

**\*Dudinova E.I., Mukhamadiyeva L.I.**

Al-Farabi Kazakh National University, Kazakhstan, Almaty,

\*e-mail: Elena.Dudinova@mail.ru

## **INTERNATIONAL NEWS IN THE ASPECTS OF TRANSBOUNDARY INFORMATION AND PROPAGANDA: SYSTEM DETERMINANTS**

The modern media field is increasingly seen as a platform for cross-border information and propaganda. The concept of international news is integrated into a number of related areas, which include international relations, foreign business interests, information security and security, more specifically, the viability and real independence of the state. Foreign information and international news act as part of a large flow, but part of the most dynamic, operational, constantly present in the information environment. And, therefore, the most influential. This area forms the public opinion and are able to change it out of necessity and the wishes of a specific customer.

The purpose of the article is to present a brief analysis of the international discourse of foreign news in the format of systemic determinants of information and propaganda. The authors studied the international experience of legislative regulation and control of news flows between States or international blocs. Kazakhstan's laws in the field of international exchanges of mass information were also considered.

The study of the content of foreign news of domestic and foreign news agencies for the period from November 2017 to March 2018 has led to the following results: on average, 35% of the total material of news portals in Kazakhstan are foreign news. The audience of consumers of foreign news to a greater extent-young people under 35 years. Among them, more than 84% receive information through mobile applications. The study also examines the factors of "soft power" for the impact of international news on the formation of public opinion, the growth or decline in the political status and reputation of States, parties, specific leaders. The aspects of manipulation by means of feeding, frequency, selection and layout of international news in the media of Kazakhstan are studied.

The study of a number of parameters and indices of foreign news development confirmed the undoubted involvement of this factor in the economic and political structure of the world media business.

**Key words:** international news, "soft power", propaganda, information security, information threat, media business.

\*Дудинова Е.И., Мұхамәдиева Л.И.

Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.

\*e-mail: Elena.Dudinova@mail.ru

### **Халықаралық жаңалықтарды трансшекаралық ақпараттандыру мен насихаттаудың жүйелі детерминанттық аспектілері**

Қазіргі заманауи медиа саласы ақпараттану мен насихаттаудың шексіз платформасы ретінде қарастырылады. Халықаралық жаңалықтар бірқатар салаларды біріктіреді, мысалы, мемлекеттік тәуелсіздік пен ондағы нақты жүйелілік, халықаралық қатынастар, шетелдердегі бизнестік мүдделер, ақпараттық қауіпсіздік пен сақтану шаралары.

Шетелдік ақпараттар мен халықаралық жаңалықтар үлкен ағындық ақпараттың бір бөлігі ретінде көрінгенімен, динамикалық өте жедел, ақпараттық ортада үнемі белсенді де ықпалды айналымды қалыптастырады. Бұл сала қоғамдық пікірді қалыптастырады және оны белгілі бір тұтынушының қажеттілігі мен еркіне қарай өзгерте алады.

Мақаланың мақсаты – шетелдік жаңалықтар мен халықаралық дискурстар жайлы ақпарат беруді жүйелік детерминант форматында қысқаша талдау. Авторлар мемлекеттер мен халықаралық блоктардың арасындағы жаңалықтарды реттеу мен бақылаудың халықаралық тәжірибесін зерттеді. Сондай-ақ, бұқаралық ақпараттардың халықаралық алмасу саласында қолданылатын

қазақстандық заңдар да қарастырылды. 2017 жылғы қараша мен 2018 жылғы наурыз аралығында отандық және шетелдік ақпараттық агенттіктердің зерттеу нәтижесінің көрсеткіштері мынадай: шетелдік барлық маңызды жаңалықтар орта есеппен Қазақстандық порталдың 35%-ын құрайды. Шетелдік жаңалықтарды тұтынушыларының басым бөлігі 35 жасқа толмаған жастар. Олардың 84%-дан астамы ақпараттарды мобильдік қосымшалар арқылы алады. Зерттеулер халықаралық жаңалықтардың қоғамдық пікірді қалыптастыруға, мемлекеттердің, партиялардың, нақты көшбасшыларының саяси мәртебесі мен беделін ұлғайтудың немесе кемітудің, т.б. факторларды қарастырады. Қазақстандық БАҚ-та халықаралық жаңалықтарды ұсыну, іріктеу және ұтымды орналастыру арқылы манипуляциялау аспектілері зерттелуде.

