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**INTERACTION OF MEDIA CULTURE WITH  
THE PUBLIC CONSCIOUSNESS IN THE PROCESS OF GLOBALIZATION**

The object of this article is media culture, its sign system and features of social functioning, its integration impact on modernization processes, the ability to diversify and interact with different cultures in the modern global world.

The subject of the study is the media environment of global modernization, formed in the course of society's adaptation to changing living conditions under the influence of a single information space, a dialogue of cultures at the global, national and regional levels.

The purpose of this article is a comprehensive theoretical study of the concept of media culture as a phenomenon of the information age as an integrator of the global modernization environment of the turn of the 20th and 21st centuries as an important factor in the socialization of the individual.

The scientific novelty of the main results of the research is a complex cultural study of the dialectics of interaction and interaction of the media, the interaction of media culture as a phenomenon of the information age, and the processes of social modernization in the late XX – early XXI centuries.

**Key words:** Media culture, globalization, media, information space, integration

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**Жаһандану үдерісіндегі БАҚ мәдениетінің қоғамдық санамен өзара әрекеттесуі**

Мақаланың нысаны – қазіргі заман жаһандық әлеміндегі белгілердің жүйесін, әлеуметтік қызмет ету ерекшеліктерін қамтитын салалардың бірі медиамәдениеттің әртүрлі мәдениеттердің өзара әрекеттесуіне және әртараптануына ықпал етуі, модернизациялық үдерістерге интеграциялық әсер етуі.

Зерттеудің нысаны бірыңғай ақпараттық кеңістіктің әсерінен өмірдегі жағдайлардың өзгеруіне қоғамның бейімдеу барысында жаһандану, жалпыұлттық және аймақтық деңгейдегі мәдениеттер диалогын қалыптастыратын жаһандық модернизацияның медиаортасы болып табылады.

Аталған мақаланың мақсаты – медиамәдениеттің кешенді теоретикалық зерттеулерінің тұжырымдамалары ақпараттық кезеңнің феномені ретінде, XX-XXI ғасырлар аралығындағы жаһандық модернизация ортасының индикаторы, жеке тұлғалардың әлеуметтенуінің маңызды факторы ретінде.

Мақаланың негізгі зерттеу нәтижелерінің ғылыми тұжырымы XX-XXI ғасырлар аяғындағы ақпараттық кезеңнің жаһандану әлеміндегі әлеуметтік модернизация үдерістерінің феномені ретінде кешенді мәдениеттану зерттеулерінің диалектикасының өзара әсер етуі және БАҚ-пен өзара, медиамәдениетпен өзара әсері ретінде қарастырылады.

**Түйін сөздер:** медиа мәдениет, жаһандану, БАҚ, ақпараттық кеңістік, интеграция.

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### **Взаимодействие медиакультуры с общественным сознанием в процессе глобализации**

Объектом данной статьи является медиакультура, ее знаковая система и особенности социального функционирования, ее интеграционное воздействие на модернизационные процессы, способность к диверсификации и взаимодействию разных культур в современном глобальном мире.

Предметом исследования является медиасреда глобальной модернизации, формирующаяся в ходе адаптации общества к изменяющимся условиям жизни под воздействием единого информационного пространства, диалога культур на глобальном, общенациональном и региональном уровнях.

Цель данной статьи – комплексное теоретическое исследование концепции медиакультуры как феномена информационной эпохи, как интегратора среды глобальной модернизации рубежа XX – XXI веков, как важного фактора социализации личности.

Научная новизна основных результатов исследования заключается в комплексном культурологическом исследовании диалектики взаимодействия со СМИ, взаимовлияния медиакультуры, как феномена информационной эпохи, и процессов социальной модернизации в конце XX – начале XXI века.

**Ключевые слова:** медиакультура, глобализация, СМИ, информационное пространство, интеграция.

### **Introduction**

The culture of the 20th century (especially western European culture) has lost its steady direction in the development. Many scientists have expressed their opinion on this problem. For example, according to Canadian sociologist, cultural scientist M. Macklelen, the problem comes from the means of information exchange.

