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**POLYLINGUAL PERIODICALS OF KAZAKHSTAN**

The current research is devoted to the description and classification of all existing polylingual periodicals (printed media) of Kazakhstan. The term polylingual mass media entails newspapers, magazines, radio and TV-channels, which disseminate information at a time in two or more languages concurrently. However, electronic media are not deliberately considered as part of this research, as there are many modern technical possibilities for choosing the language of information displaying/ broadcasting in regard to TV channels and websites. Therefore, we will speak just about printed polylingual mass media.

According to the statistical data, the polylingual newspapers and magazines comprise 31.5% of all Kazakhstani mass media resources. The majority of them are bilingual. None of those bilingual periodicals completely twins the identical text in two languages regardless of similar information preferences of the Kazakhstani society. There are only two magazines publishing materials in Kazakh, Russian and English languages at once amidst trilingual mass media.

The central methodology encompasses the content analysis, mathematical calculation and quantitative analysis. Through applying the content analysis, we have to confirm or reject the given hypothesis that polylingual publications are diverse in their content.

In fact, the bulk of polylingual mass media are the Limited liability companies (Limited partnership or property of an individual entrepreneur). Officially, they are not controlled by the state; however, their activities are incentivized within support of the state program called "Trinity of Languages". The extracted data allow us to claim that the Kazakhstani mass-media resources completely answers to the socio-political aims of the state and just partially meets the requirements of the wider society.

**Key words:** Kazakhstan; multilingualism; mass media; double-language media.

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**Қазақстандағы көптілді мерзімді баспасөз**

Бұл зерттеу Қазақстандағы барлық көп тілді мерзімді баспасөзді жан-жақты сипаттап, жіктеуге арналған. «Көп тілді бұқаралық ақпарат құралдары» ұғымына бір мезетте екі немесе одан да көп тілде ақпарат тарататын газеттер, журналдар, радио және телеарналар жатады. Мақалада электронды БАҚ қарастырылмайды. Себебі телеарналар мен веб-сайттарда ақпаратты тарату/ көрсету тілін таңдауға арналған заманауи техникалық әдістер көп. Мақалада көп тілді мерзімді БАҚ материалдары сарапталады.

Статистика бойынша көп тілді газеттер және журналдар барлық қазақстандық медиаресурстардың 31,5 пайызын құрайды; олардың басым бөлігі қос тілді болып табылады. Қос тілді медианың ешқайсысы екі тілде бірдей материал жарияламайды. Қазақстанда үш тілде (қазақ, орыс, ағылшын тілдерінде) екі журнал ғана шығарылады.

Зерттеудің түйінді әдістемесі контент-талдау мен сандық талдауға негізделген. Контент-талдауды қолдана отырып, біз көптілді медиа материалдар өзінің мазмұны бойынша бірдей емес деген гипотезаны қуаттап немесе теріске шығаруымыз қажет.

Дерекке сүйенсек, көп тілді БАҚ-тың басым бөлігін жауапкершілігі шектеулі компаниялар (ЖШС немесе жеке кәсіпкерлік) шығарады. Олар ресми түрде мемлекеттен бақыланбайды, алайда қызметі «Үш тұғырлы тіл» мемлекеттік бағдарламасының аясында реттеледі.

Біздің зерттеу нәтижесі қазақстандық БАҚ-тар мемлекеттің қоғамдық-саяси мақсатына толық жауап беретіндігін, ал кең қоғамдық талаптарға көп жағдайда сәйкес келе бермейтіндігін көрсетеді.

**Түйін сөздер:** Қазақстан, көптілділік, БАҚ, қос тілді медиа.

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### Полиязычная периодика Казахстана

Данное исследование посвящено детальному описанию и классификации всей существующей полиязычной периодики Казахстана. Термин «полиязычные средства массовой информации» подразумевает газеты, журналы, радио и телеканалы, которые одновременно распространяют информацию на двух и более языках. Электронные СМИ в рамках статьи нами намеренно не рассматриваются, так как существует множество современных технических способов для выбора языка вещания/отображения информации на телеканалах и веб-сайтах. В качестве материала анализируются данные исключительно из печатных полиязычных СМИ.

Согласно статистике, полиязычные газеты и журналы составляют 31,5% всех казахстанских медиаресурсов; большинство из них являются двуязычными. Ни одно из двуязычных медиа не публикует идентичный текст на двух языках, несмотря на аналогичные информационные предпочтения казахстанского общества. Одновременно на трех языках (казахском, русском и английском языках) в РК издаются только два журнала.

