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FEATURES AND TRENDS OF NEWS TRANSMISSION IN THE MEDIA RESOURCES OF KAZAKHSTAN

Information transfer today is carried out using the following communication channels – press, radio, television. These three steadily functioning media rightly includes the global computer network. The multifaceted system of communication channels is the result of the influence of society, its needs and capabilities, its culture and social organization. In turn, the journalistic works in the newspaper, Internet publications, on radio and television play the role of an essential factor shaping public opinion.

The texts relating to information genres, in quantitative terms, constitute the bulk of the mass information flows. Journalistic materials are the main carriers of operational information, allowing the audience to carry out a kind of continuous monitoring of the most significant, interesting events in a particular area of reality.

In the modern world there is a huge amount of information flows, respectively, there is fierce competition, as a result, concluding it: in order to make media activities to be in demand, popular and authoritative, it is important to be able to present the news professionally. This paper aimed to analyze all the types of news transmission. The main theory was formed by selecting widely arranged materials based on the working experience in bringing news in Kazakhstan.

Key words: press media, news broadcasting, online journalism, radio news.

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Қазақстан медиа ресурстарындағы жаңалық ұсынудың ерекшеліктері мен жаңа трендтері

Бүгінгі таңда жаңалықтарды ұсыну – баспасөз, радио, теледидар арқылы жүзеге асырылады. Бұл үш тұрақты жұмыс істейтін медиа жаһандық компьютерлік желіні де қамтиды. Байланыс арналарының жан-жақты жүйесі қоғамның, оның мұқтаждықтары мен мүмкіндіктерінің, мәдениеті мен әлеуметтік ұйымдарының нәтижесі болып табылады. Өз кезегінде, газет, интернет-басылымдар, радио мен теледидар қоғамдық пікірді қалыптастыратын маңызды фактор рөлін атқарады.

Ақпараттық жанрларға қатысты мәтіндер сандық тұрғыдан бұқаралық ақпарат ағындарының басым бөлігін құрайды. Журналистік материалдар – жедел ақпараттың негізгі тасымалдаушылары, аудиторияға шындықтың белгілі бір саласында ең маңызды, қызықты оқиғалардың үздіксіз мониторингін жүргізуге мүмкіндік береді.

Қазіргі уақытта көптеген ақпарат тарату құралдары бар, сәйкесінше бәсекелестік те бар, соның салдарынан: медиа қызметіне жоғары сұраныс, танымал және беделді болу үшін, жаңалықтар кәсіби түрде ұсынылуы қажет. Бұл мақала жаңалықтарды ұсынудың барлық түрлерін талдауға бағытталған. Негізгі теория Қазақстанда жаңалықтар жинау бойынша жұмыс тәжірибесіне негізделген ауқымды материалдарды таңдау арқылы қалыптасты.

Түйін сөздер: бұқаралық медиа, хабар тарату, онлайн журналистика, радио жаңалықтар.

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Особенности и тренды подачи новостей в медиаресурсах Казахстана

Передача информации сегодня осуществляется при помощи следующих коммуникационных каналов – прессы, радио, телевидения. К этим трем стабильно функционирующим СМИ вполне обоснованно можно отнести мировую компьютерную сеть. Многогранная система коммуникационных каналов – результат влияния общества, его потребностей и возможностей, его культуры и социальной организации. В свою очередь, журналистские произведения в газете, Internet-изданиях, на радио и телевидении играют роль существенного фактора, формирующего общественное мнение.

Тексты, относящиеся к информационным жанрам, в количественном выражении составляют основную часть массовых информационных потоков. Журналистские материалы являются носителями оперативной информации, позволяя аудитории проводить своего рода непрерывный мониторинг наиболее значимых, интересных событий в определенной области.

В современном мире существует огромное количество информационных потоков, соответственно, существует ожесточенная конкуренция. В результате, для того, чтобы медиаконтентность была востребованной, популярной и авторитетной, важно иметь возможность представить новости профессионально. В статье проводится анализ всех видов подачи новостей. Основная теория была сформирована путем выбора широко распространенных материалов на основе опыта работы с новостями в Казахстане.

Ключевые слова: пресс-медиа, новостное вещание, онлайн-журналистика, радионовости.

