S.V. Ashenova , S.N. Velitchenko

International Information Technology University, Almaty,
e-mail: saule_ashenova@mail.ru, e-mail: velit_1988@mail.ru

MEDIA AND INTERNATIONAL TERRORISM:
A COMMUNICATION ASPECT

The topic of mass media coverage of terrorism is relevant in terms of the frequency and magnitude of terrorist acts taking place around the world. Publications on this issue are numerous, but all studies focus on the fact that terrorists use means of communication in order to publicize their illegal acts and attract attention from the state and society. The development of the Internet, to which all previously used analogue mechanisms and principles of monitoring the information environment prove to be inapplicable, has enriched terrorists with an extremely powerful tool for promoting their views and mobilizing like-minded people. Extremist materials published on Internet resources are becoming readily available to a wide audience, despite the ongoing work to block these sources. Most online videos, audio recordings and texts of extremist content propagate the activities of terrorists.

The aim of this article is the analysis of terrorism as a special type of communication, which destructively affects the public consciousness and social institutions. The scientific significance of the article is determined by the study of the interaction of communication processes with the phenomenon of terrorism, in particular the role of the media in assessing acts of terror. The research methodology provides a systematic approach, a method of selection, analysis. The result of the research is to determine the informational aspect of modern terrorism, its concept and strategy. The latest information technology, the development of social networks can enhance the impact of terrorism on society, which determines the scientific value of this article.

Practical significance lies in the possibility of introducing research results into the process of training at the faculties of journalism at universities of the Republic of Kazakhstan in specialized and elective disciplines, in conducting special courses for journalists, PR specialists, political scientists covering issues of extremism and terrorism, as well as special services in matters of interaction with funds mass media.

Key words: mass media, terrorism, information technologies, mass communication, society.

С.В. Ашенова, С. Н. Велитченко

Халықаралық ақпараттық технологиялар университеті, Қазақстан, Алматы қ.,
e-mail: saule_ashenova@mail.ru, e-mail: velit_1988@mail.ru

Медиа және халықаралық терроризм: коммуникациялық аспект

Соңғы онжылдықтарда, жаһандық проблемалар артып келе жатқан әлемде, көбінесе өте үлкен мөлшердегі террористік актілер сияқты құбылыстардың кездесуі жиілей бастады. Бұл құбылысты бұқаралық ақпарат құралдарында жариялау ақпараттық нарықтағы ғаламдық тенденцияға айналды, сонымен бірге коммуникациялық процестерді зерттеудің өзіндік тәсілдерін талап ететін коммуникацияның нақты мәселелерін көтерді. Себебі бұқаралық ақпарат құралдарында бұл әрекеттерді жариялау ғана емес, террористер қоғам мен барлық мемлекеттердің назарын өзіне аудару үшін қолдануда. Ғаламтордың дамуы террористерді өздерінің көзқарастарын насихаттайтын және пікірлестерді жұмылдыру үшін өте күшті құралмен байытты. Ғаламтор-ресурстарда жарияланған экстремистік материалдар бұл көздерді бұғаттау бойынша жүргізіліп жатқан жұмыстарға қарамастан, кең аудиторияға қол жетімді бола бастады. Ғаламтордағы көптеген видео, аудио жазбалар және экстремистік мазмұндағы мәтіндер террористердің әрекетін насихаттайды.

Мақаланың мақсаты – терроризм құбылысының қоғамға деструктивті әсер ететін нысаны ретінде қарастырып, коммуникациялық тенденцияларымен қарым-қатынасын талдау түрінде байланысын зерттеу.

Ғылыми маңызы – террористік актілерді бұқаралық ақпарат құралдарында жариялау, олардың осы әрекеттерді бағалаудағы рөлі тек ақпараттық нарықтың болмысымен ғана емес, сонымен бірге тұрақты талдауды қажет ететін субъективті себептермен де анықталады. Зерттеу әдіснамасы материалдарды зерттеудегі жүйелік тәсілдер, таңдау және талдау әдістерін қамтиды. Зерттеу нәтижесі ұсынылған қорытындыларда көрсетіледі, оның ішінде коммуникацияның тактикасын қамтитын терроризмнің ақпараттық компоненті қарастырылады және анықталады.