Ключевая методология исследования построена на контент-анализе и количественном анализе. Используя контент-анализ, мы должны подтвердить или опровергнуть выдвигаемую гипотезу о том, что полиязычные медиаматериалы не являются идентичными по своему содержанию.

Фактически, большинство полиязычных СМИ представляют собой компании с ограниченной ответственностью (ТОО или ИП). Официально они не контролируются государством; однако их деятельность стимулируется в рамках государственной программы «Триединство языков».

Полученные нами результаты позволяют утверждать, что казахстанские СМИ полностью отвечают общественно-политическим целям государства и лишь частично отвечают требованиям широкого общества.

**Ключевые слова:** Казахстан, полиязычие, СМИ, двуязычные медиа.

### Introduction

According to the last nation-wide population census, the population of Kazakhstan is 16 009 597 people (Smailov 2010: 5). According to the Constitution (the basic law), the Kazakh is state language and the Russian possesses the status of the official language across the territory of Kazakhstan. Thus, legislatively the bilingualism is enshrined in the country. Meanwhile, English is widely taught at schools and at higher education institutions. It is the language of international interaction and business.

The state program called “Trinity of languages” initiated by the President of the Kazakhstan is urged to stimulate a multilingualism. In that regard, President stated that: “Kazakhstan needs position

itself to the outside world as the highly educated country whose population speak three languages. They are: the Kazakh - state language, Russian – the language of inter-ethnic communication and English - the language of successful integration into the global economy” (Nazarbayev 2007).

According to the statistical data, Kazakh language is easily understood by the 74% of the population; 64,8% out of them are able to read and 62% - can write; in regard to Russian: 94.4% understand oral speech; 88.2% out of them can read while 84.8% can write; 15.4% of Kazakhstanian’s understand oral speech in English; 10.2% can read, while 7.7% can easily write (Smailov 2010: 242).

About 98 percent of the population of Kazakhstan reportedly is literate (www.pressreference.com).

The existence of polylingual mass media in Kazakhstan is partly explained by the above-mentioned figures. The term polylingual mass media here entails newspapers, magazines, radio and TV-channels, which disseminate information at a time in two or more languages concurrently. However, electronic media are not deliberately considered as part of this research, as there are many modern technical possibilities for choosing the language of information displaying/broadcasting in regard to TV channels and websites. Therefore, we will speak just about printed polylingual mass media.

We have already mentioned Kazakh-Russian media, but in the country, there are some other newspapers and magazines. The paper versions of some magazines (“*Neighbors*”, for example) dedicate special columns to the materials in Kazakh and in Chinese (published in the areas close to the border with China) and in Russian and in English (published in Astana and Almaty, the capital and the cultural, economic center of the Republic respectively). Additionally, it is worth to mention religious magazines (“*Iman*”) published in Kazakh and in Arabic. Here we regard that due to their large number, bilingual mass media are considered in the “polylingual” category, and are examined as its full-fledged component.

The book titled “*Information Market of Kazakhstan*” states that “unfortunately, there is no any reliable statistical data concerning the total number of the Kazakhstani mass media while inconsistent data appear in different sources. If to believe press release of the Ministry of Culture of Kazakhstan, there are 486 newspapers, 32 magazines, 52 TV and radio complexes, 111 TV-channels, 42 radio stations and 22 agencies among the republican mass media which distribute information in the Kazakh and Russian languages at the same time (polylingual)” (Kembayev et al. 2001: 57). However, the separate research devoted to the polylingual mass media of Kazakhstan hasn't been done before.

In the meanwhile, similar data is provided in the report of the National commission of UNESCO: “Out of 1292 publications issued in the Kazakhstan, 218 are published in the Kazakh language, 540 - in Russian, 407 - bilingual and 127 are printed in other languages of the people of Kazakhstan” (www.natcom.unesco.kz). In fact, the representatives more than 120 ethnic nationalities reside in the country.

In the digital space the website “ABZYZ” provides the names of all existing Kazakhstan newspapers and news media - national and foreign

(www.abyznewslinks.com). In the international level the “Allyoucanread” site gives the list of top 30 Kazakhstan newspapers and news media (www.allyoucanread.com). The incomplete list, it is not clear by what criteria it is presented, is on the website “World-newspapers” (www.world-newspapers.com). In the “Revolvy” there is also incomplete list of our newspapers with indicating the language of publication (www.revolvy.com).

The book titled “*Modern Kazakhstan: public opinion*” published by the Kazakhstan Institute of strategic researches in 2011, studies the causes of the language discomfort where authors argue that: “The every second interrogated representative of the Russian ethnic group (53.4%), every third “European” and “Asian” (30.7 and 29.6%) and every fourth representative of title nationality (25%) are concerned by development of the situation with languages” (Sultanov 2011: 112). Thus, the matter is actual.