Шетелдік жаңалықтардың бірқатар параметрлері мен көрсеткіштерінің зерттеу медиа бизнестің әлемдегі экономикалық және саяси құрылымындағы осы факторлардың өз орны бар екендігін растайды.

**Түйін сөздер:** халықаралық жаңалықтар, насихаттау, ақпараттық қауіпсіздік, ақпараттық қауіп, БАҚ.

Дудинова Е.И., Мухамадиева Л.И.

Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы,  
\*e-mail: Elena.Dudinova@mail.ru

### **Трансграничность информирования и пропаганды в международных новостях в аспекте системных детерминант**

Современное медиаполе все чаще рассматривают как платформу трансграничности информирования и пропаганды. Понятие «международная новость» интегрируется в ряд сопутствующих сфер, к которым относятся международные отношения, зарубежные интересы бизнеса, информационная безопасность и защищенность, конкретнее, состоятельность и реальная независимость государства. Зарубежная информация и международные новости выступают как часть большого потока, однако часть наиболее динамичная, оперативная, постоянно присутствующая в информационной среде. А, следовательно, наиболее влиятельная. Данная сфера формирует общественное мнение и способна менять его по необходимости и воле определенного заказчика.

Цель статьи – представить краткий анализ международного дискурса зарубежной новости в формате системных детерминантов информирования и пропаганды. Авторами был изучен международный опыт законодательного регулирования и контроля новостных потоков между государствами или международными блоками. Также были рассмотрены казахстанские законы, действующие в сфере международного обмена массовой информацией.

Изучение контента зарубежных новостей отечественных и зарубежных информационных агентств за период с ноября 2017 по март 2018 года привело к следующим результатам: в среднем, 35% всего материала новостных порталов Казахстана составляют зарубежные новости. Аудитория потребителей зарубежных новостей в большей степени – молодые люди до 35 лет. Среди них более 84% получают информацию через мобильные приложения. Проведённое исследование рассматривает также факторы «мягкой силы» для воздействия международной новости на формирование общественного мнения, рост или снижение политического статуса и репутации государств, партий, конкретных лидеров. Изучаются аспекты манипуляции посредством подачи, частоты, отбора и компоновки международных новостей в СМИ Казахстана.

Исследования ряда параметров и индексов освоения зарубежной новости подтвердили несомненную включенность данного фактора в экономическую и политическую структуру мирового медиабизнеса.

**Ключевые слова:** международная новость, «мягкая сила», пропаганда, информационная безопасность, информационная угроза, медиабизнес.

## **Introduction**

Only at first glance, the concept of international news concerns only the content of media reports, but with a closer examination it turns out to be included in a number of related areas, which are international relations, foreign business interests, information security (the consistency and real independence of the state). In the context of this topic, we can also consider the psychological factors of influencing of

the international news on the formation of public opinion, the growth or decline of the political status and reputation of states, a party, and a particular leader. Separately, you can also explore manipulation techniques through the filing, frequency, selection and layout of the international news.

In this area, there is also a lot of experience in legislative regulation and control. The world community realized the danger of a chaotic and uncontrolled movement of news flows between states

or international blocs a long time ago. Nowadays, there are more than 50 multilateral acts regulating international exchanges of mass information.

Material and methods. Scientific methodology.

(I) of December 14, 1946, it was noted, “freedom of information requires from those who enjoy its privileges, the desire and ability in refusing of abusing them” (UN Resolution 59 (I)). Many media issues became subject to international law very quickly. (Kolosov Yu. M., Krivchikova E.S.). (Kolosov Yu. M., Krivchikova E.S.). In the same UN resolution noted, “Freedom of information requires from those who enjoy its privileges, the desire and ability in refusing of abusing them.”

By the next resolution, the UN condemned any form of propaganda conducted in any country with an aim of creating or increasing a threat to peace, violation of peace or an act of aggression. Then UN have invited states to take decisions to combat the spread of false or perverted news that could harm friendly relations between states.

1936 International Convention on the Use of Broadcasting in the Interests of Peace prohibits states from broadcasting from their territory, which could induce the population of one country to act against the internal situation or security of another country.

