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MEDIA CULTURE: A CULTURAL MODEL OF THE INFORMATION SOCIETY IN KAZAKHSTAN

The article describes the media culture of Kazakhstan, where fundamental changes have occurred in the media sector over the past decade. Democratic reforms and the adoption of the law “On the Mass Media of the Republic of Kazakhstan” caused a quantitative and qualitative growth of the mass media. For this reason, there are about two thousand print publications in Kazakhstan, of which 85% are non-state. Thus, news resources, blogs and online platforms are now part of the Kazakhstan media culture.

Currently, media culture requires a comprehensive study and understanding, since its influence on the processes and phenomena of life is noticeable and tangible. Speaking of media literacy, we focus on the concept of culture. As for culture, we can synchronize it with spiritual values. It includes language, customs, traditions, history, national characteristics. And the sphere of media culture is very wide, extensive, deep. Medieval culture is a combination of centuries-old information and communication tools in the history of mankind. This is a complex of intellectual and material values. The first function of media culture is information, the second is communicative, the next is ideological, advertising, entertainment, creative and integrative. These concepts are the functions of modern media culture, where the main goal is to unite people, to call for friendship and peace.

Key words: media culture, media space, information culture, mass communication.

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Медиамәдениет: Қазақстандағы ақпараттық қоғамның мәдени үлгісі

Мақалада соңғы онжылдықта бұқаралық ақпарат құралдарында түбегейлі өзгерістер болған Қазақстанның медиа мәдениеті жайлы сөз қозғалмақ. Демократиялық реформалар мен «Қазақстан Республикасының бұқаралық ақпарат құралдары туралы» заңның қабылдануы бұқаралық ақпарат құралдарының сандық және сапалық жағынан өсуіне өз ықпалын тигізді. Қазіргі кезде Қазақстанда шамамен екі мың баспа басылымы бар. Олардың 85%-ы мемлекеттік емес басылымдар. Осылайша, таратылып отырған блогтар және онлайн платформалар жаңалықтары жаңа мәдениеттің қалыптасуына ықпал етіп, қазақстандық БАҚ мәдениетінің айнымас бір бөлігі болып табылады.

Қазіргі уақытта медиамадениет ұғымы жан-жақты зерттеуді және түсінуді талап етіп отыр. Өйткені, медиамадениеттің өмірлік құбылыстар мен оның процестеріне әсері айтарлықтай зор. Медиамадениет туралы айтар болсақ, көбінесе мәдениет деген ұғымға акцент жасаймыз. Мәдениетке келер болсақ, оны рухани құндылықпен үндестіреміз. Оған туған тіл, салт-дәстүр, әдет-ғұрып, тарих, ұлттық ерекшеліктер жатады. Ал, медиамадениеттің аясы өте кең, ауқымды, терең

ұғым. Орта ғасыр мәдениеті адамзат тарихындағы ғасырлар бойы ақпарат пен коммуникация құралдарының үйлесімі болғанын білеміз. Медиамәдениеттің бірінші функциясы – ақпарат, екіншісі – коммуникативтік болса, келесі функциялары – идеологиялық, жарнамалық, ойын-сауық, шығармашылық және интеграциялық. Бұл ұғымдар заманауи медиамәдениетінің функциялары болып саналады. Ондағы басты мақсат – адамдарды біріктіру, достық пен бейбітшілікке ұмтылдыру.

Түйін сөздер: медиамәдениет, медиакеңістік, ақпараттық мәдениет, бұқаралық коммуникация.

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Медиакультура: культурная модель информационного общества в Казахстане

В статье рассматриваются медийная культура Казахстана, фундаментальные изменения в секторе СМИ за прошедшее десятилетие. Демократические реформы и принятие закона «О средствах массовой информации Республики Казахстан» стали причиной количественного и качественного роста средств массовой информации. В Казахстане существует около двух тысяч печатных изданий, из которых 85% являются негосударственными. Таким образом, в настоящее время в Казахстане новостные ресурсы, блоги и онлайн-платформы являются частью культуры СМИ Казахстана.

В настоящее время медиакультура требует всестороннего изучения и понимания, поскольку ее влияние на процессы и явления жизни заметно и ощутимо. Говоря о медиаграмотности, мы ориентируемся на понятие культуры. Что касается культуры, мы можем синхронизировать ее с духовными ценностями, включающими язык, обычаи, традиции, историю, национальные особенности. Так, средневековая культура – это совокупность многовековых информационно-коммуникативных инструментов в истории человечества. Это комплекс интеллектуальных и материальных ценностей. Первая функция медиакультуры – информационная, вторая – коммуникативная, следующие – идеологическая, рекламная, развлекательная, креативная и интегративная. Эти понятия являются функциями современной медиакультуры, где главная цель – объединить людей на пути к дружбе и миру.