The object of this study is all officially registered polylingual printed media of the Republic of Kazakhstan. The subject of the study will be the quantitative and qualitative correlation of materials in the output languages in a particular media.

The goal of the research is to provide description of all existing printed polylingual media of Kazakhstan while digging into their detailed classification, the characteristics, and deriving the ratio of publications to the number of the citizens who speak that particular language.

To achieve this goal, it is necessary to solve the following tasks: 1) to analyze existing research on topics; 2) collect information on all the polylingual periodicals; 3) calculate the quantitative ratio of materials in the output languages in one issue of each media; 4) collect statistical data; 5) submit the information received in the form of a table; 6) analyze the collected material; 7) on the basis of the final data, confirm or refute the hypothesis put forward.

#### **Material and methods**

The purpose of the research is to provide description of all existing printed polylingual media of Kazakhstan while digging into their detailed classification, the characteristics, and deriving the ratio of publications to the number of the citizens who speak particular language. The central methodology encompasses the content analysis, mathematical calculation and quantitative analysis. Through applying the content analysis, we have to confirm or reject the given hypothesis that polylingual publications are diverse in their content.

The present article attempts to assess the role of the polylingual mass media within the language policy of the state.

Material of the research is qualitative and quantitative data from modern polylingual Kazakhstani media.

### Literature review

This section is appropriate to begin with a review of the most closely related works to our subject. In one of the chapter of the book “Kazakhstan” Brummell P. explores Kazakhstani media and communications. He writes about newspapers, which are published in English, Kazakh and Russian (Brummell 2011).

The book “Thematising Multilingualism in the Media” also will be one of the first. The volume analyses the complex relations between multilingualism and the media: how the media manage multilingualism; how multilingualism is presented and used as media content; and how the media are discursive sites where debates about multilingualism and other language-related issues unfold (Kelly-Holmes & Tommaso 2013). Also Giles H. and Pierson H. D. dedicate their research to multiculturalism and mass media (Giles & Pierson 1990).

Also Orban L. explores, how the media can help shape people’s attitudes to other languages and cultures, and how the media can help in developing teaching material and successful natural learning. The researcher is exploring the potential of the media for motivating people to learn languages, for facilitating language learning and for promoting intercultural dialogue (Orban 2007).

PhD dissertation by Graber K.E. examines media and language practices in order to illuminate the everyday sociocultural processes by which the value of knowledge is figured. It focuses on news media institutions in the Buryat territories, a multilingual region with multilingual news media (Graber 2012).

The focus of another related work is on the relation between media, identity and language (Moring et al 2011).

The researcher Androutsopoulos J. writes that, sorts of bilingual media messages look back to an even longer tradition, such as multilingual advertising and the use of English in the fringe media of youth subcultures, which termed ‘bilingualism as a style resource’. Language mixing is no doubt part of the symbolic capital that lifestyle magazines sell to their audiences (Androutsopoulos 2007: 207).

McClellan G. gives important forecasts for us, that there is now, however, a need to rethink the ways that multilingual services address their

audiences and find new approaches to program for them as sophisticated media users. The community rights model has already provided an important intervention in media policy to fund and support multilingual services (McClellan 2012).

The research of Tollefson J.M. is dedicated to the question how do mass media shape the policies that are adopted in multilingual contexts (Tollefson: 2015).

Also, we can include in the literature review the book named “Media in Multilingual Societies: Freedom and Responsibility”. It is collection of country reports by independent experts investigating the current working environment for the media in five multilingual countries: the former Yugoslav Republic of Macedonia, Luxembourg, Moldova, Serbia and Montenegro, and Switzerland (OSCE 2003).

All of the abovementioned works have only an indirect relationship to our research. Directly similar articles or another scientific research work have not been recorded, neither in Kazakhstan nor abroad. As a result – a small volume of literary review.

This once again emphasizes the relevance and scientific novelty of this paper.

### Results

We consider in details paper mass media, excluding scientific-methodical and highly specialized ones. At the same time, publications which irregularly issue information in two languages, are also out of our analysis. The results are:

#### Newspapers

7 bilingual newspapers are published in Kazakhstan. Kazakh language prevails in 4 out of 7, Russian dominates in 2 of them; and only “*DAT Public position*” publishes information in equal shares in the Russian and Kazakh languages.

“*DAT*”, the political newspaper, has the biggest circulation that has the weekly edition of 30050 copies. While “*Ecological Courier INT*”, the republican ecological newspaper, has the lowest circulation of 3000 copies.

