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**THE NEW SOCIAL-CULTURAL
ORDER AND NEW MEDIA IN KAZAKHSTAN**

The development of mass communication is carried out in the era of the global digital revolution. The rapid development of information technologies, new media: the blogosphere, social networks, the transition to digital broadcasting in the 21st century, has made it necessary to understand the cultural and information processes in Kazakhstan. If the technical problems of communication have international similarity, then the issues of social content differ depending on the countries, on the historical, economic and cultural development, the nature of the socio-political system of society. New technological advances of the information revolution are complemented by new media opportunities: interactivity, multimedia, personalization of information, globalization, convergence, hypertext, speed, mobility, digitalization, multifunctionality.

The formation of the information policy of Kazakhstan requires the priority of national interests, and the developing information and cultural space requires active integration into the near and far abroad. At the same time, modernization of the country can be successful while preserving the society's identity in the context of globalization, which is achieved in the process of a certain balance between external and internal circumstances, between the impulse from outside and the internal potential of society to improve, in the development of the national telecommunications infrastructure with access to the world's scientific and technological resources, technical information that can turn the supply of information of local origin to the global market.

Key words: communication technologies, social-cultural order, information process, new media, Kazakhstan.

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Қазақстандағы жаңа әлеуметтік-мәдени тәртіп және жаңа медиа

Ғаламдық сандық революция дәуірінде бұқаралық коммуникацияның жедел дамуы жүзеге асырылуда. Интернеттің, ұялы телефонияның, кабельдік спутниктік теледидардың, сандық хабар таратудың заманауи жетістіктері әлемдік коммуникациялардың, елдер мен аймақтардың ақпараттық ландшафтының даму жолын өзгертуде. Ақпараттық революцияның жаңа техникалық жетістіктері интерактивтілік, мультимедиялық, ақпараттың жекеленуі, ғаламдастыру, конвергенция, гипермәтін, жылдамдық, мобильділік, цифрлау, көпфункционалық және т.б. сияқты жаңа мүмкіндіктермен толықтырылуда. Сандық хабар таратуға көшу барысында бәсекеге қабілеттіліктің негізгі факторы бұқаралық коммуникация арқылы таралатын ақпараттар мазмұнының сапасы мен маңыздылығынан байқалады.

Сондай-ақ, жаңа коммуникациялық ортаның ықпалынан ақпараттық басымдықтар, қажеттіліктер, қызметтер және аудитория туралы ой-пікірлер өзгерді. Жаңа ақпарат құралдарының негізгі және белсенді пайдаланушылары ретінде ең алдымен, жастар, яғни, ХХІ ғасырдағы жас ұрпақ ақпараттық технологиялардың жаңа артықшылықтары мен Интернет дамуын жылдам меңгеруде. Енді олар Интернет немесе жаңа медиа технологияларынсыз өмірлерін елестете алмайды.

Студенттер арасында олардың жаңа медиаға көзқарасы және оның күнделікті өмірде алатын орны туралы жүргізген әлеуметтік сауалнамаларымыздың нәтижесі арқылы біз оған көз жеткіздік.

Түйін сөздер: коммуникациялық технологиялар, әлеуметтік-мәдени тәртіп, ақпараттық процесс, жаңа медиа, Қазақстан.

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Новый социокультурный порядок и новые медиа в Казахстане

Развитие массовой коммуникации осуществляется в эпоху глобальной цифровой революции. Современные достижения в области развития Интернета, мобильной телефонии, кабельно-спутникового ТВ, цифрового вещания меняют ход развития мировых коммуникаций, информационного ландшафта стран и регионов. Новые технические достижения информационной революции дополняются и новыми возможностями масс-медиа: интерактивностью, мультимедийностью, персонализацией информации, глобализацией, конвергентностью, гипертекстами, оперативностью, мобильностью, дигитализацией, многофункциональностью и др. При переходе на цифровое вещание главным фактором конкурентоспособности становятся качество и значимость транслируемого контента по каналам массовой коммуникации.

Изменились и информационные приоритеты, потребности, услуги и восприятие аудитории под влиянием новой коммуникационной среды. Частым и активным пользователем новых медиа, в первую очередь, является молодежь, молодое поколение XXI века, которое быстро усвоило новые преимущества информационных технологий, развития Интернета. И теперь они не представляют себе жизни без этих атрибутов жизнедеятельности. Об этом говорят и наши социологические исследования по выявлению отношения молодежи к новым медиа, к их жизненным ориентирам

Ключевые слова: коммуникационные технологии, социокультурный порядок, информационный процесс, новые медиа, Казахстан.

Introduction

Global information process strongly influenced development of national mass media. Around the world, there is a liberalization and globalization of information markets. Such integration leads to that the information industry extends. Now due to technological innovations, borders of these sectors were washed away; there is an active process of their integration. Integration process in much more degree covers technologies and information transfer systems.

Electronic media have a wide range of effects on universal means of social communication: education, religion, leisure, entertainment, etc. These structures have a direct or indirect influence on the formation of cultural values. In terms of their impact, according to the degree of influence on attitudes, beliefs, mentality, behavior of people, lifestyle, and means of mass communication are unparalleled in public life.

