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MODERN MEDIA EDUCATION IN KAZAKHSTAN

The development of mass communication is carried out in the era of the global digital revolution. Innovative technologies and globalization mutually reinforce each other, giving acceleration and scope. Modern advances in the development of the Internet, mobile telephony, cable satellite TV, digital broadcasting are changing the course of development of world communications, the information landscape of countries and regions. New technical advances of the information revolution are complemented by new mass media capabilities: interactivity, multimedia, personalization of information, globalization, convection, mobility, etc. The XXI century came, it brought with it modern media technologies: the Internet, flash drives, CDs and DVDs, cell phones, smartphones, email, new media. Currently, digitalization of all aspects of human activity. First of all, it concerns the media of communication. With the new media came another media culture that changes our consciousness, our tastes, requests, changes information consumption, communication guidelines, opens up new information resources, expands new horizons of the media education. Mass media not only translate the existing system of values, but also actively form a new cognitive information space. The rapid development of information technologies, new media: the blogosphere, social networks, the transition to digital broadcasting in the XXI century - necessitated the understanding of information and educational processes in Kazakhstan.

Key words: media education, information technologies, modern journalism, Kazakhstan, mass communication, new media.

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Жаппай байланыстың дамуы жаһандық цифрлық революция дәуірінде орын алады. Инновациялық технологиялар мен жаһандануды жеделдету мен көлем бере отырып, бір-бірін өзара нығайтады. Интернеттің, ұялы телефонияның, кабельдік спутниктік теледидардың, цифрлық хабар таратудың заманауи жетістіктері әлемдік байланыстар мен елдердің, аймақтардың ақпараттық ландшафтының даму бағытын өзгертуде. Ақпараттық революциядағы жаңа технологиялық жетістіктер медианың жаңа мүмкіндіктерімен толықтырылады: интерактивтілік, мультимедия, ақпаратты даралау, жаһандану, конвергенция, ұтқырлық. Онымен бірге заманауи медиа-технологиялар: Интернет, флэш-дискілер, CD және DVD дискілері, ұялы телефондар, смартфондар, электрондық пошталар және жаңа медиа пайда болған XXI ғасыр келді. Қазіргі уақытта адам қызметінің барлық аспектілерін цифрландыру жүргізілуде. Біріншіден, бұл байланыс құралдарына қатысты. Жаңа медианың пайда болуымен біздің санамызды, талғамымызды, қажеттіліктерімізді, ақпарат тұтынуды, байланыс ережелерін өзгертетін, жаңа ақпараттық ресурстарды ашатын және медиа-білімнің жаңа көкжиегін кеңейтетін тағы бір медиа мәдениеті пайда болды. БАҚ қолданыстағы құндылықтар жүйесін аударып қана қоймайды, сонымен бірге, жаңа танымдық ақпараттық кеңістікті белсенді түрде қалыптастырады. Ақпараттық технологиялардың, жаңа медианың қарқынды дамуы: блогосфера, әлеуметтік желілер, XXI ғасырдағы сандық хабар таратуға көшу – Қазақстандағы ақпараттық және білім беру процестерін түсінуді қажет етті.

Түйін сөздер: медиа білім беру, ақпараттық технологиялар, қазіргі журналистика, Қазақстан, бұқаралық коммуникация, жаңа медиа.

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Современное медиаобразование в Казахстане

Развитие массовой коммуникации осуществляется в эпоху глобальной цифровой революции. Инновационные технологии и глобализация взаимно усиливают друг друга, давая ускорение и размах. Современные достижения в развитии Интернета, мобильной телефонии, кабельного спутникового телевидения, цифрового вещания меняют ход развития мировых коммуникаций, информационный ландшафт стран и регионов. Новые технические достижения информационной революции дополняются новыми возможностями средств массовой информации: интерактивность, мультимедиа, персонализация информации, глобализация, конвекция, мобильность и т.д. Наступил XXI век, который принес с собой современные медиатехнологии: Интернет, флэш-накопители, CD и DVD, мобильные телефоны, смартфоны, электронная почта, новые медиа. В настоящее время осуществляется цифровизация всех аспектов человеческой деятельности. Прежде всего, это касается средств коммуникации. С появлением новых медиа появилась другая медиакультура, которая меняет наше сознание, наши вкусы, запросы, изменяет потребление информации, руководящие принципы коммуникации, открывает новые информационные ресурсы, расширяет новые горизонты медиаобразования. Средства массовой информации не только переводят существующую систему ценностей, но и активно формируют новое познавательное информационное пространство. Бурное развитие информационных технологий, новых медиа, как: блогосфера, социальные сети, переход к цифровому вещанию в XXI веке обусловили необходимость понимания информационных и образовательных процессов в Казахстане.