M. Macklelen links the process of socio-cultural development with changes in the means of direct information exchange and discredits the idea of the continuum idea of cultural development. In the early 1960s, he raised the question of the relevance of cultural backgrounds in the history of humanity to the transformation of basic media. “Everything is in the media!” was said in the thesis of M. Macklelen’s work [Kirillova N.B., 2005: 7].

Today, people who live in the era of advanced science and technology, the media, the place of the main, people relations “VirtualDub”, the Internet and other electronic means, is a priority recipe at the same time. Today’s world is unimaginable without the mass media, not only public opinion, public develops a common culture. Many authors believe that the decline of nation-States and global information distribution network, can not prevent digital information flows, in accordance with this, marketing, production and distribution on a global scale, is mainly dealing.

Castells is well aware of this, but doesn’t eliminate the networks of the national state. Weakening

to a certain extent they can and should go global, but important place. Countries at the global level, in close cooperation with the government of Kazakhstan adopted a resolution that everyone wants to keep their features and the value of their country, which won’t not be reduced.

Released the beginning of the information age the development of physical culture and sport of the city capitalist speaking of the role of globalization in society, Castells writes about that. In connection with the distribution of the global network form of organization is based on the fusion of the same, which, in turn, say that the restriction may remove the manifestation in the activity.

XXI century is the century of information and the accuracy is quite confirmed by his opinion today. Along with the fact that the particles in the flow of information and not much time has passed, are visited every day.

The development of the information society, management of their effects of globalization, the awareness, the clarification of positions, opportunities for effective solutions requires an innovative and active approaches. Among these issues is the main Viandante century: on earth, climate change, loss of traditional ethical principles, the ineffectiveness of the international system. The negative side of globalization, advanced technology and communications, the openness of society. The inhabitants of the globe, terrorism, drug abuse, crime, epidemics, the prevalence of unprotected ethnic conflicts, racism and others.

The purpose of information – intellectual actions, activities, optimizing the world. This year due to the free access of all forms and types of education, each individual, the study of the process of autonomy, subject areas, provide autoformation.

Depending on the social culture and institutions, expressed in various forms San Castell informationalism means the emergence of a new universal space. The social structure of the capitalist mode of production, which, in turn, formed at the end of the twentieth century, as a result of reorganization of a new or informationalism. The last twenty years, Castells understands that in the current global information economy at the same time [Manuel Castells, 2000: 15].

Castells believe that the global economy – as a holistic system in real-time across the planet. The capitalist method of production outside of space and time, trying to pass continuously developed, however, only at the end of the twentieth century in the world economy on the basis of new information and communication technologies infrastructure, which is the basis will only become really.

Today it is a fact that the world's leading developed countries are measuring the criteria for possession and development of information resources. Identifying the development of the Company by the criteria of production, development and use of information and communication benefits, not material resources. Developing countries are counted as only consumers in that information industry. Developing countries, along with information consumption, are also improving their information capacity. Among those countries are China, India, Malaysia, Turkey, Russia, Brazil and so on.

In modern conditions the demand for new information technologies has grown dramatically and has been widely implemented in production. The path to global integration has led to the formation of the market of advanced technologies and equipment, and the desire to sell exceeds the consumer and has led to a decline in the prices and the possibility of small businesses to purchase it. This will help you to see positive trends in computer technology and communications in recent years, which are widely used in public life.

The purpose of informatization is to optimize the world of intellectual activity. This ensures autonomy of each person's learning process, autoformalization of the subject areas through free access to all forms and types of education.

What is the impact of globalization on Kazakhstan now? Whether you are perceived as a “great feast of

the great feast” or whether you are accustomed to this as a global tendency, or in our historic-spiritual experience, we maintain the principles of healthy social activity (labor, family wellbeing, childhood upbringing and healthy lifestyle) Is there a traditional recipe for non-destructive diseases in Kazakhstan? The impact of globalization on the people of Kazakhstan is first of all seen in material culture. Our modern apparel and work tools, household items, architecture transport, and all other material culture in everyday life are all brought to Western standards. And we can not escape now. It would be too skeptical to regard it as the influence of Western culture. However, the daily cultural material culture of the West is more dangerous than standardizing to preserve and multiply our national-spiritual culture.