Merge of computer, broadcasting and communication technologies is observed. This rapprochement and interaction changed communication system and a media landscape.

Information priorities, needs, services, and audience perceptions influenced by the new commu-

nication environment have also changed. Frequent and active users of new media, in the first place, are young people, the younger generation of the XXI century, who quickly learned new advantages of information technology and the development of the Internet. Now they cannot imagine life without these attributes of vital activity. This is evidenced by our sociological studies to identify the attitude of young people to new media, to their life guides.

Materials and methods

Purpose of the paper: to introduce of new information technologies and active development of new media in Kazakhstan.

The priorities in the development based on the national specifics, the cultural identity of society, and the specifics of communication development in the republic in the period of globalization.

Changed world and information priorities, needs, services and the perception of the audience under the influence of a new communication environment. Frequent and active users of new media, first, a young generation of the 21st century, quickly learned new advantages of information technology, Internet development. Now they do

not imagine life without these attributes of life. Our sociological researches on revealing the attitude of young people to new media, to their life guides also speak about this.

Literature review

The authors of this article rely on research in the field of mass communications and the communications industry. Among Kazakhstani scientists, the following should be noted: M.K. Barmankulov "Opportunities of Space TV" (1993), Barlybaeva S., Myssayeva K., Alzhanova A. *Convergent Journalism* (2017), Myssayeva K., Barlybaeva S. *Development of new media in Kazakhstan: Monograph-Altay: Kazakh University* (2017), Barlybaeva S., Mukanova G. *Digital journalism: Monograph-Altay: Kazakh University* (2018), Barlybaeva S.Kh., Rakhimzhanova G. *Novye media in the world and in Kazakhstan* (2013), Barlybaeva S.Kh. *Development of the information society in the world and in Kazakhstan. -Altay: KazNU* (2016), Collective monograph "Information development of the XXI century" (2014) and others. Describes the works: Kelle V. Zh. *The processes of globalization and the dynamics of culture // Knowledge. Understanding. Skill. - (2005. - № 1)*; Colin K. K. *Neoglobalism and culture: new threats to national security // Knowledge. Understanding. Skill, (2005). - № 2- C.104-111*; Barbashin M.Yu. *Theoretical Aspects of Culture Transformation.*(2012); Lich Edmund. *Culture and communication: the logic of the relationship of characters. To the use of structural analysis in anthropology.*English-M.: Eastern literature, (2001); Kryukova N.A. *Media culture and its role in the modern information society. -Omsk, (2013)*; Kirillova N.B. *From media culture and to medialogy // Cultural journal-journal of cultural studies. -Ekaterinburg, (2011).*

The discussions of scientists about the role of information processes in the history of civilization continue. However, it all agrees that this is intellectual cooperation with social development. The integrating element of the ICT development direction is network technologies, electronic media.

Review and discussion

The sociological research conducted by the authors of this article on the topic "The attitude of young people to new media" encompasses the young rising generation and shows what a big role in their life, new media have education: the Internet, social networks, and mobile telephony. The survey covered young people aged 17 to 20 years – 53.6%, mainly students, university students. From 21 to 25 years – 23% of the respondents, from 26 to 35 years – 9.3% of people, over 35 years – 14% of the

total number of respondents. Among the studied audience of students was – 67.3%, employees -12%, schoolchildren -1.6% and other social groups – 9%.

To the question, "How often do you use the Internet?" – 60.3% of people answered – every day, 3 hours or more – 18%, more than 5 hours -13.6%, more than 8 hours -5.6%, more than 1 hour -3%, once a week and other options -1.6% people. This question revealed that young people use the Internet on a daily basis and most of them use it on average from 3 to 5 hours a day. The majority of respondents surveyed and visited the sites, the portals were mainly informational – 84.6%, entertainment – 61.3%, music – 41%, Internet resources devoted to culture – 29.6%, analytical – 23.6%, sports – 20.3% and others – 6.3% (Barlybayeva S.Kh., Myssayeva K.,(2018).

Social surveys from a few years ago indicate that governmental mass media had 10% of the city audience while independent media held 40-50% of the audience. One of the main effects of independence was its influence on the content of new media and trust in the social media. Many new media successfully used sociopolitical topics to gain audiences, increase ratings and benefit financially. The "political" discourse was not too critical of government leaders, but focused on scandal news and entertaining issues. Social media took the lead and had more success in this process, leaving traditional media behind.

What emerged as a central issue in the new media market was competition for audiences and establishment of a Web version of traditional media. It was difficult for traditional media (TV, Radio, newspapers) to compete with new media (Internet journalism). Internet media markets were stronger than traditional media, and the level of efficiency and professionalism in new media products was higher. Nevertheless, traditional media in Kazakhstan emerged with a strong segment of the market. There is rapid growth of Internet users in Kazakhstan. Audience demand decided what programs would be produced and competition increased as each websites and social media tried to make its content more attractive to audience. The audience played a crucial role because of the financial benefit from advertising. As a result, new media were motivated to produce high quality audience centered content.