Ключевые слова: медиаобразование, информационные технологии, современная журналистика, Казахстан, массовые коммуникации, новые медиа.

Introduction

New media technologies contributed to the transformation of journalism in the beginning of the XXI century, as a result of which network, Internet journalism, Internet media appeared. In journalism, new media reveal five main technological functions of new media: the collection, storage, processing, distribution and display of information. There are many powerful digital storage devices. Many devices are widely used by journalists, communicologists, for example, digital cameras, mobile phones, PDAs, etc. In the context of new media, information is disseminated using digital telecommunication networks, including the Internet, digital television, other wireless networks or digital media. Computers, mobile phones, MR players, handheld devices are the most common tools, devices used in the journalism of new media.

In the XXI century for the media, the main trend has become - convergence, which means the merging of all types and media carriers into one in order to transfer various content in a digital format to the user. The term "convergence", in the opinion of M. Castells, will allow "by our team to open a global window of unlimited possibilities of interactive communication in video-audio and text formats"(M.Castells, 2004).

Another characteristic feature of modern convergent journalism is the active use of infographics. It is created using drawings, photographs, diagrams, diagrams, paintings and other illustrations. Visibility of infographics attracts web users, mobile communication, causing greater confidence in the information received.

The concept of "multimedia" means "many environments", as a policy environment consisting of products and services that simultaneously contain information of different types (for example, audiovisual: auditory and visual) and types: text, graphics, animation, speech, music. This is a phenomenon of human culture that emerged in the distant past with the advent of synthetic art forms and actively developed during the period of informatization of modern society. Thanks to the simultaneous influence of audiovisual, graphic information in multimedia communication, mass communication, possessing a large emotional charge, is actively used in the information, telecommunications, broadcasting industry, in entertainment, in home entertainment, etc. The social and cultural influence of multimedia technology to media education, to society as a whole, and to an individual in particular.

Materials and methods

A paper should contain the description of your study and should be structured in different sections such as: Abstract, Introduction, Methodology, Results, Conclusions, Acknowledgements (if applicable) and References. Please note that title and authors list should be coincident with the accepted abstract.

Sources of research are works, monographs, articles of Kazakhstan and foreign researchers on new information and communication technologies, on new media, social networks, on the development of the modern media education in Kazakhstan.

The actual materials of the study are: statistical data, a sociological survey conducted by the author to identify the attitudes of the younger generation to the Internet, to social networks, that affect media education, information preferences, and priorities of young people of the 21st century. The article analyzes the works and articles of Kazakhstani and foreign scientists on the development of journalism education in Kazakhstan in the era of globalization.

The main research methods are: the principles of historical, dialectic, complex and system analysis, the basic concepts of media development, a synthesis of informational phenomena that act as the main factors of communication-educational processes.

Literature review

The Internet, new media and new digital technology have revolutionized the educational process of training future journalists. Disciplines began to appear that correspond to the new age of the digital era, such as: "Digital journalism," "Convergent journalism," "Internet journalism," "Modern media technologies," "Multimedia journalism," "Audiovisual and digital media," "Media education", "Media Literacy" and others.

At present, various trainings, factories webinars, data journalism, etc. are being held. Communication and Information Specialist of the UNESCO Cluster in Almaty, Sergey Karpov, at round tables and conferences presented to communication specialists and teachers new teaching models, educational plans, in particular, "Model curriculum in journalism" where there are sections dedicated to the global academic culture of journalistic education, specialized journalism literacy, training plans on: "Gender and journalism," "Science journalism and bioethics", "journalism intercultural dialogue" "Data journalism" and etc.