The prohibition of racial discrimination or its propaganda through the media is enshrined in the 1965 International Convention on the Elimination of All Forms of Racial Discrimination (UN Convention, 1965). Any propaganda texts based on ideas or theories of racial superiority are condemned.

The International Covenant on Civil and Political Rights of 1966 established in Article 20 that any propaganda of war should be prohibited by law (International Covenant, 1966).

In 1966, the International Covenant on Civil and Political Rights was adopted, which enriched international law with the concepts of “legislative restrictions on the freedom of information“ for the protection of state security”, “public health or morals”, etc.

The UN Declaration on the Inadmissibility of Intervention and Interference in the Internal Affairs of the States of 1981 includes a provision of recognizing the obligation of the state to refrain from any defamatory campaigns, offensive or hostile propaganda in order to intervene or interfere in the internal affairs of other states (UN Declaration 1981).

A large number of targeted documents regulating the spread of radio frequencies, the work of artificial earth satellites, limiting unfair advertising from ships on the seas, etc. were also adopted.

The Sofia Declaration, adopted on September 13, 1997, is very important for the media, and it aimed at strengthening independent and pluralistic media; also the Okinawa Charter on the Global Information Society, adopted on July 22, 2000. These documents are the result of the desire of states to agree on joint efforts and cooperation to optimize global networks, combat abuses that undermine network integrity, reduce the digital divide, invest in people and ensure global access and participation in this process.

The whole range of international agreements aimed at creating a model of equal information exchange. However, the current political situation looks like a worsened information crisis. Tough battles and diplomatic scandals between the United States and Russia led to tougher conditions and restrictions on the activities of foreign media in both countries. The update of the United States Law – Foreign Agents Registration Act (FARA) Registration Act (FARA) which adopted in 1938, caused “mirror actions” from Russia’s side (TASS.ru, 2017).

Accordingly, international news can shape the national agenda. This fact is also important for Kazakhstan from the view of informational independence, of a state which trying to form its own information picture, building its own information security shield.

#### **Literature review.**

Modern forms of the concept of “security” form a complex system and periodically various aspects appear as its determinants. However, “information security” is retains a leading position not the first decade.

The Decree of the President of the Republic of Kazakhstan “On the Concept of Information Security of the Republic of Kazakhstan until 2016” dated November 14, 2011 contains clear wording of information threats: “Due to the openness of the national information space and the popularity of foreign media, including television and Internet resources (postal services, social networks, blogs and video portals), there is a real threat of informational influence on the public consciousness. Informational influence can be expressed both in the form of direct imposition of ideas that contradict the national interests of the Republic of Kazakhstan, and in the form of creating a certain information background, artificially supported by manipulating information or its tendentious commenting”(Decree of the President of the Republic of Kazakhstan dated November 14, 2011).

The threats include the low level of own ICTs, dependence on the import of informational

technologies, the increase in informational confrontation between the world's leading centers, the development of information manipulation technologies, the dissemination of false or intentionally distorted information and others. Of course, the document reflects the extremely important and sensitive issues of ensuring the information security of Kazakhstan. Many of these threats have not lost their relevance; some have reached a new level. It becomes harder and harder to see the real solution of the problems. Apparently, this is due to the delay in the adoption of the following concept. It is important to note, that the effect of this Concept shown for 2016.

It is clear that the threats of information expansion and the destructive influence of certain information flows are not new. Every person is concerned about the state of information security from negative influences in the information space. However, it is becoming more and more difficult to provide it. And on a national scale it is sometimes impossible.

Informational expansion, in turn, can be carried out in a variety of ways: open and latent. These include dumping prices for information products; opening overseas branches of popular publications, multinational TV companies; creation of joint ventures in the field of ICT and media; purchase of airtime in another country and broadcasting to a foreign audience, saturation with its informational product. And finally, the creation of a large amount of informational content of mass culture: films, series, shows, etc. The main problem here is the uneven exchange of such informational products between development and developing countries.

In this regard, foreign information and international news act as part of a large flow, but some part is more dynamic, operational, constantly presented in the information environment. And, therefore, the most influential ability to shape public opinion and change it, if necessary.

An American scientist from the University of Louisiana, H. Denis Wu, in the article "System determinants of international news coverage: a comparison of 38 countries" / Systemic Determinants of International News Coverage: A Comparison of 38 Countries /, notes various indicators of interchange and information flow logistics.