Kazakhstani monolingual newspapers have larger popularity amidst readers. For instance, the circulation of the weekly Russian-language newspaper “*Karavan*” is - 200000 copies, and the circulation of the “*Egemen Kazakhstan*” published in Kazakh language is - 160000.

The only state-owned newspaper is “*Sarbaz*”, the military newspaper; the majority of polylingual mass media are registered as Limited Liability Company, while one newspaper belongs to private



individual entrepreneur; and the other – as property of private institution.

Five media are issued in weekly basis. “Eco-courier” is published two times per month, whereas frequency of “*Islam and orkeniet*” isn’t specified.

“*Railroader of Kazakhstan*” is the oldest among existing bilingual newspapers being published since May, 1931. The appearance of “*Freedom of speech*” in 2005 expanded the number of existing bilingual newspapers.

The bilingual newspapers are published only in two cities of Kazakhstan: Almaty (4 newspapers) and Astana (3 newspapers). The “*Ecological Bulletin*” which was fully corresponded to the “*Ecological Courier*” has been published until 2013. It was printed in the north of the country, in the city of Kokshetau. In addition, three more periodicals (“*Reader’s Friend*”, “*Truth of Kazakhstan*” and “*Kazakhstan*”), are out of market. The newspaper called “*Truth of Kazakhstan*” which was closed by the court decision continues to appear in the electronic version: materials on its Internet site are regularly updated.

#### Magazines

The situation with polylingual magazines in Kazakhstan is quite different. In overall, there are 21 magazines out there. The majority of them (19) are bilingual. 14 magazines publish information in the Kazakh and Russian languages. Two magazines (“*Nomad Kazakhstan*” and “*The Kazakhstan international business magazine*”) are in Russian and English. The other two magazines (“*Teacher.kz*” and “*Legal reform in Kazakhstan*”) disseminate information in three languages at the same time: Kazakh, Russian and English. The religiously-informative magazine “*Iman*” which is issued in Kazakh and Arab under the patronage of Religious management of Muslims of the Republic of Kazakhstan together with “*Iman-senim*” LLP, is has special place among the bilingual mass media. Till 2011, there was the glossy magazine called “*Neighbor*” in the cities of Almaty and Urumqi (China), publishing information in the Kazakh and Chinese languages.

Almaty is in the leading position regarding the publication of the bilingual magazines as 15 magazines are published in the city, while 6 magazines are published in Astana. The dispersion by quantity of the let-out copies is the broadest here. The magazines with limited editions (500 copies) are “*Legal reform in Kazakhstan*” and “*The*

*Market*”. The “*Police.kz*” magazine – possesses the highest ratings reaching 19282 copies (extends by a subscription). Its slogan: “The favourite magazine of each Kazakhstani police officer!”

The majority of polylingual magazines are issued with frequency of once in two months (7). 11 magazines belong to Limited Liability Partnerships. In comparison with polylingual newspapers, more periodicals belong to other types of property. Magazines published by: Republican Foundation “*Iman*” (1), Ministry of Internal Affairs (1), Kaz-air-project are of Joint-Stock Company types (1); at the same time, financing of magazines by National Committee of Border Safety (1) and Ministry of Defence (1), are based on public funds and individual entrepreneurs.

We can observe interesting tendency among the bilingual magazines in usage of the top-level domain of Kazakhstan – “kz” in their names: “*Police.kz*”, “*Aviation.kz*”, “*Accountant.kz*”, “*Teacher.kz*” and “*Ak Zhayik.kz*”.

It should be noted, that among the polylingual magazines, unlike newspapers, there are nominees and owners of various awards. For example, the Russian-English glossy magazine – “*Kazakhstan*” won the nomination “the Domestic Business Magazine number one” at a ceremony “The choice of the year – 2013”. The republican Russian-Kazakh magazine “*Friendship*”, the main publication of Assembly, was named as the best thematic magazine of the country in 2006; the magazine is also the holder of the most prestigious national award in journalism - the “Golden Star”.

The researcher Turlybekova A.A., states that traditional mass media underwent the strongest changes in connection with technological innovations for the last 20 years (Turlybekova 2011: 59). It is difficult to disagree with this statement especially as only one newspaper (“*Sarbaz*”) has no its own official website on the Internet though extensive information on it is provided on the website of the publishing house.

Research findings on various other sites of media discourse strengthen the impression that linguistic diversity is gaining an unprecedented visibility in the mediascapes (Androutsopoulos 2007: 207).