Professor LS Akhmetova notes that recently a number of researchers in Kazakhstan have begun to use the concept of media education instead of journalistic education. "In this issue, as she points

out, there are two approaches: media and information literacy and media education. Media education has been actively developing since the middle of the last twentieth century. This term means not only the skills and abilities to prepare media texts, 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" (E. Dudinova, 2018).

Recently, in the Media Net, Internews-Kazakhstan, at the Faculty of Journalism of the Kazakh National University named after Al-Farabi, seminars and trainings were held on the topic "Factchecking" - "factchipping". Gradually, this topical issue becomes a separate discipline, which is already being studied by students of journalism faculties. Now, as never before, this item is in demand, since a large volume of false, unreliable, unverified information that harm society, undermining the foundations of civil society institutions, is thrown into the information space of modern media. Such information may also affect national security. Information environment requires careful attention, continuous further development, improvement.

Thanks to the digital broadcasting equipment, the Teleradiocomplex MK Barmankulova at the Faculty of Journalism of the Al-Farabi Kazakh National University allows you to train digital journalism specialists who are able to work in multimedia mode, both in traditional and in convergent media.

Many graduates of the faculty of journalism of the Kazakh National University named after al-Farabi work in specialized Internet portals, sites of which there are more and more of them in the country, and some of them are also SMM specialists, i.e. social media managers who help many companies and organizations to declare themselves, present and work in close cooperation with the activities of social networks that help them find partners, markets, establish various contacts.

To strengthen contacts with the audience of the media editorial, as well as various organizations, companies to promote their products, services, establish contacts, collaborate, and inform using social networks that have a huge network of users. Hence the activity of SMM-activity, SMM-specialists in the development of new communication channels.

Using information resources of the Network in the creative activities of a journalist involves the following tasks:

1. Acquisition of media text analysis skills.
2. The development of cultural, in particular re-

gional, knowledge, the formation of socio-cultural and civic competence in the process of dialogue of cultures.

3. Development of the culture of communication, education of the culture of thinking.

4. Formation of sustainable motivation for innovation based on the systematic use of relevant materials, discussion of pressing issues of concern to all (B.Mizonzhnikov, A.Teplyashina,2018).

Review and discussion

The journalist in the modern period becomes a designer, a producer, an operator, a sound engineer, and a director. He should be able to work with a large amount of information, find it, process, analyze, find the main thing, be able to own modern digital technologies: take pictures, video, record on a tape recorder, mount, own oratory, know how to communicate with different audiences, own literary in short, to be psychologically prepared for unforeseen, stressful situations, to possess knowledge on a specific subject, for example: economics, finance, politics, education, health care, culture, sports, etc. So, for example er, "Summer School on financial journalism" since August 2016. It was organized by the Unified Accumulative Pension Fund to help journalists writing on financial and economic topics to understand this sphere, the mechanisms of the pension system, and be competent in this field. In July 2018, the Summer School theme is dedicated to the 20th anniversary of the funded pension system in Kazakhstan for media representatives, bloggers and journalism students.

The phenomenon of the universal journalist was described by David Randall. The combination of roles is called "broad specialization." I will give an example from a meeting of students of the faculty of journalism of the Kazakh National University named after Al-Farabi with the leading documentarian, director, producer, art historian and teacher Valery Kartun in the republic.

V. Kartun shared a story about art journalism, about environmental journalism and showed his documentary film "Water area of common interests", where he was a scriptwriter and producer. And what is interesting, the cameraman of this film was from Ust-Kamenogorsk, the announcer, the presenter from Tashkent, the screenwriter and the producer from Almaty. The main work was carried out through the Internet, the film was created thanks to new information technologies, connecting creative people from different cities and countries. To the students' question, "What position does V.Kartun position himself more?", Our guest replied that at the present time in a multimedia period a journal-

ist should be able to write, shoot, edit, promote and advertise his work, therefore Valery Kartun owns in perfection many creative professions, which combines the modern convergent journalist in the digital age.

In art, in music, painting there are various directions of activity, and in journalism there are different directions of it, it all depends on the goals and objectives that it pursues, to which it focuses its activity, the specifics of the work, for example:

- News journalism (news releases, news of the day).

- Information and entertainment (where information is used to produce the show).