It is significant that the most closed are the United States, in terms of the impact of the media in other states, according to H. Denis Wu. The author believes that "Powerful players create the rules of the game and dictate the repertoire of news, as

well as actions performed on the world stage, thus affecting other less powerful countries" (H. Denis Wu, 2017.).

The researcher also points out that the topics presented by most international news - international politics, transnational trade, military conflicts - clearly demonstrate that news from abroad provides a monitoring function. Thus, it is possible to closely monitor the actions of foreign elites and take steps in advance to protect national interests.

In another article, "A Brave New World for international news?" (H. Denis Wu, 2007.), the same author notes the strong influence of trade and news agencies on websites: "This effect on the formation of news on the Internet turns out to be even more than on traditional media."

His next remark is extremely interesting: "The main content manager of foreign news is an economic factor. Information coverage of news from other countries is a costly operation for the media. Good, responsible international reporting is usually the first victim of shareholder savings. Therefore, the main stream goes through news agencies that allow direct access 24/7, providing a transnational news flow."

Researchers Tsan-Kuo Chang (University of Minnesota) and Jae-Won Lee (Cleveland State University) note factors influencing the choice of foreign news by American editors in the article "A National Survey of Newspaper Editors Factors Affecting Gatekeepers".

That is, in order for the news to be chosen, it must, according to editors, meet some criteria, including: "a threat to the USA and world peace, the expected interest of readers, timeliness and US participation. Editors also viewed death and property as important, but less serious than other factors. Most editors seem to focus more on factors that have a significant impact or on the consequences, especially when it comes to US security and national interests" (Tsan-Kuo Chang, Jae-WonLee, 1992).

Thus, we understand that Western scholars see the undoubted involvement of foreign information in the economic and political structure of the media business.

There is another interesting study by Minnesota professor Tsang-Guo Chang, "All Countries Not Created Equal to Be News" (not all countries are created equal in the sphere of news exchange). The author writes: "Developed countries have higher chances to be in the news than in semi-peripheral and peripheral countries. States in two other zones must go through several filters before they get into the news" (Tsan-Kuo Chang, 1998).

Of course, the news from the “peripheral” country can “penetrate” the editorial filters of content managers of information agencies in developed countries, if it possesses a set of necessary qualities: sensationalism, formatting, timeliness, topical ideological concept.

For example, information about terrorist attacks quickly flies around all the world media, as well as news about the victory of opposition parties or rallies in the CIS countries. However, information on positive transformations or initiatives of a certain state to establish its own economy or cultural events will remain in the shadow. According to the opinion of media managers, as a result, the information picture highlights only those facets of the surrounding world that are interesting and “useful” to society.

Perhaps this situation fits into the concept of “soft power” by Joseph Nye, in which the scientist proposes to consider as such “the ability to do so that the goals of one country seem attractive to another” (Joseph S. Nye Jr., 1991).

In later writings, the scientist also noted that “soft power” and “cruel force” are varieties of the ability to achieve goals, affecting the behavior of others. “The differences between them are in the degree, nature of behavior and the tangibility of resources. The power of prescription, the ability to change what others are doing and consists in forcing and stimulating.

The power of co-optation (or assimilation) acts as the ability to shape what others want and is based on the attractiveness of someone’s culture and values, or the ability to manipulate the agenda of political preferences in such a way that it changes its mind to express these preferences, as they seem unreal” (Joseph S. Nye Jr., 2004).

### Results and discussion

Consequently, each country which wants to have political “attractiveness” and “ability to achieve goals by influencing the behavior of other countries” or communities makes maximum use of “soft power” for a targeted impact on the likes and preferences of internal or external recipients.

If we turn to the informational “portrait” of Kazakhstan, presented in foreign media in recent months, it seems that the news, “breaking through” to a foreign reader, forms a slightly different image of the country, different from our view and vision.

For example, journalists of the French “Slate.fr” James Palmer and Pierre Marti in the article “Le Kazakhstan fait son show à cinq milliards, mais

personne n’est là pour le voir” / Kazakhstan gave a show for 5 billion ... that no one saw / write that they forgot to invite guests to the futuristic city of the World Exhibition and the demonstration of a national brand in the international arena.