Сонымен қатар заманауи технологиялардың мүмкіндіктері анықталды, олар ақпараттық қару ретінде ғана емес, сонымен бірге қоғамға әсерін арттыру құралы ретінде қарастырылды. Мұның бәрі зерттеудің ғылыми құндылығын анықтайды.

Тәжірибелік мәні – зерттеу нәтижелері Қазақстан Республикасының жоғары оқу орындарындағы оқу процесіне енгізілуі мүмкін және журналистика саласындағы студенттерге де, қоғаммен байланыс және саясаттану мамандықтарының студенттеріне де қызығушылық тудырады. Бұған қоса, деструктивті ағымдарды бұқаралық ақпарат құралдарында жариялау бойынша арнайы курстарда қолдануға болады.

Түйін сөздер: коммуникациялық технологиялар, халықаралық терроризм, бұқаралық коммуникация, БАҚ, қоғам, ақпараттық технологиялар.

С.В. Ашенова, С. Н. Велитченко

Международный университет информационных технологий, Казахстан, г. Алматы,
e-mail: saule_ashenova@mail.ru, e-mail: velit_1988@mail.ru

СМИ и международный терроризм: коммуникационный аспект

Тема освещения терроризма в СМИ является актуальной в плане частоты и масштабности террористических актов, происходящих во всем мире. Публикации по данной проблеме многочисленны, однако все исследования акцентируют внимание на том, что террористы используют средства коммуникации с целью придания огласки своим противоправным деяниям и привлечения внимания со стороны государства и общества. Развитие сети Интернет, к которой оказываются неприменимыми все ранее актуальные аналоговые механизмы и принципы контроля информационной среды, обогатило террористов чрезвычайно мощным инструментом пропаганды своих взглядов и мобилизации единомышленников. Экстремистские материалы, опубликованные на Интернет-ресурсах, становятся легкодоступными для широкой аудитории, несмотря на проводимую работу по блокированию указанных источников. Большинство размещенных в Интернете видеосюжетов, аудиозаписей и текстов экстремистского содержания пропагандируют деятельность террористов.

Цель данной статьи – анализ терроризма как особого вида коммуникации, который деструктивно влияет на общественное сознание и социальные институты. Научная значимость статьи определяется исследованием взаимодействия коммуникационных процессов с феноменом терроризма, в частности роли СМИ в оценке актов террора. Методология исследования предусматривает системный подход, метод отбора, анализа. Результат исследования заключается в определении информационного аспекта современного терроризма, его концепта и стратегии. Новейшие информационные технологии, развитие социальных сетей способны усиливать воздействие терроризма на общество, что определяет научную ценность данной статьи.

Практическое значение заключается в возможности внедрения результатов исследования в процесс обучения на факультетах журналистики вузов РК по профильным и элективным дисциплинам, в проведении специальных курсов для журналистов, PR-специалистов, политологов, освещающих вопросы экстремизма и терроризма, а также специальных служб в вопросах взаимодействия со средствами массовой информации.

Ключевые слова: средства массовой информации, терроризм, информационные технологии, массовая коммуникация, общество.

Introduction

The problems of modern society include many issues that are directly related to global transformations that entail changes in the socio-political life of society and the specifics of the modern communication process. The geocultural model of sociopolitical processes, striving to unite its basic tenets under the auspices of the world community, nevertheless, initially bears the beginnings of crises that tend to grow from the prerogative of the socio-economic factor to the socio-political format. And here it is necessary to draw attention to an important aspect that highlights the relevance of the test subject. In this case, inevitably strengthening the possibilities of manipulating society through customizable information processes. Firstly, because the phenomenon of terrorism has a pronounced effect on public consciousness. Secondly, because it is precisely in the conditions of the crisis that the field for merging political entities with the functional features of terrorism is expanding, not just as a phenomenon, but as a stable unit of the modern global format that affects social institutions, which include the media. Thirdly, the appearance and duplication of information about this phenomenon leads to the identification of the

created information world by the audience, which will increasingly capture its worldviews, especially since the number of technogenic prerequisites for this is quite large.

