

Barlybayeva S.

Doctor of historical sciences, professor al-Farabi Kazakh national university,
Kazakhstan, Almaty,
e-mail: tv.headmaster@gmail.com

THE INFLUENCE OF IT ON THE DEVELOPMENT OF SOCIETY

New information technology (IT), erasing the boundaries of time and space are the main “helpers” of the globalization process. And IT, in turn, changes the traditional economy, and the forms of social activity, and attitudes, lifestyles, habits of people. In Kazakhstan with sovereignty finding the new information-communication infrastructure, new system of the mass media, new media space were formed. Currently, global communications and communications systems cover the planet with their high-speed highways. The Internet and network technologies were the impetus for the development of new media communication and changed the media landscape of the XXI century. The development of modern society is influenced by new information technologies and new media that affect the communication development of countries.

The state innovative programs of Kazakhstan, such as: the electronic government, the space program, the program on development of a national information infrastructure, technoparks, “Information Kazakhstan-2020”, “Digital Kazakhstan” and others promote working out of a new communication policy of Kazakhstan taking into account development new IT, the newest media in Republic. Modernization of some the countries and regions can be successful under condition of preservation by a society of the identity in the conditions of communication and economic globalization at the active development of new information technologies and the newest mass media communication

Key words: new information technologies, globalization, new media, information industry, Kazakhstan.

Барлыбаева С.

т.ғ.д., профессор, әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,
e-mail: tv.headmaster@gmail.com

Ақпараттық технологиялардың қоғам дамуына ықпалы

Мақалада жаһандану үдерісінің негізгі «көмекшілері» болып табылатын уақыт пен кеңістіктің шекараларын жою және жаңа ақпараттық технологияларды (АТ) дамыту туралы айтылады. IT, өз кезегінде, дәстүрлі экономиканы, әлеуметтік қызметтің нысандарын, қарым-қатынастарын, өмір салтын, адамдардың әдеттерін өзгертеді. Қазақстанда тәуелсіздік алған кезден бастап жаңа ақпараттық-коммуникациялық инфрақұрылым дамып келеді және жаңа медиа-жүйе мен жаңа медиа-кеңістік қалыптаса бастады. Қазіргі уақытта коммуникация және жаһандық коммуникациялық жүйелер планетаны жоғары жылдамдықты магистральдармен қамтиды. Интернет және желілік технологиялар жаңа медианың дамуы мен XXI ғасырдағы медиа ландшафтының өзгеруіне себеп болды. Елдердің коммуникациялық дамуына әсер ететін қазіргі заманғы қоғамның дамуы жаңа ақпараттық технологиялардың және жаңа БАҚ-тың ықпалымен жүреді.

Қазақстан Республикасының мемлекеттік инновациялық бағдарламалары: электронды үкімет, ақпараттық инфрақұрылымды дамытудың ұлттық бағдарламасы, технопарктер, «Ақпараттық Қазақстан-2020», «Сандық Қазақстан» және т.б. Қазақстанның жаңа ақпараттық саясатының дамуына ықпал етеді.

Елдер мен өңірлерді модернизациялау қоғамның экономикалық және коммуникациялық жаһандану жағдайында ақпараттық технологияларды және соңғы бұқаралық ақпарат құралдарын белсенді дамыта отырып, өз ұлттық сәйкестігін сақтаған жағдайда табысты болуы мүмкін.

Түйін сөздер: жаңа ақпараттық технологиялар, жаһандану, жаңа медиа, ақпараттық индустрия, Қазақстан.

Барлыбаева С.

доктор исторических наук, профессор, Казахский национальный университет имени аль-Фараби,
Казахстан, г. Алматы, e-mail: tv.headmaster@gmail.com

Влияние информационных технологий на развитие общества

Статья посвящена изучению процессов развития новых информационных технологий (ИТ), стирающих границы времени и пространства, которые являются основными «помощниками» процесса глобализации. ИТ, в свою очередь, изменяют традиционную экономику, формы социальной активности, отношения, образ жизни, привычки людей. В Казахстане с обретением независимости развивается новая информационно-коммуникационная инфраструктура, сформирована новая система средств массовой информации, новое медиапространство. В настоящее время глобальные системы связи и коммуникаций охватывают планету своими высокоскоростными магистралями. Интернет и сетевые технологии послужили толчком для развития новых средств массовой коммуникации и изменили медиаландшафт XXI века. Развитие современного общества происходит под влиянием новых информационных технологий и новых медиа, которые влияют на коммуникационное развитие стран.

Государственные инновационные программы Казахстана, такие как: электронное правительство, программа развития национальной информационной инфраструктуры, технопарки, «Информация Казахстан-2020», «Цифровой Казахстан» и другие, способствуют разработке новой информационной политики Казахстана. Модернизация стран и регионов может быть успешной при условии сохранения обществом национальной идентичности в условиях экономической и коммуникационной глобализации при активном развитии информационных технологий и новейших средств массовой коммуникации.

Ключевые слова: новые информационные технологии, глобализация, новые медиа, информационная индустрия, Казахстан.