And further: “Pavilions occupy space from a small room to several floors, they are located in new buildings, built around a large sphere of black glass - the pavilion of Kazakhstan. Seen from the west, the dome rises above the surrounding houses. “There are two ways to make the Kazakhs angry,” noted one of the guests, “Mention the film “Borat” and call their dome the “Death Star” (Palmer J and Marti P., 2017).

In Joanna Lillis’s article “Kazakhstan: Terrorist Plot – or Concocted Conspiracy?” which published on February 6, 2018, refers to allegedly staged jihad against Kazakhstan and the inept actions of the special services and the judicial system (Lillis Joanna, 2018).

Many materials are devoted to the transition to the Latin alphabet. For the most part, their content is politicized; foreign analysts are trying to discern the change of Kazakhstan’s political orientation during the modernization of graphics.

Here are some of the headlines: “Away from the “Russian world” (Radio Liberty, 2017); “Putin was betrayed by his closest ally ...” (Obozrevatel. UA, 2017); “Europe should us their chance while Kazakhstan looks to the west” (Svenska Dagbladet, 2017); Decision of Kazakhstan on the alphabet (Stargazete, 2017), etc.

Andrew Higgins, the correspondent of The New York Times, in the article “Kazakhstan welcomes the new alphabet, with the exception of all these apostrophes” (Andrew Higgins, 2017) chose a rather playful tone, on the verge of bullying and jokes. State policy in the article seems controversial.

Simon Cruz, journalist of the Danish newspaper “Berlingske”, also “had a fun” in the article “From now Kazakhstan wants to be called Qazaqstan” (Cruz. S., 2017), describing the situation as “alphabet war, stuck in flying apostrophes”.

Unfortunately, in this case, the amount of materials, accents and point of view of foreign authors to replace the graphics of the Kazakh language is not dictated by the actual interest in Kazakhstan and its movement towards progress, but by the prolonged opposition of two world poles.

Against the background of positive responses from the world media about the visit of the President of Kazakhstan to the United States in January 2018, the American edition of The Wall Street Journal

publishes a material by James Freeman “What is happening with Kazakhstan? There is a special word for such countries ”(Freeman James, 2018). The author writes “About the worries that (causes) the similarity between Mr. Trump’s attitude to the President of Kazakhstan, Nursultan Nazarbayev, and the courtesies that were shown in his address by former President Bill Clinton.”

Of course, there are positive materials describing progressive changes in our country. So begins the material of Francis Gibb in the respected British newspaper *The Times*: “So little is known about Kazakhstan that the majority of people think about this country from watching the movie *Borat*, in which Sasha Baron Cohen plays the hapless reporter.

But the situation will change soon. One of the leading figures of British justice, the former Lord Chief Justice Wolfe has just been promoted to Chief Justice of the new commercial court in Kazakhstan. Eight well-known judges and reputable lawyers from the United Kingdom will work there with him ”(Frances Gibb, 2018). The Croatian “Advance” material “The Bridge from Europe to Asia: Is Kazakhstan a New Diplomatic Power?” Is devoted to the same topic (Vedran Obućina, 2017). However, the material is of an analytical nature, there are positive developments in the state: “Nazarbayev announced the third modernization of Kazakhstan in February and April of this year. It is assumed that the Kazakh language will be translated from Cyrillic to Latin (by 2025, the process should be fully completed). This is intended as a step towards facilitating global integration. With the help of hundreds of concrete steps, the country’s leadership wants to reduce corruption in the country. Also, according to the plan, Astana will turn into the main financial center of the Union of Independent States and the New Silk Road. Astana will become a special zone with a separate judicial system based on English customary law.

This zone will be designed to provide services to capital markets and Islamic financiers and should become one of the 20 leading financial centers in the world. An example for Astana is the Dubai International Financial Center (DIFC) and its international activities based on high ethical and legal standards.”