Introduction

What is the news? To date, there is no theoretically comprehensive definition of this concept. An experienced journalist can most often recognize the traits of good news in what he heard or saw. It affects us, first of all, emotionally. Both those who broadcast the news and those who consume them have repeatedly tried to define this phenomenon.

“The news is what distinguishes the present day from yesterday” - this figurative definition belongs to a recognized expert in the field of television information O. B. Dobrodeev. The famous Roman orator Mark Quintillian’s “Who? What? Where? When? Why? How? ”Is considered the main requirement for the news. Any informational message should answer these questions, but the range of factors and conditions that make journalistic material as a news is very wide. It is said that the letters in the word “NEWS” is derived from the four directions as indicated below:

North East West South. This shows that news can come from anywhere. News is the report of a current event, something that was not known, information of recent events and happenings (Baldwin T, 1996).

Nowadays there are a lot of ways to be provided with news. The main sources of news transmission are press media, which includes newspapers and journals, radio and TV broadcasting, Internet. The internet is defined with wide ranged sphere of

getting the news. So that is why it is considered also as the separated branch of journalism which is called online or digital. This article explores the each type of news transmissions, shows the particular features and modern trends developing in media industry.

Main aim of article –to study the technology of presenting news, to reveal the characteristic features of information broadcasting on various media channels

Object of research – news transmission on various communication channels.

Materials and methods

The study of local authors’ manuals, news stories, and English-language resources for information administrators, including those published on the site, were analyzed during the research. A number of concepts related to news coverage in Kazakhstan and foreign media resources are logically formulated using these materials. It has also been reviewed by Kazakhstani media outlets, including newspapers, magazines, radio and television, as well as online news and emerging trends.

“What are the features in news coverage and what are the emerging trends? is the basic research question. That is, the issues of identifying new trends and peculiarities of news presentation were solved. The article is written on the theoretical level of research. During the theoretical study the following research methods were used: study of the system of

information genres, the study of the literature on the problems of submitting news, analysis of materials of various federal communication channels. Also axiomatic, analytical, methods were used, revealing the patterns of development of the internal structure and system of news distribution in different communication channels.

The main hypothesis outlined in the article is that “The effectiveness of news transmission is directly linked to being able to present the news professionally”. Every communication channels use its specific features to share the news, and they should be precisely conducted in order to get the audience right media products.

Literature review

Kazakhstani, Russian and foreign publications were used for the research topic. Materials on the general theory of novelty criteria and news transmission were basically conducted from Russians author Amzin A., an electronic version of the book called Journalism. There are also included English-language books like Bruhn Jensen, K., and N.W. Jankowski, eds. The British Library Cataloging in Publication Data is widely known in the media industry as an eBook of the Year (1991). News technology and theories about emerging trends, which can be said to have the advantages and disadvantages of foreign literature, because given the fact that the Kazakh press has its own peculiarity, theories in the above-mentioned books are not fully compatible with domestic media products. (1995) / R. Nurgadilov, Atabayev Q. (1998) Merzimdi basylym XIX gasyrdyn aiagy - The history of Kazakhstan in the history of the 20th century: monografia, 8 Seidumanova Zh.T. (2012) Kazakhstan Taelsizdik Jildaryndagy (1991-2008): informative-analytical zhinak. The most accurate data from the mass media in the past and present Kazakh society are derived from these collections. At the same time, the importance of data obtained from e-resources was high. The reason is that native media products and their channel statistics are downloaded from websites that can be easily analyzed. Particularly, it has been possible to get full information about Kazakhstan's media ratings through ZERO.kz, KLOUT. Also received from foreign open scientific resources, materials such as Mass communication. Workbook, Print journalism және Tech Is Changing the Way We Get Our News full of information about information on the basics of modern news, the changes in the media space and the new technologies.

Result and discussions

The problem of studying the features and new trends of presenting news in a broad sense remains one of the most relevant areas of scientific thought. The focus is on what is news as a genre, what is its function and how to make it interesting and necessary for the reader, viewer, listener. If researchers found common parameters in the traditional media to characterize news, new methods of presenting information, using broad traditional possibilities, both visual and verbal, then online publications in this regard remain less explored.