- Author's, personalized journalism (where the author-creator of the material plays a big role, the author's name dominates).

- Analytical journalism.

- New journalism (it is just beginning to take shape in Kazakhstan, an exploded restoration of the event takes place, a phenomenon on behalf of an eyewitness, a participant in this event).

- Convergent journalism (it is based on the multimedia presentation of content and its distribution on various media platforms).

- Multimedia journalism (it combines audio, video, photos, test materials).

- Digital journalism (this area of journalism is directly related to the Internet and the use of Internet platforms).

- Network journalism (it is also called Web-journalism, Internet journalism, it is characterized by interactivity, information redundancy, it combines all types of mass media, hyperlinks. Online journalism, not bound by the framework of time and space, offers a completely new collection model processing, presentation and transmission of information).

- Citizen journalism (it is also called "popular" journalism, which includes both the blogosphere and social networks).

- Service journalism (where they use various tips, advice, recipes).

From the development of these areas in journalism, communicators themselves receive a certain specialization, hence the new names of journalists: multimedia journalists, mobile, backpack journalists, Web-reporter, Web-editor. The web editor plans, edits and formats articles, controls all materials for the network, Internet versions, manages correspondents, journalists who create content for the site, portal. Mobile journalists prepare non-editorial materials using smartphones, audio, video equipment, and cameras. Backpacking journalists have absorbed the skills of several professions: video

operator, director, sound operator. They shoot video on a digital camera, prepare photo materials, write articles, work with a voice recorder, laptop, mobile phone, transfer materials via satellite. A multimedia journalist prepares texts in various media formats, a multimedia editor, a producer is engaged in preparing audiovisual material for the site, portal.

In connection with these trends, the demands on modern journalists have increased. They must create content for different media, be able to write texts competently, it is interesting to express their thoughts, be able to argue, persuade, communicate with any audience, establish contact with future “heroes” of articles, programs and programs, be able to prepare materials for different media platforms, own modern digital technology: to mount audio and video materials, not only to cover different topics, but also to know well a certain field of activity, certain problems, for example, economics, politics, finance, culture, health care, sports, science, and others.

Currently, the media are actively working in social networks, they create their own pages there, where they browse news, find new topics for materials, new characters for articles, videos, engage in promotion, attracting the attention of the audience, interacting with it.

New media change journalism in the following areas:

1. Changing ways of journalistic work. The specificity of reporter work has changed: journalists use the Internet as a tool for searching for different information, e-mail for communication, mobile phones for communication, contacts with sources of information, for communication with editors.

2. Technology of new media leads to the restructuring of journalistic organizations. Online technologies, powerful computers led to a revolution in modern edition. Editorial staff began to produce media products, content in digital form. Media materials began to be created for any kind of media: print, electronic, audiovisual, network. Virtual edition makes good use broadband wireless capabilities.

3. The number of new forms of media content is growing. Technology leads to the emergence of new forms in journalism. Journalism of new media can exist in all forms of human communication. There are online, online publications, news sites, portals, specialized services, blogs, podcasts. Blogs, as representatives of “popular, civil” journalism, have become the most popular genres of journalism for new media.

4. There is a restructuring of relations between journalists, media organizations and the audience. The most significant changes have undergone re-

lations between the media and the audience, consumers of the mass media. They began to actively participate in discussions, talk shows, interactive projects, in communication with journalists, public figures. Sites, Internet portals, digital media made communication, contacts with the audience accessible, practical, effective. Media consumers have also become active creators of media products. With the help of blogs, social networks, text messaging, video messaging, the relationship between the media and the public became interactive, more trusting, friendly.

In the modern period, the genre structure of the media has changed, which serves as an indicator of a specific time, epoch. The genre with which a journalist conveys information should help to more easily and objectively convey the facts, the phenomena of life to the audience. Thus, during the Soviet period, radio shows, radio films, television essays, television shows, journalistic investigations, newspaper feuilletons that required reflection, reflection, analysis, spiritual feeling, aesthetic perception from what they saw, read, heard were popular. Currently, these listed genres are rare on the air in electronic and print media. Today more prevail: interviews, reports, the dynamics of life requires information richness in newspaper and broadcast materials, in video clips, in which information fits in 30-40 seconds.