It is the information component that becomes in this case the subject of research, the purpose of which is to identify the interaction of communication processes with the phenomenon of terrorism. It should be noted that, in general, the article is not devoted to terrorism as such, but primarily considers the strategies of the communication component in cooperation with such a global problem.

Material and Methods.

The methodological basis of the study was the principles of knowledge of the social, scientific, empirical phenomena of the interaction of terrorism with communication and information flows in the modern world in their development and in the relationship, interdependence, from the point of view of theory and practice, history and modernity. The material for the study and the source study base were international documents and state legislative acts on countering terrorism, the works of domestic and foreign scientists, classics of philosophy and sociology devoted to communicative issues and social problems, information and analytical materials.

Scientific methodology. In the study of the question of interaction terrorism communicative processes used logical, historical, the substantial, the comparative analytical method and empirical method of learning, which allowed to reveal peculiarities of interpretation of research performance in the theory and practice of the study of the communicative aspects of modern terrorism , the preconditions of its development in the context of the process and and strategists and communications , and opportunities to counter it. In order to deduce the main thesis that the contemporary problems of terrorism today brings the communicative processes of its development to one of the first places, firstly, a study was conducted of the essence, features and forms of manifestation of modern terrorism; secondly, communication strategies that are most in demand when working with public opinion.

The results of the study allow us to conclude that the responsibility that falls on modern institutions of mass communication in covering this problem has grown significantly in recent years and has gone beyond the theory of social responsibility, developing into institutional and state responsibility. Because today terrorism is not only, and not so much an instrument of political struggle, but a social phenom-

enon, a way of manipulating public opinion, which has departed from the purely instrumental component of achieving the goal and has acquired a wide international scale, which has become one of the pressing global problems of the world.

To a large extent, this was facilitated by modern information systems, which have the ability to root disturbing information in the minds of a mass audience. In turn, such information can unwittingly serve as a means of enhancing the importance of terrorism as a way of influencing society. The information revolution, which peaked in the second half of the 20th century, has an impact on all areas of the global. Information technology has fundamentally changed the way people live in all aspects of everyday life. One of the consequences of this society is its openness, as well as the availability of information. Without the help of the media, terrorist rhetoric will only affect people in the immediate vicinity of terrorist violence. It is with the assistance of the media that terrorism reaches a much wider, global audience. The problem of determining the role and place of the media in the fight against terrorism requires the participation of editors and journalists, as well as lawyers, in the end, the whole society, which is now becoming a collective hostage in the hands of terrorists.

Literature review. Domestic scientists in their works addressed the issues of interaction between society and the media, the problems of the formation of media systems: Abzhanov K., Barlybaeva S., Beisenkulov A., Ishekenova B., Dudinova E., [Abzhanov K., 2016, Barlybaeva S. Kh., 2017, Beisenkulov A., 2015, Ishekenova B., 2019, Dudinova E., 2018], to the issues of formation and development of the information society: works of Madiyarova B., Ibraeva G., Ileuova G. [Ileuova G., 2015, Ibraeva G., 2000, Madiyarova B., 2015], to the problems and issues of national security in the context of countering terrorism: Shalabaev Zh.A., Nysanbaev A.N., Tazhin M.M., Nurmukhamedov B.Zh., Laumulin M. [Shalabaev Zh., 2010, Nysanbaev A., 1999, Tazhin M., 2000, Nurmukhamedov B., 2002, Laumulin M., 2019], foundations of the interaction of media and terrorism in their works Tokkozhin K.B., Reshetnyak A. [Tokkozhin K., 2015, Reshetnyak A., 2016], foreign researchers Bazarkina D.Yu. [Bazarkina D., 2013], Vglinsky B., Mike-Rostek D., Bennet D., Atran S. [Vglinsky B., 2013, Mike-Rostek D., 2012, Bennet D., 2013, Atran S., 2016] etc. Fundamental research of a methodological nature on the issues of constructing reality and the role of communicative strategies in this, including taking into account political and social realities, was carried out by such researchers at one time, such a Berger P. and Luckman T. "Social