In the media market, practitioners are increasingly introducing modern, current ways of presenting information. The “packaging” of the material is carried out using a wide range of means and the main thing in this matter today is to give news, covering all the details of the event and, at the same time, it is beneficial to present it to the audience, so that it reflects all the facets of the event and is not needed, boring, carried away and aroused interest. The development of high technologies has launched new processes in the journalism of the new formation: the exchange of information has become large-scale and mobile. In the context of the global information society, the Internet occupies one of the leading places among the mass media. The development of the Internet system has fundamentally changed the face of global journalism, introduced new colors to the creation of materials; along with this, the genre diversity of journalistic texts is growing. The skill, qualification, and worldview of domestic authors of information materials, press workers, and electronic media is also increasing.

The journalistic text can be called a special product of creativity, which has a number of features of construction. Since modern journalism is a clash of positions and opinions; Today, close attention is paid to news journalism. Life itself has widely expanded the news framework. And this circumstance in the conditions of market relations has given rise to competition, which in the struggle for the potential consumer is compelling to look for new methods of presenting news. Journalism at the present stage requires the creation of completely different models of covering event information - original, unforgettable, flashy.

Conclusions

Each communication channel is based on a slender system, which includes a large number of differentiated programs. In order to evaluate the correctness of the criticism of the audience, it is impossible to find out the internal and external aspects of the information.

There are number of spectrum of conditions and criteria, which made the journalistic material as the news. The concept of “journalistic news” has well-defined signs that have been sufficiently studied by both in our country and foreign media theorists.

For the material to be read and appreciated by the audience, it is not enough to work only on the article. Such elements in print as design, layout of the text, title, suitable lead, illustrations affect the readability of the material, so it is important to take all these factors together in order for the audience to increase. Similarly, in broadcasting: to release a high-quality news product, you must consider: the order of presentation of materials in the program, the correspondence of the transmission style and presenters, the sound design of the release, the language features of radio text. Each of these moments should harmoniously complement each other so that the final product is pleasant for the perception of both the listeners and the journalists themselves. The technical capabilities of a channel like television allow you to both listen to journalistic work and see. Therefore, for successful work on television in the information service, it is important that the text of the message and its image, tone and intonation of the journalist, his appearance and timbre of the voice. The focus of the program, the needs of the audience and, of course, the ethical norms of journalism also play an important role.

The Internet has an advantage over other communication channels, which is that it combines all the positive aspects of a newspaper (the ability to return to reading), radio (efficiency of information) and television (the ability to see what is happening). However, the global network is characterized by a lack of an excess of information. Today, the Internet in Kazakhstan is in a developing stage, and perhaps, over time, this source of information will become more universal, perfect and preferable.

Main part

As it is mentioned before, news transmission carried out using the communication channels such as -press, radio, television and internet.

1) Print media. Despite the powerful development of such media as radio, television and the Internet, the press remains one of the main informants of modern society.

It is known that using skillfully constructed text is easier to convince the reader. However, it does not matter how well the article is written and how interesting the topic is - if there are no good titles, there are not enough photographs, illustrations and

captions to them. In this case, news stories may remain unread.

The results of various studies and studies of publications and reading habits show that individual elements of the layout stimulate us to continue reading the newspaper number, namely:

- title;
- snapshot;
- photo caption;
- lead;
- texts with subtitles (Enlund N., 2014).

Articles will attract the attention of the reader only when all the elements listed above are present in the design of both the individual page and the newspaper as a whole.

FEATURE WRITING A feature story is a piece of news item written with a particular intention i.e. either to make audience aware of a particular matter, to instruct or to entertain. Unlike a general news story, the feature might be prejudiced and sometimes can be used to express the emotion of the writer.

ARTICLE WRITING Article analyses, interprets and provides arguments for and against an idea. The Article provides back ground information, present an update condition and goes on to predict the future. An Article 1. Gives information 2. Interpret a recent trend 3. Analyse a current situation 4. Attempt to predict the future of a particular issue

EDITORIAL WRITING The Editorial is an important column of the Newspaper usually written by the Editor on serious National or international news. The Editorial is called the “Voice of the News paper” as the point of view of the newspaper is clearly deposited in the editorial. Editorials try to persuade people to think in a particular way. Editorials are meant to influence public opinion and encourage critical thinking.

WRITING A NEWS STORY News is an update on the happening around us. As the terms suggests News is any new piece of information. It can be the details on a current event, on going projects or it can be on future projects. A newspaper publishes the back ground information, analyses and criticizes the details to interpret it for the society (Briggs, 2002).