If, in the olden days, journalists had to travel often to gather materials, to meet with future heroes, work with archives, in libraries, nowadays there is enough computer, mobile phone and the Internet for journalists to prepare printed or broadcast material for sending to the editor. which in a few minutes will broadcast it or publish it in the publication.

Changed methods for creating news releases, informational messages in connection with the advent of the Internet. This was manifested in the following, as researcher O. Lashchuk notes:

1. News materials are created, edited and perceived by the consumer mainly in electronic form, which allows the use of multimedia features:

- the combination of different content types,
- hypermediacy,
- interactivity,
- lack of technical restrictions on the amount of content,

- multiple (secondary) editing.

2. The number of sources of news has increased rapidly, it became easily accessible (O.R.Lashchuk, 2015).

In April 2018, the Al-Farabi Kazakh National University hosted the International Conference “Models of International Journalism Education for

Sustainable Development”, where media experts analyzed the development of modern journalism and also spoke about the problems of the profession. One of them is the growing competition between traditional media and new media (especially Internet media and social networks), leading to changes in the media system, the clip structure of texts, minimization of analytics and the growth of entertainment material. The second is an increase in unverified, fake information, custom-made materials, information wars, which leads to a drop in the level of trust in the mass media. The third is to reduce the level of security and safety of journalists, toughening their working conditions. All these factors affect the public sphere of the country. Therefore, the role of journalism faculties that educate future communicologists, moderators, and correspondents is increasing in connection with the listed issues relating to the media space.

Over the last decade, the media consumption of the people of Kazakhstan has changed. On the one hand, the globalization of the information space and the intensive development of new media platforms have significantly expanded the country's media market. On the other hand, multi-vector changes in the socio-cultural image of the media audience. So the older generation prefers traditional media, and in particular, television. As D.Naysbit notes, “the most significant intrusion of technology into life turned out to be television, which is much more lively and much more time consuming than radio and telephone (D.Neisbit,2003).

In the country, according to the Kazakhstan Internet Association, at the beginning of 2018 more than 12 million Internet users. The three most popular social networks include: “VKontakte” - 6 million users, “Instagram”-5 million users, “Facebook -1 million, Twitter-0.3 million users (S.Sabirov, 2018).

Among the messengers - in the leaders of WhatsApp -2.5 million, Telegram - 2 million and Viber - 1 million people. Cellular subscribers in the country exceeded 32 million people (the population of the Republic of Kazakhstan for 2018 is 18.4 million inhabitants). In 2009, 45 members of the Internet Association were registered in Kazakhstan, which is actively involved in social projects and works in three languages: Kazakh, Russian and English, and since 2013 has been a member of the IHOPE-Foundation.

The information resources of the society are now becoming a determining factor in its development, both in the scientific and technical, social and spiritual development of young people. Increasingly, the young generation is being talked about as

“digital youth”, as a qualitatively new type of media audience. Born in the late 1990s - early 2000s. In the period of widespread digital media technologies, they demonstrate certain features of media behavior that distinguish it from other generations.

A survey among the younger generation showed that young people use the Internet every day, social networks and more than 2-4 hours, i.e. they receive all the necessary information from new media, almost no use of traditional means of mass communication. Mainly use information and entertainment sites and portals. In the educational process, new media also play an important role for young people, without which students do not manage in the educational process. Among social networks, the preference of young people is given to the “Instagram” that is gaining momentum due to the availability, efficiency and quality of the incoming information. Video, video news on YouTube, according to the younger generation, are presented in a livelier, more natural format than traditional television channel coverage. YouTube is interactive, communication between the information provider and the audience is two-way, which attracts young people. This video portal has its own newsmakers who specialize in socio-political, economic news, and the infotainment industry.

The number of users of social networks in the country reached -8 million. More than 90% of young people born in the 1970-1990s are social networks. The young generation of the 21st century, growing up under the conditions of the “third wave”, is quickly assimilating the new mass media formats, since they contribute to the individualization and demassification of both the individual and the culture. If in the twentieth century information was treated as a commodity, then in the twenty-first century it refers to information - as a stimulator of creative forces, applications and searches.