construction of reality» [Berger P., Luckman T., 1966], Brzezinski Z. "The Great Chessboard" [Brzezinski Z., 1998], issues of interaction between the media and political power, globalization and terrorism were raised in their works Robinson P., Viktyuk V.V., Dunne T., Bocharnikov I., Abdurakhmanov S. [Robinson P., 2000, Viktyuk V., 2015, T. Dunne, 2016, I. Bocharnikov, 2018, Abdurakhmanov S, 2008]. It should be noted that the phenomenon of terrorism is also considered by modern scholars both from the point of view of international law, public administration, legal validity, and in the context of the spiritual and moral development of modern society, ethno-political issues and religious issues. The questions of methods of analysis of general and specific international crimes, the criteria for their assessment are discussed. At the same time, there are not so many works dealing directly with issues that would reveal the main criteria for the interaction of media and international terrorism, especially in the context of popular forms of communication.

Results and discussion.

The information space is kind of manageable. This consists in generating their own flows of information that hold the attention of mass consciousness on the necessary objects. The change of state monopoly to information or active expansion can lead to the active generation of their own information product, which is imposing its version of what has happened on society, which can be very beneficial for terrorist organizations.

This question can be posed and considered in two ways. Ignoring society in determining the legitimacy of political activity, as well as the persecution of opposition parties and opinions, the emergence of conflicts on the basis of various kinds of values, social stratification and tension in society can become aggravated terrorism. This is a confirmation of the essence of terrorism in terms of socio-economic and political contradictions. And historical tendencies of merging terrorism with political power, ethnic groups, with terrorist structures and extremist forces may also appear. (Abdurakhmanov S. SH., 2008) Further research should analyze the interconnections of the conceptual series "radicalism" – "extremism" – "terrorism".

The first differs from the second in the same way that the concepts of ideology and strategy differ from the concept of practical activity. In other words, the way of thinking and ideas go into the realization of ideas, thus radicalism is associated with extremism, and terrorism becomes an extreme form, as a manifestation of extremism in the format

of armed violence. At the same time, the concept of extremism is interpreted more broadly than the concept of terrorism. Extremism includes both violent and non-violent methods. And these methods, of course, are related to political goals. The difference also lies in the fact that organizations and groups of an extremist nature can exist quite legally and can openly express their views. Terrorist groups operate primarily from the standpoint of violence and armed conflict, usually operate illegally and are prohibited by law. [Danilov S. Yu., 2013].

The phenomenon of terrorism itself is quite ambiguous and controversial, even with systemic attempts to determine its definitions. It is necessary to highlight its meaningful features, the study of which can lead to some conclusions that reveal in general the essential characteristics of the manifestation and the impact on their change of modern communications.

As the most important, one can single out the presence of motivation, and first of all, political motivation. Since all other criminal acts, even if they are similar in nature to a terrorist act, but do not carry a social impact of widespread use, and are more directly related to legal law, to the violation of domestic law, they are more terror as such are not. (Grachev, S. I., 2019)

In addition, the example of terrorists who become suicides, shahids are clear example of how a certain goal, which they consider great and main, subjugates all other goals, including a life. This process is often seen as a sacrifice of one's own life for the sake of a high goal. And society is imbued with this sacrificial idea. Psychologically, this allows you to look at such behavior with a high score. And for religious followers and fanatics, this commitment to sacrifice is also explained by the fact that they not only are convinced that they are right, but also expect a reward for their sacrifice after their death. Atran, Skott. In addition, it also happens, such people believe that they are not afraid of death. Religious fanaticism leads them to believe that some higher powers will protect them during the terrorist act. Such faith, combined with ideological principles inspired by ideological work, creates a certain working complex for a variety of terrorist groups, which determines their active activity. And this is a rather alarming symptom.