Therefore, we can note that magazines prevail among polylingual mass media in Kazakhstan. It’s normally to see the copies of bilingual magazines in the shops. Customers can identify them by covers (Picture 1).

### The cover of the “Agrarian world” bilingual journal.



From the total number of publications, the polylingual media make 31.5%. The percentage indicators among the population exceed their number.

Thematically, the polylingual mass media are diverse entailing entertaining, religious, literary and art, educational, specialized and political ones.

#### Discussion.

The Kazakhstani mass media in the near future will remain as a key development tool of the civil society, formation of new political culture of Kazakhstani citizens, social set up, etc. (Nysanbayev et al. 2010: 4). At least, it is necessary to state that social set up of knowledge in several languages is successfully broadcasted through polylingual newspapers and magazines.

According to Buluktayev Y.O., the government accepts the polylingual mass media as huge instrument in directing public opinion for the smooth perception of its future decisions (Buluktayev 2003: 166). Thus, the state program called “Trinity of languages” which incentivizes each Kazakhstani citizen to be able to speak three languages (Kazakh, Russian and English) is widely propagated by the polylingual magazines.

We must highlight the fact that among the bilingual newspapers, there is no one which completely twins the identical text in two languages. Hereby the obvious deficiency in the sphere of language policy is traced.

The language policy is important for all ethnic groups occupying the country. So, for example, respondents mainly indicate the language policy (42.7%) among the factors that able to provoke emergence of inter-ethnic intensity (Sultanov 2011: 111).

The monograph published by the Institute of philosophy and political science states that “mass media can carry out as the integrative, consolidating factor and at the same time, possessing separating feature too bearing in itself a destructive force” (Nysanbayev et al. 2010: 124).

The media field researchers articulate that it can lead to serious problems in the future: “The mass media publishing in two main languages of the country don’t interact and cooperate with each other, except in those publishing houses which own the newspapers or magazines in the Kazakh and Russian languages at the same time. But even in those publications, cooperation between Russian and Kazakh journalists are of minimum level. The content of publications delivers inconsistent information to the readers and instigates the increasing misunderstanding amidst language groups” (Abramov 2009: 7). The subjects covered in analytical materials in one language don’t appear in the same periodicals in other language, in spite of the fact that information interests of the society are similar (whether it be climate change or change of the legislation). Also controversial conclusions about this made Wong R. in his early research. The effective multiplication of mass media and their deployment have enhanced the value of communication. In the new perspective, multilingualism is seen as a barrier to communication (Wong 1969).

The analysts claim that there will be only strong players who will be able to hold the readers and the advertisers in the near future in the media market there due to use of new interesting approaches and forms of information’s submission (Abramov 2009: 28). The publication of texts in several languages in print media is one of the newest forms of submission, which was found in competitive fight for the readers, the advertisers and the state subsidies.

As Kazakh Vice Minister of Information and Communications Mauberlinova N said, the newspaper has not only been able to adapt to the new reality, but also has great opportunities for the development of the media industry (www.astanatimes.com).

The quantity of polylingual mass media in the Republic considerably decreased in the recent years. The fierce competition increased that has eventually led to the improvement of the quality of materials.

## Conclusion

### *Summary notes:*

(1) Officially, the majority of the polylingual mass media are not regulated by the state.

(2) In the recent times, we have seen the decline in their total number.

(3) Polylingual mass media publish information in different languages in disproportionate quantity.

(4) Polylingual mass media of Kazakhstan have low circulations, they are not in significant demand among consumers of information.

(5) Kazakhstani mass media fully fits to the socio-political aims of the state and just partially meets the requirements of the wider society.

This investigation thoroughly proves the hypothesis that the modern Kazakhstani polylingual newspapers and magazines are differentiated in their content.

The outcomes of the present investigation can be used for the further actions and development practices of the mass media types, as the bulk of the previous papers frequently take into account only monolingual mass media.

Indeed, the polylingual mass media generate the so-called “social comfort”, easing the arising language problems. However, at the moment, printed publications carry out mainly recreational function (the news function is done predominantly by the websites), and “switching” from one language to another demands psychological efforts.

The goal has been achieved, the tasks have been accomplished.

The study has time constraints. The media considered within the framework may disappear (taking into account the period of publication’s preparation), new ones may appear and be registered.

The investigation has interdisciplinary character as the tools of journalism, sociology and politics have greatly contributed to its conduction. In the near future, it will be possible to broaden the current study covering the other CIS (Commonwealth of Independent States) countries, where the situation with mass media resembles the situation of polylingual periodicals of Kazakhstan. Combining those outcomes could give a broad idea of the present situation of polylingual mass media in the whole Eurasian region.

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