Ключевые слова: медиакультура, медиапространство, информационная культура, массовые коммуникации.

Introduction

Media (from the Latin. “Media”, “medium” – a means Mediator) is a term originally introduced for designations of the phenomenon of “mass culture” (“mass culture “,” mass media “). This is a type of information culture. Calculated from: Mosques and Muslim Organizations rational society, which is included in the concept of general culture and is represented by printed publications such as books, newspapers, magazines, cinema, radio and television, Internet resources, all that connects a person with the world, informs, entertains, promotes, has an impact on people’s assessments, opinions and behavior (O.V. Novozhenina, 2013).

The term “media culture” is practically the first time. in domestic scientific practice sounded on international workshop on tools communication and personality development problems child, held in 1993 in Kazakhstan (N. B. Kirillova, 2008). Today we can not argue that the content under consideration

have acquired a thematic completeness and common semantic certainty. Two main approaches can be identified. To the explanation of the term “media culture”: through its communicative role and through the endowment of its significant role in shaping public opinion. Media culture appears to be a manifestation of the culture itself and is interpreted as the universal accessibility of culture to humans through the production of mass media. (W. James Potter 2015)

The presence of media culture is detected in almost all aspects of modern life person It changes the world of human relations, introduces specific features in its consciousness. This is a fairly complex phenomenon, a member of the series. self-knowledge and self-realization systems and it is related to categories like nature, activity, morality, culture. In modern informational time, the introduction of technology in sociocultural processes naturally change the nature of the field of culture. And, accordingly, works created on the basis

and with the help of technology acquire the status of works of media culture (N. B. Kirillova, 2005). To date, an objective the nature of the impact of media culture on social life of the individual and society as a whole. Media culture first of all, the media makes a person participate in public life, contributes to his self-assertion, the development of various social roles, etc. Also installed and the value system and its criteria. It regulates human aspirations and actions, offers opportunities for evaluating the actions of others, public life as such, social suitability of a person or groups. Consistency and integrity are considered the basic properties of media culture, it preserves holistic in a single media space for all members of society. However, there are certain factors that violate it. integrity: unequal access to the media sphere, in the dissemination of messages in the information environment, and, therefore, limited personal involvement in the spiritual life of society through media cultural process. With the loss of mass media cultural relations (national, interregional, intraregional, etc.) components of media culture do not ensure the consolidation of society on solving key tasks social development (K.Khamitova, 2019). At the same time, the integrity of media culture, due to the information interaction of all participants in social activities, becomes one of the priority conditions for personal and social development, creates information interaction within every kind of social activity.

The article tells about a new type of culture of modern society — media culture. Currently, media culture requires a comprehensive study and comprehension, because its influence on the processes and phenomena of life become noticeable and tangible. In the past decade, fundamental changes have been carried out in the Kazakhstan mass media sector. Democratic reforms and adoption of the law “On the Mass Media of the Republic of Kazakhstan” became the reason for the quantitative and qualitative growth of the mass media. For this reason, there are about two thousand print publications in Kazakhstan, of which 85% are non-state (A. V. Fedorov) Article 2 of the named Law “Freedom of speech, receiving and disseminating information” states: “Freedom of speech, creativity, expression in print and other forms of their views and beliefs, receiving and disseminating information by any method not prohibited by law are guaranteed by the Constitution of the Republic of Kazakhstan. Censorship is prohibited ” (N. Bolts, 2001). The 2012 amendments to the Law “On the Mass Media of the Republic of Kazakhstan” (Electronic resource, 2015) equalized traditional traditional media and

Internet resources in their rights and responsibilities. Thus, currently in Kazakhstan, news resources, blogs and online platforms are part of the mass media culture of Kazakhstan.

Methods

Each era has its own methods for expanding culture spaces. Changes in both social relationships, lifestyle, and in culture as a whole, which will occur in connection with scientific and technological discoveries and related with them technological changes namely with the expansion of telecommunications and ubiquitous the introduction of computer technology, D. Bell pointed out at the beginning of the XX century. But about becoming new the type of culture, its specificity was started up relatively recently, in the last third of the 20th century (G. Schneider, 2009).