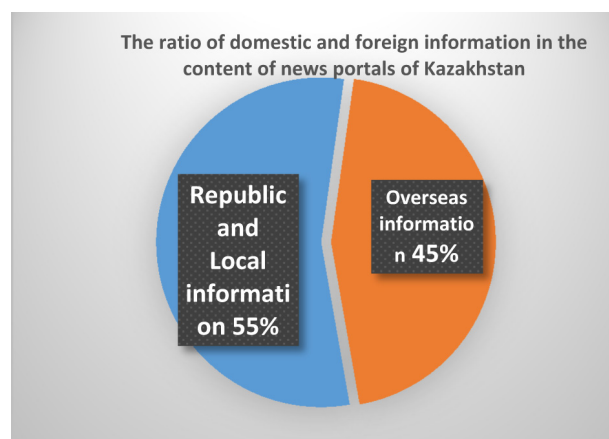
“The author concludes the material with the words:” Kazakhstan forms the image of the state elite, which bears international responsibility and enjoys support at home. Foreign policy is much more visible, generally less expensive than domes-

tic programs, and has a greater symbolic weight. At the same time, the Kazakh steppe identity is being formed: the Kazakhs are a peaceful, open and economically liberal people who have regional and multilateral institutions. ”

Of course, this approach forms a multi-faceted spectrum of attitudes and opinions, synthesizes a positive view of state policy. The author uses the concepts of “responsible state elite”, “steppe identity”, “liberal people”, “multilateral institutions”. Consequently, Kazakhstan, in this case, has successfully used the possibilities of “soft power” to influence a foreign audience.

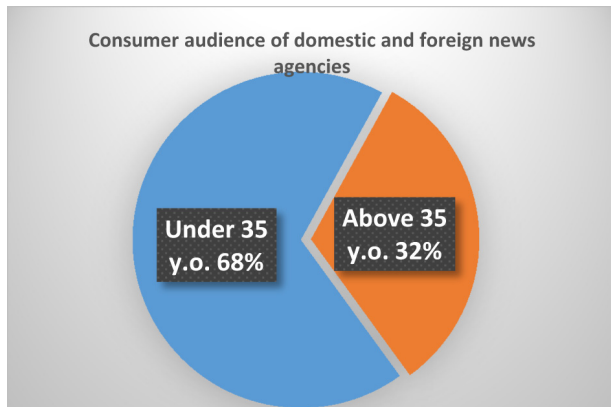
However, we have to admit that the number of negative materials, while remaining high, reflects a clear scheme of addiction of journalists from different countries to our country. That, in turn, fits into the classic communication model of Harold Lasswell (Lasswell, 1948), who believed that the direction and result of any communicative action is revealed as the answer to successive questions: “Who reports?”, “What reports?” “By what channel?”, “Whom to and what effect with?” This model allows you to see the source and its goals behind the content of messages.

The study of the content of domestic media leads to interesting conclusions. For example, the inclusiveness of foreign content in domestic news releases is quite high – from 45 to 55% in different periods.

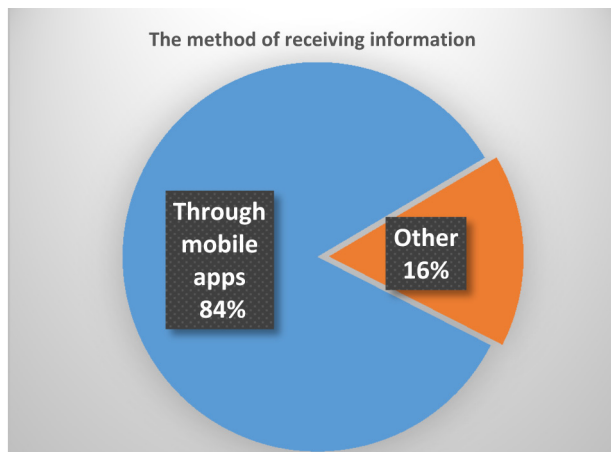


This indicates the popularity of this topic, the inclusion of Kazakhstan in a number of world processes, the interest of the audience in foreign reality.

The age parameters of the consumer audience also allow us to conclude that people of the most active category are involved into a foreign information.



It is also important to note that representatives of Kazakhstan's younger generation prefers to receive information through their gadgets, focusing on mobile applications. More than two thirds of the audience receive information selected not only by the managers of information services and agencies, but also by someone else.



If we turn directly to the content of domestic media and consider informational messages on foreign reality, then the situation is different than in foreign texts related to Kazakhstan. International blocks represent a non-system digest of the most interesting facts from the point of view of entertainment tools.