The political component also defines the objectives of terrorism is more a struggle for power and theirs boasting, that is also a sign of terrorism. Equally important is the fact that mainly the civilian population suffers, although political killings also remain a way for terrorists to manifest their goals, but they bring less fear directly into public

opinion than when ordinary people suffer. We explain this by the fact that the phenomenon of terrorism has changed in accordance with the specific impact on the government through subjective reasons. (Shalabayev ZH. A., 2010)

Summarizing the various approaches to determining the essence of terrorism, the main emphasis should be made on the following concept is an unlawful act committed by generally dangerous means and directed against the foundations of security and the rule of law, the political system, state structure, territorial integrity, personal rights and freedoms of the civilian population. All this is being done in order to directly or indirectly influence the adoption of any decision in the interests of terrorists. Moreover, there is no doubt that terrorism is, first of all, a form of criminal behavior, since according to the approach under the criminal law, any terrorism is an illegal and criminal act, because constitutes a violation of the law.

In addition, special attention today is attracted by the fact that the target of terrorist acts today is not politicians or significant people, but ordinary citizens and even children. The whole world was shocked by the tragedy in Beslan, when more than three hundred hostages died, more than half of whom were children, for the sake of a higher purpose.

The conduct of the so-called "internal wars" has led to the fact that over time a mechanism has developed for influencing state structures through the most vulnerable points. Previously, it was also a method of pressure on the warring parties to provide ideological and psychological pressure. For terrorism, before its transition to global footing, there was no inherent impact on the government through innocent victims. But the picture has gradually changed, and it is the psychological pressure, when it is much harder to refuse the requirements , because the victims are ordinary citizens of the country, it has become the main one when choosing mechanisms of violent influence. (Abdurakhmanov S. SH., 2008)

There is no doubt that the impact in this case is not expected from the status of the victim, but from their number and psychological perception. From this it follows that from the position of the physical destruction of an objectionable person, modern terrorism has moved to new forms, when the main position is the demoralization of society and the method of intimidation.

A concomitant effect here is that, on a social level, terrorism seeks to turn the public into a mass controlled by a sense of fear and incapable of clear, reasonable actions and constructive solutions to problems. This is fraught with a crisis of spiritual potential and self-determination and self-awareness of society. And brings to the forefront one of the most important signs of terrorism is the deliberate creation of an atmosphere of tension. Antonyan Yu.M., while researching this issue, draws attention to the fact that: "completely different goals can be pursued when attacking government and political figures, law enforcement officers and" ordinary "citizens in the destruction or damage of factories, factories, communications enterprises, transport and other similar actions. But we can speak about terrorism only when the purpose of the act is intimidation, horror. This is the main feature of terrorism, its specificity, which allows us to separate it from related and very similar crimes" (Antonyan Yu. M., 2001)

Taking this statement into account, we can separate the individual or group level and the social level, which automatically leads to an appeal to the specifics of the social factor, moreover in objective quality, when the acting factor forces individuals to act in the interests of terrorists in case of moral rejection of the demands made .