In connection with the rapid formation of new information thinking, the subject of scientific discussions and research of cultural scientists, philosophers and sociologists has become the information culture, or media culture, as it is increasingly called. Media culture, which can act as a system levels of development of a person’s personality perceive, analyze, evaluate the media text, engage in media creativity, learn new knowledge in the field of media, is an active participant. This process includes the culture of transmission information and culture of its perception.(David Brock, 2012)

The developing methods of media culture in the comprehension of reality, and in the knowledge of man himself is determined by its property to absorb all the diversity of reality, which is ensured by the functioning of such subsystems in the media culture system, as social institutions that ensure the development and distribution of media culture. All structural components of media culture are interrelated: technical level of media culture provides materialization and distribution of media content in time and space; communicative – orientation of media culture to a mass audience. Its media impact has almost no territorial or temporal boundaries. In line with searches and experiments creators of media culture in the field of technology have developed principles and features characteristic of the media environment: interactivity multimedia works, art virtual realities, network art and cultural projects and stuff (N. B. Kirillova, 2005).

New information and communication technologies, in particular satellite and digital TV, video, computer and cellular, Internet and others, they transform the media environment, while significantly affecting the mass consciousness,

the traditional types of culture, the functioning of libraries, cinemas, museums, drama theaters (N.V.Brozhilinskaya, 2002). Complex structure of functioning media culture has an increasingly significant impact on the formation of economic, socio-cultural content. Given that the flow of information constantly growing, it's important not only to find it, but and save.

Recommendation

An important factor in favor of the need to implement and develop media education in Kazakhstan is the need to digitize the economy of the country, individual industries – as part of the implementation of the Digital Kazakhstan 2020 program (O. N. Astafieva, 2013), and to prepare both professional staff and the entire population for this. It is extremely important to reflect these requirements at the legislative level when drafting the draft law “On the protection of children from information harmful to their health and development”.

Additionally, it is necessary to consolidate at the legislative level the introduction and development of media education in the Republic of Kazakhstan as one of the functions of the state authorized body, since the practice of implementing the laws is such that, if any norm is absent in the law, the authorized body will not fulfill it. Recommendations for the introduction and development of media education in the Republic of Kazakhstan were supported by the Ombudsman for the Rights of the Child of the Republic of Kazakhstan, a deputy of the Mazhilis of the Parliament of the Republic of Kazakhstan Z.Ya. Balieva. According to the results of the conference “Child-Friendly Kazakhstan (Pavlovskaya O., Tulembaeva A., 2013)”, which took place on May 25, 2017, proposals for the introduction and development of media education in Kazakhstan were included in the list of recommendations.

Media culture in the XXI century. along with visual, verbal opportunities began to use and kinesthetic capabilities communications. The role of media culture as an integrated means of human exploration of the world in its social, intellectual, moral, artistic, psychological aspects in society is growing. Its intensive development is increasingly influencing the public consciousness as a powerful means of information, cultural and educational contacts, as a factor in the development of the personality's creative abilities.(Herbert Marshall, 2015). Obviously what modern informational opportunities provide a person with the conditions for individual interaction with the screen online as with the goal of realizing your creative ideas, and in order to learn new things. Media culture, being a

product of the information age, affects the values of society, on the worldview of different socio-cultural groups (A. V.Fedorov, 2000).

Accordingly, the most important areas of contemporary research in the field of media culture are issues of media policy and media management, theories and practices of media education, ways of developing informationally developed and understanding human. The level of development of modern media communications and the specificity of their comprehensive impact on the personality prove that the media is one from the factors of practical realization of the theory of dialogue of important aspect of media culture is the interaction of different cultures on ethnic, national and civilizational levels, that is, the ability to the dialogue. (Kashkina, M.G, 2015) This proves that media culture is unique social information institution era, an important factor in spiritual production. However, in the conditions of the mass introduction of information and computer technologies, not only positive, but also negative methods have expanded. impact of mass communication systems as individual and society as a whole (Information Society).

A distinctive feature of the modern information society is the blurring of the boundaries between “Mass” and “elite”. “Telecommunication technologies are becoming a kind of informational, political and spiritual instrument expansion, a means to create new social myths. This is why the priorities modernization of the socio-cultural sphere of Russia on the turn of the XX – XXI centuries become:

- computerization of mass libraries, museums, archives;
 - creation of public databases and data banks in the humanities and social sciences;
 - creation of a wide network of cultural information and information and entertainment centers in the regions of the country;
 - creation and development of the Russian-speaking sector in the Internet;
 - ensuring information security individuals, society and the state
- Globalized media culture – the result complex processes of the influence of world information relations on standardization and synchronization cultural models in various countries of the world. This is a fast-growing cultural segment. At present, new types of information age communities have begun to be studied on this topic: online, social networks, bloggers. Relationship between people in the digital age have changed a lot. Real communication all more crowded out by online communication. Mobile communications and a worldwide network increase our communication

capabilities. The widespread proliferation of the Internet ideally implies that everyone has access to the Web. Thus, anyone gets the opportunity to get acquainted with the entire volume of information located in the blogosphere. Simplicity and availability of funds creating information make each subject a potential author. Therefore, the subject being both a consumer and author information, can contact with any other participant in the process. Value of this principle is the lack of information. Lack of information is just the main point on which inequality in educational, developmental, entertainment and other environments has been kept (and is maintained). With full availability the all information is the basis for unequal access becomes only intellectual, motivational, and others. psychological features personality (N. B. Kirillova, 2008)

The Results

At present, there are 2765 mass media in the Republic of Kazakhstan, of which 439 are state-owned and 2326 are non-state-owned, the majority of which are newspapers (1666) and magazines (848). The information field is actively formed by 51 television companies, 48 radio companies, 133 cable television operators, 6 satellite broadcast operators and 13 news agencies (A.V. Fedorov, 2010). Media culture has been actively developing in the world since the middle of the last century. This term means not so much the skills and abilities to prepare media texts (what journalists and reporters are taught), but the skills of a critical attitude to information obtained from various sources; distinguishing truthful and objective information from inaccurate information and propaganda, as well as skills and abilities to work with sources of information, search for necessary information, etc. If culture, in its essence, is, on the one hand, the experience of humanity, and on the other – method and form of transmission of this experience, then the Internet as a way of storing and transmitting information is included in the structure of modern culture as its most important element. But the global Putin is not just another way to store cultural experience, this and the way of organizing cultural content, which makes a significant change in the culture itself, in its content. Screen and hypertext generate a culture in which they break partitions between the sciences, the arts; culture, in which there is an opportunity for everyone human influence on the text, contributing, thanks to its computer, changes to the image on the screen. A culture of global dialogue is born, in which everyone has a voice (O. N. Astafieva, 2013).

The main result is that internet gives culture

the ability to easily access unlimited amounts information. The main thing to correctly formulate request and find time to recycle huge the amount of information issued. All the same to understand that the virtual world, with all its isolation, while predominantly reflects the real and in fact provides all the possibilities for development of medical culture. After all, the cheapest picture it will still cost more than a few seconds for which it can be downloaded from the web. Also a simple vintage edition is much easier to find in the global web than to buy.

“The virtual reality of modern culture is not so much an ideal space as absorbing human medium media culture“ (N. A. Konovalova, 2013). It should be understood that each era generates new leading forms of culture. Media culture is based on the principles of creative freedom for its creators, their responsibility. The new system of the information society in the space of media culture requires an understanding not only already gained practical experience, but and analyzing its theoretical aspects in humanitarian science, since it is the most important force of modern society (Ryan Holiday, 2012)

With the advent and spread of the Internet, media education has expanded significantly. The development of information and communication technologies required additional efforts to explain to the audience how the Internet works and how it works, where and how information flows from, how to create and distribute your own information; how social networks work and so on. Currently, with the transfer of public services to the online format, media education is required not only for children, but also for adults (for example, in the UK OFCOM shares media education for adults and children. At the same time, the highest political level has been recognized that information can be a threat to the mental, emotional and moral health of children, therefore states should take measures at the legislative level to limit the information that is dangerous and threatening to children (containing rates of violence and murder, ill-treatment, sexual abuse and pornography, any exploitation and discrimination that promotes drugs, their derivatives, alcohol etc (M. McLuhan, 2003). However, another mandatory aspect of restrictive and prohibitive measures is the development of media education as a joint process involving the state, society and media to educate the public and increase their media literacy.

The UN, UNESCO and UNICEF made a great contribution to creating the legal foundations of media education, the Declaration of the Rights

of the Child, the Convention on the Rights of the Child, the El Riyadh Guidelines, etc. were adopted. The development of media education in the world has been laid since the adoption of the UNESCO Grunwald Declaration in 1982 (A.V. Fedorov, 2010), which recommended the following measures:

1) initiate and support the development and implementation of comprehensive media education programs at various levels – from pre-school to university, as well as for adult education for the purpose of spreading knowledge, developing skills and shaping attitudes that promote the growth of critical consciousness and, therefore, greater competence of those who use electronic and new atynimi media. Ideally, such programs should include an analysis of media products; the use of media as a means of creative expression of personality; effective use of available media and communication channels (David Brock, 2015);