Screening of world news in just one day showed the following situation. Let's go through the head-

ings of the information portal Zakon.kz for May 6, 2018, dedicated to the choice of the authors, one country - the United States: An American made a marriage proposal to his girlfriend on Immortal Regiment action in New York; In the US there is allowed self-repairing of electronics; Weapon plutonium is lost in the USA; US launched a new rover; In the USA, a pensioner helped to catch a criminal by substituting a bandwagon for him; JK Rowling apologized to readers for killing Dobby (zakon.kz, 2018).

Portal tengrinews.kz chose the following news: American tanks sent to the borders of Russia; Visitors to the airport in New York accused the robot security guard of «lustful» views (tengrinews.kz).

The Internet portal Nur.kz offers domestic readers the following facts from the life of the distant West: Fun, the working class: how ordinary Americans relax; The American ate 30,000 Big Macs without harm to health (www.nur.kz).

This picture forms a stereotypical view of foreign countries. Perhaps this is dictated by the desire of content managers to distract readers from problems, to interest the youth audience with easy and positive information.

### Conclusion

Thus, the international news panorama develops, at first glance, from different, sometimes random, puzzles, but the result is a holistic picture that corresponds to the political course, level of economic development, mentality of existing states. System determinants somehow relate to “factors” and “conditions”. Thus, the factor of the “information environment” is manifested through the conditions created in a particular society for the audience to perceive the news. The answer to the question: “What is the winner at the present stage of development - information or propaganda?” Directly depends on the information culture of the international community. In a progressive society, where they are focused on learning and development, objective information wins, in conditions of regression, when fear, pressure, anxiety, tension reign - propaganda of all shades and stripes.

### References

- Deklaraciya OON, 1981. [On the Inadmissibility of Intervention and Interference in the Internal Affairs of States 1981]. O nedopustivosti intervencii i vmeshatel'stva vo vnutrennie dela gosudarstv 1981 g. [http://www.un.org/ru/documents/decl\\_conv/declarations/internal\\_affairs\\_decl.shtml](http://www.un.org/ru/documents/decl_conv/declarations/internal_affairs_decl.shtml)
- Frances Gibb, 2018, UK judges head new court in Kazakhstan / Britanskije sud'i vozglavyvat novyj sud v Kazahstane. The Times. <https://www.thetimes.co.uk/edition/law/uk-judges-head-new-court-in-kazakhstan-0dkf6c87d>