Related to this is another characteristic feature of the essence of modern terrorism. This is his demonstration effect. It can also be called one of the signs of the phenomenon of modern terrorism. A phenomenon closely related to the information component of modern communication structures. There is no significance for spontaneous action. First of all, this effect is explained by a clear calculation of the use of violence to achieve the necessary goals. When not only the blow is aimed at immediate targets, and, accordingly, at those victims who are within the reach of a terrorist act, but also the information is aimed at those who will become a visual witness thanks to the transmitted news and information through communication channels. Thus, the information component also becomes one of the tools of modern terrorism, which defines its specificity as a global component. (Laumulin M., 2019)

In turn, globalization has brought to life a new role for the information component. And practically, the same thing began to happen with any other components, which makes vulnerable any national security contexts to which counteraction against modern threats and risks is related. It should be noted that the country, the most powerful in terms of information, should be prepared for the most powerful attacks on the information infrastructure. Including in the case when information becomes an object of influence as a terrorist weapon.

Attention should also be paid to such a problem as the correlation of the phenomenon of terrorism

with the right to self-determination. The right to independence is an inalienable and respected right of peoples in the struggle for their own sovereignty. But the trend is such that under the auspices of this right, terrorist methods of struggle for it can be justified. This indicates the presence of conflicting social and conceptual statuses within the definition of terrorism. And at the same time, it opens up new problem areas for determining the rapid development and modification of its phenomenon in the modern world. (Bocharnikov I.V.,2018)

In addition, sometimes the question arises of the compatibility of maintaining a relative balance of stability in the struggle not with causes, but with consequences, which is the most possible but incorrect in the actions of political structures. All this also leads to the conclusion that the social base of modern terrorism is strengthened and leads to the conclusion that a comprehensive fight against terrorist manifestations is possible only in the integrated use of political, economic, legal mechanisms to prevent and suppress terrorist activities, with the unconditional priority of legal punitive measures.

Here it is worth focusing on the problem of "information inequality", which is global, especially when it comes to methods of influencing society. (Majka-Rostek D., 2012) "Information inequality" is a problem not only and not so much of individuals, but of entire countries and regions. There is also a problem of ensuring information security. This is also due to a flaw in the regulatory framework in the field of Internet services. With the development of the Internet, there are other problems: the possibility of invasion of privacy, the emergence of electronic commerce and taxation in this area. Many scientists worry that the Internet is leading to a standardization of people›s thinking.

 In the information society, information is widely disseminated, government bodies are actively involved in its dissemination. Information becomes more accessible, operational, it quickly has a big impact on people. (Abzhanov K., 2016) Here there is a fear that the Kazakhstan information market will be filled with low-quality foreign products (audio-visual, telecommunications, computer information). It is necessary to conduct research and clearly study the impact of this information flow on culture, education, and people's lifestyle. This is difficult to do, as the process of globalization puts obstacles in our path. But, nevertheless, this is necessary, because the consequences may be irreversible.

Over the past time, the use of information technology has spread to all spheres of life - professional, political, economic and cultural. Not only the

society in which we live has deeply changed, but also our very behavior. Now, when a huge number of initiatives are being put forward in the technological, political or legislative fields, and discussions of technologies and the consequences of their application sometimes hide real problems, we should not forget about the basic values and principles of democracy.

The technological revolution that is taking place at present should be of benefit, first of all, to the citizens themselves and to facilitate their participation in democratic life. This is one of the main aspects of media management information support. The introduction of digital technologies in the relationship between the state and civil society requires "strengthening human rights" and "making democratic institutions more open" (Bennet D., 2013).

To assert the right to domination at different times, not only communication, psychological stereotypes were used, but also to a greater extent certain ideas that were supposed to seize the minds of citizens and unite them into a single social organism, since without an idea no society can not only flourish but also exist. This dogma is well understood by both the civilized ruling elite and those whose goal is to achieve their own goals.