Results

There is a transformation of the communicative space in the digital age and the influence of the latter on the basic skills and personal qualities of people. Digital identity - self-identification with the image - is becoming a new psychological norm of modern man.

The development of electronic media is carried out in the era of the global digital revolution. Modern advances in the field of digital broadcasting are changing the modern journalism, which is becoming digital, multimedia.

The information age has changed the professional journalistic environment, in which the

important factors of development are intellectual, creative abilities, creative approach and skills, possession of new digital technologies. The peculiarity of journalistic activity lies in the personal approach of the communicator to reality. The modern information environment makes new demands on the preparation of multimedia journalists, which are correlated with the goals and objectives of modern journalism.

Currently, the competition between traditional and new media, network media communities has intensified. Increasingly, print and electronic media use the digital technologies of new media and the social networks themselves in their activities. A new function of media is becoming more and more apparent - as a form of community organization, social networks confirm this, WhatsApp, there has been a turn towards digital creativity in media.

The digital media environment creates the conditions for meaningful transformations of forms and ways of realizing authorship. There is a need to study the nature of changes in journalistic activities. The structure of media consumption has changed, and journalistic content has been transformed on the Internet, in a mobile environment.

Changes occurring in the modern social space have a significant impact on the nature, content, trends and direction of communication processes. The multipolarity of the modern world has revealed new problems aimed primarily at the cultural and communication sphere of the social life of society. It should be said about the topics covered by media issues and problems that form the agenda of the news day, generate media discourse and create the entire socio-cultural information background.

Each time period has its own culture of relationships between people, in the workplace, in life, which is also characterized by its media culture, which depends on the development of society as a whole, on information technologies and the media. They, in turn, absorb it, absorb it and reflect it in their communication channels. And what is interesting, if in different countries culture and mentality are different, there is a specificity, then media culture smoothes this difference, it becomes standard, universal under the influence of information and communication technologies.

Conclusion

According to modern philosophers, the following features are characteristic of the culture of the new millennium: "a global polylogue, encompassing all of humanity in perspective", "a dialogue of the viewer with "soft" text of a computer screen", "a

screen-dynamic dialog modeling", "building complex integrating, but easily visible dialog boxes"; "three-dimensional thinking" of the "final screen"; "fundamentally different poetics" - not narrative, on which practically all traditional written culture rests, but of dialogue turning into a polylogue," okkupnost of communication between all people and cultures "(past, present and future)", "new languages of dialogue", "problems of the emerging philosophy of dialogue, intertext and polylogue" (A.V.Prokhorov, K.E. Razlogov, V.D.Ruzin,1989).

According to researcher O.G. Filatova, "there is a globalization of the media and communication, the whole structure of human communication experience is being transformed. Mass communication becomes not only a "magic window" through which we look at the world, but also a "door" through which ideas penetrate our consciousness. This applies to all MMC and, above all, to the World Wide Web"(O.G.Filatova, 2004).

The mass media in the rapidly changing modern world is becoming an increasingly important factor in the existence and influence on society, countries, continents, and in the first place, on the younger generation. It is very important in the pursuit of time, mobility and comfortable conditions not to lose their originality, national identity, cultural identity, traditions, and the spirit of their people in the period of standardization of thinking and lifestyle in the era of communication globalization.

The priorities in the development of the knowledge society in Kazakhstan have changed against the background of the rapid introduction of new information technologies. And it is important here to take into account the national specifics, cultural identity of the society, the specifics of communication development in the republic in the period of globalization.

In communication between civilizations, as is known, significant results are achieved in the exchange of spiritual, scientific achievements. In the modern world, there is an intensification of information communication, requiring knowledge of the communication specifics of each country, the development of principles of interaction on a national, regional and global scale, where intellectual potential and human capital play an important role. The main challenges of the XXI century in the development of the information society will be solved not so much in the political and economic spheres, but rather in the field of culture and education.

At present, the task is to raise the general culture to a higher level, to develop the spiritual potential of Kazakhstan's society. The task through

the media and new media to intensify the need to improve their own level and broaden their horizons. The implementation of such a cultural and educational mission is carried out through mass communication. The modernization of a country

can be successful if society maintains its identity in the context of globalization, which is achieved through a certain balance between external and internal circumstances, between external impulses and the internal potential of society to improve.

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