.
- 16 March 2022 - New Kazakhstan: The Path of Renewal and Modernization (introducing the foundational concept of «New Kazakhstan»).
- 1 September 2022 - A Fair State. One Nation. Prosperous Society.
- 1 September 2023 - The Economic Course of a Fair Kazakhstan.
- 2 September 2024 - A Fair Kazakhstan: Law and Order, Economic Growth, Social Optimism.
- 08 September 2025 - Kazakhstan in the Era of Artificial Intelligence: Current Challenges and Their Solutions through Digital Transformation

Presidential addresses in the Republic of Kazakhstan have traditionally set the strategic benchmarks for socio-economic and political development. Through them, the Head of State identifies short- and medium-term priorities, initiates reforms in diverse areas - from the economy to the judicial system— and proposes changes to the institutional architecture of the state.

Presidential addresses simultaneously perform normative, strategic, and communicative functions, integrating the tasks of domestic and foreign policy, economic growth, social stability, and national unity (Isabekov and Tulemisov 2021). They serve as the official interpretation of the current state of affairs and of the desired trajectory of national development. The address constitutes a formalized expression of the political will of the Head of State, setting the course of development for both the near and long term, while shaping the system of priorities for the executive and legislative branches.

The legal status of the presidential address is enshrined in the Constitution of the Republic of Kazakhstan (Article 44), where it is defined as the obligatory annual form of communication between the Head of State and the people. It is regarded not only as a political statement but also as a document of strategic significance, exerting direct influence on the formulation of legislative initiatives, governmental programs, and administrative reforms.

A typical presidential address includes three interrelated components:

An analysis of the current socio-economic and international situation.

The formulation of priority tasks and challenges.

Specific directions of state policy and the mechanisms for their implementation.

By its very nature, the address combines the functions of strategic planning, political programming, and informational influence. It enables the articulation of national goals in a clear and accessible form, ensuring the coordination of efforts across all levels of government.

Thus, the presidential address serves not only as an administrative decision but also as a mechanism of political legitimation, reinforcing public trust and maintaining stability during periods of reform.

The Presidential Addresses of the Republic of Kazakhstan play a pivotal role not only in defining state policy but also in fostering broad-based support among the population and political institutions (Musin 2020). Through the act of public address, the Head of State generates national consensus, uniting diverse social, ethnic, and political groups around common goals and values.

The address functions as a tool of political legitimation, building public trust in government through transparent and open articulation of development plans and acknowledgment of existing problems. This reduces social tensions and strengthens stability, a particularly crucial factor during periods of large-scale reforms and transformations. Furthermore, the addresses contribute to institutional resilience by setting long-term reference points and creating a framework for policy continuity, regardless of leadership transitions. This enables the state to pursue a systematic approach to development while minimizing risks of political instability and crises of legitimacy.

Accordingly, the presidential address is not only a strategic document but also an important factor of social cohesion and political stability - conditions essential for the successful implementation of state reforms and the sustainable development of the country.

Alongside its function of shaping the development strategy, the presidential address also reflects the current political course, serving as a

public record of the outcomes, challenges, and directions of state policy. It provides insight into how the government evaluates the implementation of its goals, how it responds to domestic and external challenges, and how effectively it manages the country.

In this sense, the presidential address is a mirror of political reality: it reveals what has been achieved, which shortcomings are acknowledged, and what measures will be taken to address them.

Within Kazakhstan's political system, the presidential address constitutes not only a programmatic document but also a form of personalized accountability of the highest state official for the proposed strategic directions (Satpaeva 2020). Each address clearly reflects the President's role as a guarantor of stability, reform, and social justice, reinforcing the perception of the address as inseparably linked to the personal political will and intentions of the Head of State.

The formulations used in the addresses are often presented in the format of direct statements in the first person («I believe», «I instruct», «I am convinced»), which imbues the document with the character of a public commitment. This, in turn, raises the level of accountability of executive bodies for the implementation of the stated tasks and amplifies public expectations of concrete results.

Moreover, in the context of growing political literacy among the population and the increasing transparency of public administration, presidential addresses are becoming an instrument for assessing the accountability of the President before society. Previously announced initiatives and reforms are evaluated through the prism of their practical implementation, providing grounds for conclusions regarding the consistency and effectiveness of state governance as a whole.

Thus, the address functions not only as a tool of political orientation but also as a mechanism for strengthening the legitimacy of power, in which the personal involvement of the President serves as a guarantee of the reliability and stability of state policy.

In conditions of high global dynamics, domestic reforms, and the transformation of political institutions, the presidential address acts as a strategic anchor, ensuring continuity and stability of the political course. It allows the state to preserve the integrity and direction of public policy, even when certain priorities or methods of their implementation are adjusted.

The addresses demonstrate the continuity of key national goals: the development of human capital, modernization of the economy, strengthening social justice, expanding the role of civil society, and ensuring the rule of law. These goals - despite changes in wording and context - have remained

consistent for decades, from the first strategic address «Kazakhstan - 2030» to the contemporary concepts of «New Kazakhstan» and «Fair Kazakhstan».

Furthermore, the consistency and regularity of the addresses foster predictability in state policy, which is critically important both for the domestic investment climate and for foreign policy partners. In international practice, the predictability of political behavior is one of the key indicators of a mature state, and in this regard, presidential addresses function as a symbol of institutional stability.

CONCLUSION

Thus, the presidential address serves not only as a reflection of the current situation but also as a mechanism for preserving the strategic vector, ensuring the necessary balance between renewal and continuity in governing the country.

The presidential addresses of the Republic of Kazakhstan constitute a vital element of the country's political and administrative system, simultaneously performing strategic, program-regulatory, and communicative functions. They serve as an instrument for transmitting the political will of the Head of State, aimed at shaping a unified national policy and mobilizing state institutions and society for its implementation (Smagulov 2022).

An analysis of the evolution of the content of the addresses shows a gradual transformation of their character—from predominantly economically oriented programmatic documents to more complex political communications that address institutional reform, social justice, and the strengthening of civic participation. This trend has been particularly evident during the presidency of K.K. Tokayev, who, in response to a societal demand for change, initiated political reforms reflected in his annual addresses.

However, the effectiveness of presidential addresses as an instrument of public administration largely depends on the level of institutional development, political will for reform, and the existence of real mechanisms for implementing the declared initiatives. Certain challenges arise in the implementation of tasks at the regional level, as well as in aligning the addresses with long-term strategic documents.

Therefore, presidential addresses remain an indispensable mechanism for shaping and adjusting Kazakhstan's political course, reflecting both the state's priorities and its readiness for institutional transformation. Their further development as a governance tool requires enhanced transparency, institutional consistency, and stronger feedback mechanisms with society.

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