2) Radio news

Radio news is current, topical information on events, facts and opinions. The language of the news is simple and precise. In most cases, news reports are spoken texts only. Sometimes, news items also include short sound bites from a reporter, a correspondent or a statement from a person mentioned in the news item.

The release has its own sound design. The music screensaver, in other words, is the sound card of the

program. Its repetition makes it possible to internally prepare for listening to the news. For example, the Qazaq radio station with its musical phrase from the popular national tune (it repeats 2-3 times and lasts 8 seconds) creates this important mood. Radio Shalkhar sound for 20 seconds, the breakdown within the release is 7; they help “repel” one block from another. Blocks usually combine a message on different topics: political, economic, cultural, sports, advertising.

By the nature of the material, news releases are divided into:

- general;
- thematic;
- special;
- emergency (Peter Hüllen, 2013).

General - contain a wide variety of information. Their goal is to give a moving panorama of events. These are the most common programs. They are of interest to a wide audience, as they acquaint listeners with a range of news, giving a picture of the situation in the country and in the world.

Thematic issues are devoted to the story of what is happening in the field of economics, finance, art, sports, etc. They attract the attention of listeners who are more interested in these areas of life. These releases provide radio channels that broadcast around the clock.

A special issue is dedicated to major events at world-class sports competitions. They contain more detailed information about what is happening at these major events.

Emergency news is due to the need for the most prompt reporting of very important events (for example, the war, the resignation of the President, the Prime Minister). Radio is so mobile and operational that it can transmit the news at the moment when the editors received it.

It is important that in the release as much as possible messages sounded with the sign “now”, “today”. Subject implies a range of messages, their compatibility, “blockiness”. The problem is the order of location of the material as it is important. Messages about the most important events are repeated at different times, but their text varies, is supplemented by new details, and most importantly reflects the development of events.

Informational radio messages are a “chain” in which news is overgrown with details, descriptions of the situation of the event, details, and elements of ratings. Information genres begin to gradually move towards analysis (Martin L., 2009). And thus complicates the work of a journalist. This is determined by the fact that listeners want to know

about current events at the most general level, and more thoroughly, from the first mouth. The number of facts at each stage increases, the disclosure of their internal relations expands, the methods of work and the means used by the journal are complicated.

3) TV news

“Traditional TV news may not exist in 15 years’ time, but media audiences will continue to crave real stories,” says James P. Mahon, news reporter at Chattanooga, Tennessee’s WDEF News 12. “It’ll probably be on a cross-platform basis, with bite size stories, in a visual and engaging manner in real time (Boitnott J., 2015).

News programs are always socially significant programs designed for all age groups, all sectors of society and categories of the population. Daily news releases help people navigate what is happening in the country and in the world. The ethereal text performs one of the main functions. It differs from newspaper and radio information. Most of the material that is aired comes from printed sources. The editor has a task to rewrite this information for reading off-screen.

According to the method of presenting information, plots are of three kinds. The anticipating plot is made before the onset of the event, it announces this event. Such material creates a mood of expectation, which allows people to know what they should prepare for. There are also real-time scenes, that is, about something that is happening today. And the third type is the continuing one, based on the results of some event (Koppervud R., 1990).

Thus, in order to produce a high-quality news product, it is necessary to take into account many factors - the order of presentation of materials during the layout of the program, the style of the studio and presenters, the sound design of the program, the language features of the television texts. Each of these moments should harmoniously complement each other so that the final product is pleasant for perception of both the audience and the journalists themselves. Regarding to the rating given by Klout the news of KTK channel is in the first place above all the news channel. Which means grabbing the attention of audience with usage of all fore mentioned types of presenting. But there is sometimes problematic way with journalistic ethics, where facts and forbidden frames are shown. The other most watched source of news is 31 channel and Qazsport, where the objective social and sport news are presented (Rating KLOUT, 2017).

Making conclusions, we can say that for successful work on television in the information service, it is important to take all aspects into

account: the nature of the communication channel, the focus of this program, the needs of the audience and of course the ethical norms of journalism.