2) to organize retraining courses for teachers, both with the aim of deepening their knowledge in the field of the media, and with the goal of mastering relevant teaching methods that take into account the significant but fragmentary familiarity of students with the media;

3) to stimulate research in the field of psychology, sociology, communication, contributing to the development of media education;

4) support and strengthen the actions taken by UNESCO to develop international cooperation in the field of media education. 25 years after the adoption of the Grunwald Declaration (1982), which paved the way for media education at the international level, experts, educational functionaries, educators, researchers, representatives of non-governmental organizations and media figures from all regions of the world developed and adopted 12 recommendations on media education (Paris Program) (Neil Postman, 2005).

Conclusion

In the past decade, fundamental changes have been carried out in the Kazakhstan mass media sector. Democratic reforms and adoption of the law “On the Mass Media of the Republic of Kazakhstan” became the reason for the quantitative and qualitative growth of the mass media. For this reason, there are about two thousand print publications in Kazakhstan, of which 85% are non-state. Article 2 of the named Law “Freedom of speech, receiving and disseminating information” states: “Freedom of speech, creativity, expression in print and other forms of their views and beliefs, receiving and disseminating information

by any method not prohibited by law are guaranteed by the Constitution of the Republic of Kazakhstan. Censorship is prohibited” (A.V. Fedorov, 2010). The 2012 amendments to the Law “On the Mass Media of the Republic of Kazakhstan” (N.Bolts, 2001) equalized traditional traditional media and Internet resources in their rights and responsibilities. Thus, currently in Kazakhstan, news resources, blogs and online platforms are part of the mass media culture of Kazakhstan (Eurasian Media Forum, 2015).

In terms of the pace of development of mass media, Kazakhstan is ahead of most of the countries of Central Asia and Transcaucasia. The formation and expansion of the Internet space, which received the stable name Kaznet, is going on very intensively. In Kazakhstan there is a special sectoral program for the development of information and communication technologies. It provides for the phased introduction of digital broadcasting, the launch of the national satellite broadcasting network. With the introduction of the program into operation, all residents of the country, including remote and border rural settlements, were able to receive free of charge 37 national and regional television and radio programs via satellite communication channel.

A powerful impetus to the development of mass media is the Eurasian Media Forum, which is regularly held in Astana, where the most topical issues of the development of the Eurasian media community and the continent as a whole are raised, consultations with leading experts of international organizations and government structures are held. The Media Forum creates conditions for a free and open dialogue of politicians, journalists and experts on world problems of contemporary development. More than 500 delegates from 60 countries of the world take part in the work of the Eurasian Media Forum, which testifies to the leadership of Kazakhstan in the media sphere (D.Bell, 1986).

The idea of holding this event received great support from a number of major international organizations and leading media structures that became Forum partners at various stages of its development. Among them are Khabar Agency, CNN, NATO North Atlantic Alliance, Associated Press, Eurasian House, Eurasia Center of the University of Cambridge Management Institute, International Herald Tribune, Euronews, Russia Today, International Press Institute, Center for Global Peace, ITAR-TASS, RIA “Novosti”, German-Kazakhstan society, British-Kazakhstan society, East-West Institute, International Academy of Television Arts and Sciences (USA), American Chamber of Commerce in Kazakhstan,

International Confederation of Journalistic Unions, International Institute a variety of politics, the Unions of Journalists of Russia and Kazakhstan, the Association of Television and Radio Broadcasters of Kazakhstan and many others. In Kazakhstan, the real situation shows the shift of interest from printed to digital information. For example, the national company “Kazakh Information Agency” is an open joint-stock company, whose agency website, www.inform.kz, is published in Kazakh, Russian and English. A feature of the agency’s language policy is that only in Kazinform news in Kazakh language is translated into Latin graphics and Arabic script. For Kazakh diasporas living abroad and not owning the Cyrillic alphabet, this factor is the main source of awareness of the events taking place in their

historic homeland (Dictionary of foreign words and expressions, 2006).

Since October 1996, the Interfax-Kazakhstan news agency, which is part of the Interfax international information group, has been working in the market of political and economic information in Kazakhstan. The agency publishes news and analytical series in Russian, Kazakh and English, including operational political and business news feeds.

So, a brief overview of the main Kazakhstani mass media showed their congruence with the general trend of the global media culture. McLuhan’s current metaphor has moved from the field of the theoretical construct to the real functional space, which illustrates the growing dynamics of the mass media in Kazakhstan.

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