As we have already discussed above, the terrorist phenomena themselves formed long before the advent of specific means of mass communication. Television and newspapers became the vehicles of the ideas of terrorism precisely as specific means of modernity, and this allows us to say that the media can also be correlated with factors that are prerequisites for the spread of the significance of modern terrorism. The demonstration effect has always been taken into account by terrorist organizations. Here the factor plays the role that the penetration of information flows into national markets is great. Ways of information expansion can be open and latent. Popular publications open their branches, transnational media corporations, media companies are created, broadcasting time is bought for a foreign audience. Thus, the market can be saturated with its own information product. (Dudinova E., Mukhamadiyeva L., 2018) The main difference can be considered that if previously the impact was determined to exert the main pressure on those circles against which they acted, mainly government circles and the fact of intimidation should have been directed precisely against them, today the relationship of modern terrorism with mass communication can be traced very obviously.

This is due to the fact that, as we considered earlier, terrorism in the previous years, at the dawn of

its inception and entry into the international political arena, was narrower and had a specific political character. Today we can say that the meaning of terrorism is becoming more and more "deep", as its results are quickly and quickly delivered through the media to almost every home, to every social group. (Andreyeva, Ye. V., 2011) You can even say that in this regard, the media become a kind of accomplices of terrorists, since they talk about them, show the results of their activities, influence public opinion, reveal their characteristics with the help of vivid images available to the language of modern communication, with the help of audio and video materials. One of the most relevant of them is the dissemination of the idea of terrorism through social networks. A vivid example is the use by ISIL terrorist organization of propaganda recruitment propaganda and the psychological impact on the masses by posting audio, video, written messages on social networks Twitter, Facebook, Instagram, WhatsApp, YouTube. According to scientists, there are currently between 50,000 and 70,000 Twitter accounts supporting ISIL. And each of these entries has an average of 1,000 subscribers. Messages are broadcast daily in 24 languages. Therefore, ISIL gathered sympathizers, using social networks to broadcast their radical ideology. It is also known that ISIL used Al-Hayat Media Center to conduct its information campaign and the English-language magazine «Dabik» was created to attract Western youth.

A society based on democracy implements civil freedom for any social institutions, which include the mass media as well. Available to citizens of a democratic society the wide information field allows them to actively participate in public life and make decisions or come to an agreement as a result of an open discussion held in a communicative space. These properties of democracy allow us to build an open dialogue between the government and society with the help of the mass media, which are able to fully realize their functions and society legally gets its protected right to receive information at the same time. Certainly, do not forget that the mass media are not related either to the forces of state coercion or to the possibilities of economic pressure. Their powers lie in the sphere of ideological influence. But being unofficial, the power of journalism exerts penetrating pressure on all areas of life, and no less strong than economic and political pressure. (Ibrayeva G., 2000)

Socio-political forces, in order to achieve success in their activities at different times marked by history, turned to the mass media, which played an important role in this process. From this gradually emerged the concept of information warfare, as one of the forms of achieving legitimacy in society. The mass media considering all these factors turned to such a concept as a social position. This is one of the most important qualities of the media, on which will depend the choice and the possibilities for the media to influence society. The position taken by one or another influential media, social forces, which it will protect, using its authority on readers, will exert certain pressure on social processes, on the mass audience, and this pressure can be different. In this case, legislative consolidation of the rights to receive and work with information is mandatory, both for the media themselves and for the audience, including from a technical point of view. (Barlybayeva S. KH., 2017) Since information plays an increasing role in society.

State policy acts as a guarantee for journalism of the requirement to implement the information order and information legislation in a democratic society and the adopted norms are binding on both the media and the branches of government. Journalistic activity is based on public policy as an aggregate guide in the implementation of information flows. The main thing is to adhere to the norms of democracy when political power ensures openness, national stability and objective needs, including in the information field.

In Kazakhstan, preliminary printing supervision is prohibited by law. However, democracy may place some prohibitions that are reasonable. The country's constitution clearly regulates information that could be potentially dangerous for the country and state. This includes information that presents extremist or nationalist views, materials that may call for unrest or changes in the state through violence, disclosure of state secrets and statements that can lead to conflicts.