- Freeman James, 2018. What's the Matter with Kazakhstan? <https://www.wsj.com/articles/whats-the-matter-with-kazakhstan-1516134228>
- H. Denis Wu, 2007. A Brave New World for international news? [https://www.researchgate.net/profile/H\\_Wu4/publication/245517967](https://www.researchgate.net/profile/H_Wu4/publication/245517967)
- H. Denis Wu, 2017. Systemic Determinants of International News Coverage: A Comparison of 38 Countries. *Journal of Communication*, tom 50, vypusk 2, S. 110-130, <http://deniswu.org/wp-content/uploads/2017/05/JOC2000.pdf>
- Higgins EH., 2017. [Kazakhstan welcomes the new alphabet, with the exception of all these apostrophes]. *Kazakhstan privatst-ruet novyj alfavit, za isklucheniem vseh ehlih apostrofov*. <https://www.nytimes.com/2018/01/15/world/asia/kazakhstan-alphabet-nursultan-nazarbayev.html>
- <https://tengrinews.kz/europe/amerikanskije-tanki-otpravili-k-granitsam-rossii-343503/>
- <https://www.nur.kz/1730664-amerikanec-sel-30-tysac-big-makov-bez-vreda-dla-zdorova.html>
- [https://www.zakon.kz/international\\_news/](https://www.zakon.kz/international_news/)
- Joseph S. Nye Jr. *Bound To Lead: The Changing Nature Of American Power* Paperback – August 6, 1991
- Joseph S. Nye Jr. *Soft Power: the Means to Success in World Politics*. New York: Public Affairs, 2004. 192 p. 2.
- Kolosov YU. M., Krivchikova EH. S. [International law: a textbook]. *Mezhdunarodnoe pravo: uchebnik / otv. red. A. N. Vyleg-zhanin*. - M.: Vysshee obrazovanie, YUrajt-Iehdat. - 1012 s. 2009.
- Konvencija OON, 1965. [International Convention on the Elimination of All Forms of Racial Discrimination 1965]. *Mezhdun-ardnaya konvencija o likvidaciji vseh form rasovoj diskriminacii 1965 g.* [http://www.un.org/ru/documents/decl\\_conv/conventions/raceconv.shtml](http://www.un.org/ru/documents/decl_conv/conventions/raceconv.shtml)
- Kruse S., 2017, [From now on, Kazakhstan wants to be called Qazaqstan.]. *Otnyne Kazakhstan hochet nazyvatsya Qazaqstan, Berlingske*. <https://inosmi.ru/social/20171112/240743675.html>
- Lasswell The structure and function of communication in society. // *The Communication of Ideas*. N.Y.: Harper and Brothers., 1948.
- Lasswell The structure and function of communication in society. // *The Communication of Ideas*. N.Y.: Harper and Brothers., 1948.
- Lillis Joanna, 2018. «Kazakhstan: Terrorist Plot – or Concocted Conspiracy?» 06.02.2018, <https://eurasianet.org/s/kazakhstan-terrorist-plot-or-concocted-conspiracy>
- Mezhdunarodnyj pakt, 1966, [The International Covenant on Civil and Political Rights of 1966]. *O grazhdanskih i politicheskikh pravah 1966 g.* [http://www.un.org/ru/documents/decl\\_conv/conventions/pactpol.shtml](http://www.un.org/ru/documents/decl_conv/conventions/pactpol.shtml)
- Obozrevatel.UA, 2017, [Putin betrayed his closest ally ...]. *Putina predal blizhajshij soyuznik...?* <https://www.obozrevatel.com/abroad/putina-predal-blizhajshij-soyuznik-poyavilos-obyasnenie.htm>
- Palmer J, Marti P. «Le Kazakhstan fait son show à cinq milliards, mais personne n'est là pour le voir». <http://www.slate.fr/story/147483/kazakhstan-foire-internationale>
- Radio svoboda, 2017. [Away from the "Russian world"]. *Proch' ot «russkogo mira», 12 April' 2017*. <https://www.svoboda.org/a/28425969.html>
- Rezolyuciya OON, 59 (I). *Rezolyuciya General'noj Assamblei OON 59 (I)* <https://documents-dds-ny.un.org/doc/RESOLUTION/GEN/NR0/033/10/IMG/NR003310.pdf?OpenElement>
- Star gazete, 2017, [The decision of Kazakhstan on the alphabet]. *Reshenie Kazahstana ob alfavite. 25.04.2017* <https://inosmi.ru/politic/20170425/239210155.html>
- Svenska Dagbladet, 2017, [Europe should take advantage of the opportunity while Kazakhstan looks to the west.]. *Evrope sle-duet vospol'zovat'sya shansom, poka Kazahstan smotrit na zapad*, <https://inosmi.ru/politic/20171101/240661784.html>
- TASS.ru, 2017. [“Foreign agents” in Russia and the United States - what are the similarities and differences. “]. «Inostrannye agenty» v Rossii i SSHA – v chem skhodstva i razlichiya. <http://tass.ru/mezhdunarodnaya-panorama/4734299>
- Tsan-Kuo Chang, 1998. «All Countries Not Created Equal to Be News». <http://journals.sagepub.com/doi/abs/10.1177/009365098025005004>
- Tsan-Kuo Chang, Jae-Won Lee, 1992. «Factors Affecting Gatekeepers' Selection of Foreign News: A National Survey of Newspaper Editors // *Journalism & Mass Communication Quarterly (JMCQ)*; <http://journals.sagepub.com/doi/abs/10.1177/107769909206900303>
- Ukaz Prezidenta RK ot 14 noyabrya 2011 goda «O Koncepcii informacionnoj bezopasnosti RK do 2016 goda» [On the Concept of Information Security of the Republic of Kazakhstan until 2016]. [https://tengrinews.kz/zakon/prezident\\_respubliki\\_kazahstan\\_kultupa/id-U1100000174/](https://tengrinews.kz/zakon/prezident_respubliki_kazahstan_kultupa/id-U1100000174/)
- Vedran Obučina, 2017, [The bridge from Europe to Asia: Kazakhstan - a new diplomatic force?] *Most iz Evropy v Aziyu: Kazahstan – novaya diplomaticheskaya sila?»*. *Advance*. 07.11.2017. <https://inosmi.ru/politic/20171107/240695973.html>