Introduction

The history of information and communication shows that in the 1950s, scientists have paid attention to the impact of technology on the development of the media. A special role in this process is given to electronic media and, in particular, television. Canadian theorist Marshall McLuhan in his famous work "Intellectual media. Extensions of Man" (1964) demonstrated the increasing role of television, which conquered the mass market, overcoming space and time, and the whole world turned into a "global village". He also spoke about the computers, which have gradually entered into the daily lives of many people: "Today we live in an era of information and communication, because the electronic media instantly and constantly create a total scope of intertwined events, which bring together all the people" (McLuhan M., 1997).

The end of the XX century was marked by the new information and communication technologies. In the book of the Minister of Foreign Affairs of the Republic of Kazakhstan K.K. Tokayev "Foreign Policy of Kazakhstan in the context of globalization," it was emphasized that "the successful development of the globalization process has become possible due the progress in modern technology and means of communication, which is accompanied by a free flow of information, the movement of capital, goods and people" (Tokayev K.K., 2001). In the Theses of Professor Zh.U. Ibrashev "The doctrine of integration

and globalization," it was noted that "countries are integrating by having a common civilization, which is close in spirit to national cultures" (Ibrashev Zh.U., 2004).

In doing so the modernization of a number of countries and regions in modern civilization can be successful while maintaining the company's identity in a globalized world, which is achieved in the process of a certain balance between external and internal circumstances, between the momentum of external and internal capacity to improve society. This idea is clearly evident in the writings of M.K. Barmankulov "Possibilities of Space TV," E.L. Vartanova "Finnish model in turn of the century": Information Society and Media of Finland in a European perspective", A. Gunazeker "Asia and the information revolution in the perspective," L.Loy "Social and economic issues in the Information Society: Prospects for South-East Asia". (Barmankulov M.K., 1993; Vartanova E.L., 1992).

1980s of the twentieth century communication changes were marked in which were caused by the process. Cable networks, satellite television (TV), computerized, digital, interactive broadcasting, internet, united in a network – these new phenomenon of the information environment, which became the new means of mass communication (MMC), demanded a "new order".

The process of convergence (merging, connection) of different spheres of communication and information enhances the state of the

transition to a new level, even in countries that are traditionally considered to be stable. “The speed of evolution of ICT is so great that the publication of any research behind the specific technological progress in the best case for half a year” (Feldman T., 1997).

Early studies in the field of IT drew attention to certain features of the new technology transfer, handling and storage of information, describing them as soon as only communication or information. In the collection of American researchers' articles “Issues of new information technology”, the authors pay special attention to economic and cultural impacts of IT: for increasing the production volumes in the information industry, for the change of social balance in terms of access to information, for the occurrence of a new type of literacy that is associated with a new form representation of information on the screen (Issues in New Information Technology.- Norwood, 1988).

The American scientist L. Sassmen in his book “The power, press and technology of freedom”, considering the new possibilities of digital networks of integrated services, paid attention to the political importance of rapid communication of people in different corners of the globe (Sassmen L., 1999).

Canadian researcher D. Uinsek in the review of numerous works on the development of new ICT said that in all countries the geography information practically suggests significant differences in access to new communication media – cable, satellite, computers, mobile phones – depending on the region (Winseck D., 2000).

The author emphasizes the idea of dividing the countries for information-rich and information-poor, information society will not reduce the digital inequality. D. Uinsek believes that the emergence of “information suburbs” and following after them the appearance of “information village” – the process is not only a social and economic but also technological. According to experts, over 200 years, the gap between developed and developing countries has increased by 50-60 times.

Today the level of information technology development of the country determines its position in the international arena, the nature occurring in the socio-economic and cultural processes. Mobile telephony, satellite, cable TV lead to more convenience, variety television, personal communication. Reduction in computer technology, the introduction of digital communications, the construction of fiber-optic lines – all this opens up new possibilities for communication. The development of network technologies and communication media

increase information flow, improves the quality of socio-economic processes.

The present level of development to a large extent is based on information and communication technologies, based on the active production and use of information. Not only natural resources and material wealth, but also the telecommunication infrastructure and information resources are a national treasure. “The scope of information is evaluated on a set of parameters, which include public access to the” old “media and communications – newspapers, television, telephone, and new media – telecommunications infrastructure, cabling, computers, mobile phones” (Vartanova E.L., 2002).

As noted by Professor E.L. Vartanova: “Modern communication systems, combining the latest technical achievements, overcome temporary limitation and geographical boundaries through the convergence of satellite, cable and phone. The new network, using a similar convergence can provide information, new basic services (e-mail, interactive video) and the possibility of new activities ... The building blocks of the information society and its technological infrastructure will be integrated services digital network (ISDN), broadband communication lines, mobile telephony and satellite communications (Vartanova E.L., 1998). In many countries, the situation in the field of information is crucial for economic development. The position of affairs in information sphere is considered decisive for economic development in many countries. According to the concept of “information economy”, the distribution of social power in a society ever more closely linked to the control of information over information resources. The rapid development of information technology over the past decade is reflected in the revaluation of the role and place information in the value system of human scale. Requirements of IS in the 1960-1970's were technical, in the 1980-1990-s requirements gained socio-political in nature. Now, in the XXI-century the mass media affect our lives much more than anything else, hence the rapidly changing value systems and consumer demands. Many countries noted the importance of information and communication technologies, the need to invest in the information industry, bringing in it the private business sector.