4) Internet/online news

There is a rapid growth of Internet users in Kazakhstan. So, for the period from 2000 to 2003, their number increased by 200% annually. From 2000 to 2009, the number of Internet users in Kazakhstan increased from 70 thousand to 2.3 million people (an increase of 30 times). According to the Ministry of Communications and Information of the Republic of Kazakhstan at the beginning of 2011 there were 4 million 300 thousand Internet users in the country, by the end of 2011 there were 6.7 million Internet users. There are 24 state-owned Internet resources in the republic. At the beginning of 2012, the number of Internet users in Kazakhstan amounted to 8.7 million people - this is 50% of the country's population (16.8 million inhabitants in the republic) (Kasenov F., 2018).

At present, new QMS and, in particular, social networks around the world are rapidly developing, and Kazakhstan is not an exception. The number of Kazakhstan users of the social network exceeded 2 million people. Director of Internews-Kazakhstan M. Elshibaeva noted that in those regions of Kazakhstan where there is a strong local TV, media activity on the Internet is less. And where traditional media do not satisfy the audience's need for information, life is in full swing on the Internet. For example, in Karaganda, Shymkent and Kustanai, TV companies "will give odds to any Almaty and Astana TV channel." And in Western Kazakhstan, in her opinion, TV is inferior to channels from the above-mentioned cities, but there the media are well represented in social networks. In general, not all Kazakhstani media are represented on social networks. Many mass media, successful in the "real" space, do not yet feel the need for interactive communication on the Web. However, with the rapid development of new QMS, the situation may change (Barlybayeva S., 2016). XXI century - the beginning of a new democratic journalism. It is quite difficult and not easy for journalism to fit into this new system, the system of freedom and search, the system of new market relations, the system of new thinking and ideology. Meanwhile, practicing journalists have already settled down quite thoroughly on the heights of news journalism. The editorial teams thoughtfully, systematically, systematically create their one and only unique information product, using for this purpose absolutely everything: the new and the well-forgotten old.

From the results of the XIV National Internet Award.kz award we may see the most readable news web-sites of mass media: 1) Vlast Power Analytical Internet Journal (7.67) 2) The Steppe Information Portal (7.34) 3) 7kun.kz News Portal (7.00). The top five also included: Ustinka Live News Portal and Atameken Business Channel website. Most of news portals are given in Russian or in bilingual languages. This does not mean that Kazakh news web-sites are all in bad quality and have no potential to develop. It probably means that they should be honest with their audience. It is getting usual thing to write an article with catching headline, but without any possible thing about the main topic. The other problem is Kazakh language in the internet space, particularly in news portals and social network, where the language faces with grammar and lexical mistakes. In addition to this, many journalist translate the materials with no right meaning in Kazakh.

Turning to the main trends in news making in media recourses, the internet is considered as the main trend of all world journalism and it is the complete withdrawal from the once traditional print media on the Internet, which is now perceived by all players of the information space as an absolutely legitimate and popular platform for the full functioning of any media, even the most respectable and conservative (Groebel J. 2017).

Already in our country, the Kazakhstanskaya Pravda newspaper, which has the status of the most official, despite all editorial traditions, administrative resource and subscriber base, is making more and more efforts to develop its web version, transforming into a full-fledged analytical and news portal dealing with coverage the work of the state apparatus, like The Washington Post.

The other point is hybridization of the media. The days of the separate existence of television, print and radio are in the past. Now, increasingly, they are combined into a single multimedia product, presented on the Internet. Such resources, based on the principle of a common platform, are gradually crowding out all others, or, more correctly, all so-called. "Separate" resources are transformed in an attempt to preserve their audience, which now wants not only to read, but also to see and listen. Every newspaper or TV channel and radio has their electronic versions in the platform of Internet, also the great example of multimedia media products are the applications. They are simple to use and contain all types of news in one space. Azattyq News, Hola news are considered as the contemporary multimedia types of media.

Professional journalism, above all news, is increasingly faced with another challenge of the era, in the person of its own audience, which is now turning from a passive consumer into a source of information, sometimes the only and exclusive. Any unexpected event, from a natural cataclysm to acts of terrorism, receives its amateur reporters in the face of a clever passerby, who managed to shoot everything on the camera

of his smartphone. With such a speed can not be compared to any news agency, which sometimes leads to curiosity. For example, the public was well remembered by the “fast” reaction of one domestic television channel, who came to shoot the plot from the scene after an hour and a half after it, when all the social networks had just been replete with photos and videos made by ordinary onlookers (Aldridge, 2003).

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