Kazakhstan is a young state with a strong future, whose country's expectations are justified. One of the brightest ideals of the modernization and modernization epoch is the fact that the formation of a free word, an ambitious spirit is the formation of the world community of the Kazakh people and the role of the world in the era of globalization. Certainly, the fact that the country's problem is a positive decision, not shifting from the right direction, is directly related to the security of our information space. This is the true reality of today [Kulsariyeva A.T., 2006:6].

Modernity is called information, information is an important element in the life of the society, its lifestyle. Information has influenced all aspects of human life as a process of transition to information. The new information technology has opened new pages for the development of science and the scientific community. E-mail, computer conferences require intensive discussion of the issues that are closely linked to the scientists. Informatics of scientific research is the implementation of complex measures aimed at obtaining accurate, timely, full knowledge of research objects.

If information in the information society is demanded by show-business, sports, natural disasters and shooting, first of all, the country's issues should be upset. It is not enough to disseminate public opinion and to formulate it. Unfortunately, some media outlets in the country have a high degree of readiness to ignore the viewer's opinion, change their idea. This is especially true of publications covering independence. Of course, any newspaper has its own direction. It finds its audience according to their own peculiarities. However, it is important for you to avoid false information and to avoid unnecessary information, entries, and content that is unsound. Otherwise, there are a lot of bells today.

The objective of the newspaper should explicitly clarify and open this information [Kellner D., 2003:6].

With the advent of mass media their importance is highlighted. This phenomenon of media has huge value in the modern world of information technologies. There was a need for research of mass communication as a branch of science. In a certain period of time, in the field of sciences the theory of mass communication started its development.

He also highlighted that the identity of interactions between individuals which is formed in their consciousness allows each of them to assume a role of another when as a result the experience which is saved up by people appears at them in such a way that it is for them valid and available [Focht-Babushkin Yu., 2001:54].

In the following way of research in the frame of mass communication theory some important aspects of media communication were defined. When performing a role of mass communication as social actor between a communicator and the recipient there are different relations, they are united by the general thoughts concerning the distributed information. This concept formed a basis of researches about communication.

Also, other mass media except periodicals started their activity. Now the concept of “mass communication” got the general for all value. Then as its important element there was a concept “audience”, influenced acquisition of special value of the theory of mass communication. For the first time these concepts were called in U. Lippman’s works, H. Sacks, and G. Blumer, G. Lasswell conducted their special research [Mikhalkovich V., 1986: 16]. The concept “public” wasn’t understood as the mass; besides, it was offered in the opposite meaning, because the group of individuals operating in the context of the government was considered as the public. Thus, researches of the communicative relations arising between audience and mass media and vice versa were started.

Many researches in the field of the theory of mass communication are applied together with the concepts “public opinion” or “mass consciousness”. That is, these concepts were considered as essential concepts of understanding of the happening global processes and views of its participants. In this understanding “the mass consciousness” was applied against the concept “individual”.

Opinions on mass communication influence on media culture consciousness and behavior of individuals are quite different. There are three looks concerning the level of the prevailing media

influence on behavior of the recipient. At first, the individual feels the general pressure from mass communication it is possible to call it determinant of his consciousness, in a certain level media culture and social behavior.

For example, E. Denis considers that the powers of thinking of the individual influencing his opinion and positions and forcing to execute its defined behavior, are formed by mass communication. Such assessment of mass communication role represents them as the fourth branch of the power. According to the Russian scientist Yu.N.Solodukhin, sharp strengthening of impact of mass media on media culture behavior is observed. According to the scientist, at such moments the power of media culture influences of mass media equals to force of the government [McLuhan M., 2003:17].

Considering a role and the present description of mass communication in media culture processes, and also the problems concerning this communication, it is possible to note especially its opportunities for society and mankind.

According to one of the scientists investigating A.Mol’s theory of mass communication, mass media practically control all our public, political, cultural life. Filtering these processes, mass media isolate important elements of the mass phenomena and events, increase their informative character and reveal communicative value. Showing the value of a certain idea, reject another. Thus, they differentiate mass society [Zasursky Ya. N., 2008: 62].