There are many worldwide social networks users in Kazakhstan. Also there are some domestic networks, like: ct.kz, kiwi.kz, nur.kz, yvision.kz, jnet.kz. But Kazakhstan networks are not popular when compared with others. It is partially explained

by the short period since their introduction and difficulties encountered in implementation.

New media in Kazakhstan shows trends that are demonstrate in a sharp increase of information flows, the emergence of new independent media, media organizations, new members of the information process, the emergence of electronic newspapers, and Web-publications in the formation of new information markets and services. The information market in Kazakhstan is experiencing rapid growth in the development of communication technology. The rate of growth of a new communication mass media shows the great demand for information services.

Changed and information priorities, needs, services and the perception of the audience under the influence of a new communication environment. The active users of new media are young people of society. The young generation of the 21st century, which quickly learned new advantages of information technology and Internet development. Today young generation do not imagine life without these attributes of life. Our sociological researches on revealing the attitude of young people to new media, to their life guides also speak about this.

By the number of Internet users in 2017, Kazakhstan ranked 36th out of 137 countries.

The number of Internet users in 2018 was 77% of the population – 13 mln. users (the population of the Republic of Kazakhstan in 2018 – 18.2 million). According to most recent statistics: 3.47 million with 71% of them aged between 12 and 54, and 870 thousand of them are the residents of Almaty city. A rapidly developing cellular market will further expand the use of new media. According to Kazakhstan's Internet Association at the beginning 2018 in Kazakhstan, the top most popular social networks are VKontakte – 6 million users, Instagram -5 million users, Facebook -1 million, Twitter – 0,3 mln. Among the messengers WhatsApp -2.5 million, Telegram – 2 million and Viber – 1 million users.

Recently, attention to what is happening in social networks has increased. Life in the social network, as experts say, for the young generation is becoming an independent reality, where the formation of the individual is taking place. On the one hand, they open up new communication opportunities for interaction, cooperation; on the other hand, they have used to carry out a policy of alienating countries and their inhabitants, which will lead to new risks. The manipulation of public opinion, consciousness through new media, Internet technologies has increased. Young people trust to social networks more than traditional

media. The Internet blurs the boundaries and not only information, but also moral, value.

Results

In the younger generation, there was a “click” thinking, because often use mouse clicks on the Internet, finding various information, without delving deeply into the heart of things, without analyzing the incoming information flow, without filtering the seeds from the chaff. For this, there is no time, and some assiduity. The Internet makes us informed, but it does not make us intelligent. The information age is very fast, dynamic, the age of “action», (action) requires quick reaction, quick response to ideas, views, actions, decisions. There is little time and space for reflection, analysis, empathy. Hence, young people have changed vital, value orientations directly or indirectly related to new information technologies, with the consumption of new media. In addition, here it is very important in the pursuit of time not to lose its identity, cultural identity, traditions, and the spirit of its people during the standardization of thinking and lifestyle in the era of convergence and digitalization of communication.

The latest information-communication technologies (ICT) allowed to pass to the large-scale translation of information saved up by humanity from electronic into a digital form. These forms of submission of various audiovisual, multimedia information allow to organize information processes at qualitatively new level. Change of nature of communication became feature of new mass media. It is difficult to distinguish the mass and personal form of communications. Consumption of new media has more individual and interactive character.

Global distribution of information and communication creates opportunities for free communication at different levels: vertical, horizontal, network, mass and individual. Models of change of media systems in Kazakhstan and abroad become similar, and the tendency of globalization plays an important role in this process.

Discussions of scientists on the role of information processes in the history of civilization continue. However, all agree that the main feature of communication progress is the rapid development of information technologies, the readiness of society to implement them, a certain level of socio-economic and cultural development for each period, the intellectual potential of social development. Integrating element of the direction of ICT development are network technologies, electronic media.

At present, the media has undergone major changes in the communication field: media ownership, manifestation forms, new functions, new trends, new media professions. The modern world has highlighted the sphere of electronic media.

Conclusion

Transition of Kazakhstan to a digital broadcasting by 2019 caused need of judgment technological, social and economic, and the main thing, cultural and information processes in Kazakhstan. If technical problems of communication have the international similarity, questions of its social contents differ depending on the countries, from character of socio-political system of society. Reforming of the country can be successful on condition that society saves preservation of the identity in the conditions of globalization at active development of information and communication technologies, electronic mass media and new media. That reached in the course of balance between external and internal circumstances, between an impulse from the outside and the internal potential of society to improvement. Development

of national policy in the field of the information industry considered as an important component of development of the country and its entry into the international informational space.

Informational industry passes on the new quantitative and qualitative degree. Electronic media of Kazakhstan are the first to react to time challenge; it changes its policy trying to match with the new increased requirements. Social economic changes of Kazakhstan society have defined development of the republic's new mass media. The policy of openness and cooperation gives opportunity to create new communicational ways, to open new informational perspectives and that is where mass media plays an important role.

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