Materials and methods

The sources of the research are works, articles of Kazakh and international researchers on the information-communication technologies, telecommunications industry, new media, information

projects and government programs of Kazakhstan, on the development of the communication industry in various countries of the world. The actual material of the study is: state programs and projects, statistics on broadcasting in the world and in Kazakhstan, articles in the mass media of Kazakhstan on the topic of communication development in the country. The main research methods are: the principles of historical, dialectical, complex and system analysis, the basic concepts of the development of television broadcasting, the generalization of historical, socio-political and information phenomena acting as the main factors of mass communication processes.

Literature review

Information has become a global inexhaustible resource of humanity, entered into a new era of civilization – the information age. Information and knowledge become one of the strategic resources of the state. The increasing role of this factor as a means of accelerating the pace of global integration in the economy and a tool of influence on mass consciousness, culture and international relations allow the increasing role of information industry, state information policy in the social development.

The traditional division of media policy and the telecommunication policy become outdated. In a number of the countries come to a conclusion about necessity of development of a uniform communication policy though in distinction practice between concrete technologies (for example broadcasting and telephony) will remain. Since 1980s last of XX centuries about the newest mass media to which carry cable-satellite TV, the Internet, the video text, a teletext, a cellular-mobile telephony, fiber-optical communication, the Internet, direct telecasting, social networks, an interactive and digital broadcasting, began to speak as about independent mass media.

One of G.P. Bakulev's latest works in this area was devoted to world experience. First, the investigator noted that a considerable and constantly growing division of «manufacture» of the information and its distribution come from: the offer of information production and its consumption leave from under exclusive control of suppliers of the maintenance that allows alternative communication means to function in less centralized on comparison with «an old» broadcasting forms.

Secondly, huge, practically nothing the limited throughput of a cable, satellite and video, does

opened for the consumer all information field of the world. Thirdly, it is higher degree of interactivity, communication with the consumer, the big flexibility of forms and ways, not peculiar traditional CMK. Thanks to redistribution of functions and repertoire each of CMK is used there where its unique natural advantages are in the best way shown. Radio, cable and satellite TV, despite all difficulties of interaction, coexist, supplementing, stimulating, changing each other (Bakulev G.P., 2006).

According to Professor E.L. Vartanova' opinion, to the mass consumer transition to an information society will facilitate not the computer, and digital TV (Vartanova E.L., 1998). The feature of the new mass-media became the character change of communication.

Consequences of evolution new CMK are global also, their introduction and development already changes today forms of consumption of the information.

Analyzing history CMK, Professor Dennis McQuail allocates four main elements which define a course of the history:

- It is a technology,
- A political, economic and cultural situation in a society,
- Kinds of activity, function and requirement of a society,
- The people representing different social groups and classes (McQuail., 2004).

Review and discussion

New information technologies, liberalization policy in the field of quality management system have opened new opportunities for the development of the Internet, the emergence of new network operators, Internet service providers, new media, which, in turn, promotes the development of a competitive information market that will allow the country to enter the global information space. Reforming the state will be successful in maintaining the society's identity in communication and economic globalization.

At the beginning of XXI century was marked by changes in communications, which were caused by the technological process. Cable networks, satellite television (TV), computerization, digital, interactive broadcasting, Internet, united in a network – the new phenomenon of the information environment, which became the new means of mass communication, demanded a «new order», work out of a new information policy.

The national joint-stock company (JSC) “Kazakhtelecom” is a national operator of telecommunication network of the country. The company has a license №1 of the Ministry of Transport and Communication for provision of services for all types of communication. “Kazakhtelecom” is the first in the CIS which offered open access to the Internet using automatic identification that allows any user with a computer and modem to get online access to global network resources.

At the beginning of 2018 there were 13 million Internet users in Kazakhstan. Currently, new media are booming in the world, particularly, social networks and Kazakhstan is no exception. “BKontakt”, “Instagramm” are more popular social networks in the country.

The role of media in the public life of the republic increased in recent years. The major economic groups have made substantial investments in the media market of the country impressed by the effectiveness of information technology.

Conclusion

Important factor determining the use of information-communication technologies in Kazakhstan is the specificity of the country with its vast distances, the presence of hard-remote areas with low population density, as well as differences in the economic development of regions in the republic.

New information and communication technology (ICT), erasing the boundaries of time and space are the main “helpers” of the globalization process. And ICT, in turn, changes the traditional economy, and the forms of social activity, and attitudes, lifestyles, habits of people.

The priorities in the development of information society in Kazakhstan have changed under the rapid introduction of new information technologies. It is important here to consider national identity, cultural identity of a society, the specifics of the communication development in the country in an era of globalization and digitalization.

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