With a careful analysis of the role of media culture in the information society, relations between people in this society are primarily focused.

“There are three interrelated aspects of communication: the communicative aspect of communication is the exchange of information between people; Interactive aspects of communication include the organization of the relationship between people, for example, when coordinating activities, distributing services or influencing moods, activities, interviews; in the perceptual aspect of communication, the process of establishing partnerships and building mutual understanding on the basis of each other “[9]. Because of censorship, it is difficult to access many data (movies, TV and radio programs, special books, magazines, photographs). “Group activities and communication are carried out on the basis of social norms – in the case of social behavior that regulates interaction and interaction of people”.

“Cultural News” has its own transitional stages: from the creator of the message to the compact group, from the media (newspapers, films, TV

shows, etc.) to a large group or the whole society. Depending on the level of development of the “idea” in the team, most likely, he will return to the developer and create a new idea. Using the method of connection, Yu.M. Lotman said that culture can not exist in one language. The smallest system, for example, is a combination of two parallel languages, such as verbal and visual. [Lotman Yu.N., 1994:17].

V.Ya. Borev and A.K. Kovalenko considers the legacy as a legitimate historical process in his work, which contributes to social needs, promotes mass culture in culture, the functioning of culture and personalization of personality.

V.I. Mikhalkovich’s book “Media Media” analyzes modern means of communication. The author says: “It is impossible to imagine the modern world without any disturbing information” [Mikhalkovich V., 1986: 16].

The idea of an information society was first formed in the late 60’s and early 70’s of the twentieth century. The appearance of the term “information society” was made by a professor at Tokyo University of Technology. It belongs to Hayashi. Information society issues were described in reports submitted by a number of organizations to the government. Agency for Economic Development (EPA: Agency for Economic Planning) – Japanese Information Society: Problems and Methods (1969), Japan Institute for the Development of Computer Use (JACUDI: Japan Institute for the Development of Computer Use) (ISC: Industrial Design Council) – Information Society of Japan Society “(1969),” Information Society Development Plan” (1971). These reports understand that the information society means that in the near future people receive reliable information and provide a high level of autonomy of production. In this case, the nature of the product will change, and “information capacity” will increase, which will require additional innovations. “... production of information products is becoming more and more intense in society and development of education.

### Discussion and results

Actually, the technical revolution began with a few dashboards. However, it is characterized by a variety of epochs and favored social attitudes. When the first technical equipment was created,

they created a humane job, but they did not need the person to do it in their work. Today, technology is distinguished from technology by the human factor. It is important to combine the link between cultural information and globalization processes. The paradigmatic idea of the XXI century is evidently globalized. What we say is that globalization demonstrates the significance of any process, process or phenomenon of cultural-social phenomena, either by restricting one nation, by the people, by the state, by civilization or by the continent, but reflecting on all planetary, global, concepts [Mikhalkovich V., 1986:13, 52].

Many authors note that globalization of information networks is a threat to the national states, because the global network can not afford to pay for electronic commerce, and in line with marketing, production and distribution are fundamentally embedded in the global economy. Castels understands that it is good, but rather that the networks kill the national states. They can be infected by a few of them and have to go to the global marketplace, but the place is steadily stagnant. By treating the perceived inner world of the world, every country can strive to preserve its own personality and abstain.

Professor of Moscow State University Z.N. Zasurskii concludes: “As we know, journalism in the world will move to a new level. This is one of the few issues in the world: in the first place, the development of new information technologies, as it opens the way for the mass media to cover journalistic acts, providing for the development of mass media and communication in media, and globalization” [Zasursky Ya. N., 2008: 62]. In fact, modern information technologies have made journalism a qualitatively new level, getting free information and disseminating information that is exhausted. The new mass culture media will be traditionally equipped with the latest information newsletters.

It is known that information communication is carried out rather definite purpose, a certain event. The actions happening within information communication concern achievement by individuals or the social groups for definite purposes. From interrelation of information communication it is possible to consider the levels supplementing each other, and every level has its important information characteristics.

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