All this is primarily relevant to politics. Control over the work of the media is also present in a democratic state, while remaining within the legislative framework. This is not censorship. This is a dialogue between the media and authorities in the face of preventing destructive and destabilizing information that poses a threat to the country. In addition, it is very important to pay attention to the responsibility of journalism, personal and public, and the relationship of this responsibility with the life of society. Since the ways of manipulating public opinion through the media are very large. While democracies abandoned censorship, social and professional responsibility, ethical standards and moral values came to the fore. In these conditions, material or political interest should fade into the background.

Legislative acts of Kazakhstan strictly regulate issues of the activities of mass communications, speaking about the inadmissibility of using the media for purposes that can be considered terrorist. These fully include the enumeration of the characteristics adopted in the media law of Kazakhstan on the Press and Other Mass Media. "Call for the violent overthrow or change of the existing constitutional system, violation of the sovereignty and territorial integrity of the state, propaganda of war, violence and cruelty, to incite national, ethnic, racial, social, religious hatred, propaganda of national or estate exclusivity and intolerance" (Nurmukhamedov B.Z., 2002)

The interaction and use of the media by terrorists is also indicated in the Law of the Republic of Kazakhstan dated July 13, 1999 №. 416-I "On Countering Terrorism" (as amended on December 28, 2016) (Zakon Respubliki Kazakhstan ot 13 iyulya 1999) and in the Law of the Republic of Kazakhstan dated 03.11.2014 N 244-V 3PK "On Amendments and Additions to Some Legislative Acts of the Republic of Kazakhstan on Countering Extremism and Terrorism" (Zakon Respubliki Kazakhstan ot 03.11.2014).

It can be fully said that the information aspect has long become an element of modern terrorism. The fact that the terrorist act itself is fully covered in the media can give it one or another interpretation and sometimes adds to the actions of terrorists more sense and opportunity to convey their message to the masses. In our opinion, one can even say that the communication interpretation can to some extent affect the enhancement of the effect, the specifics of the reaction of the population, it can even set the tone for this reaction. Sometimes a submission to the media can neutralize the contextual component (Robinson P., 2000), and this in turn can lead to the fact that a translucent veil of a different opinion or event, as it were, is thrown on the terrorist act, which distracts from the tragedy that actually happened. A vivid example is the terrorist act that occurred in Turkey and as a result of which the ambassador of Russia Andrei Karlov died.

Daily Mail is a British newspaper gave a headline that caused a wave of outrage among Internet users: "A stylishly dressed man in a suit and tie shot dead the Russian ambassador». Readers on Twitter, reproaching the online publication for tactlessness and disrespect for the victim of a terrorist act, left negative comments. For example, the act of terrorism that occurred in 2016 in Aktobe generated a lot of informational noise in the media space. The problem, first of all, arose due to the lack of official information about the events from the state bodies of the Republic of Kazakhstan. On July 18, 2016 an armed extremist attack by an R. Kulekbaev to the Almaly district Department of Internal Affairs of Almaty covered tendentiously. The relaying of information by journalists through the eyes of eyewitnesses led to an increase in accusations against law enforcement and special services. In the information field there was a huge amount of negative content and comments, which both reasonably and unreasonably discredited representatives of the state apparatus. In the face of a terrorist threat, the submission of this kind of information can lead to riots.

From our point of view, when referring to the impact on the audience, especially in the audiovisual media, when covering terrorist acts, it is necessary to adhere to the following indicators :

1. Information on the initial submission of terrorist events should not only be verified, comprehensive and sufficiently official. It should involve an audience in its structure from the point of view of rational perception and rational, adapted reaction to the event from the standpoint of spiritual and moral values.

2. The decrease in sensationalism will allow the audience to more adequately assess the true meaning of what happened, without being distracted by the communication techniques of attracting attention, which have recently become the specifics of the work of online publications

3. The naturally occurring feeling of fear, feelings must be mitigated with the help of a special policy of the editorial staff of the publication, where possible articles and media appearances aimed at creating a positive atmosphere should be spelled out, even though the message about the attack causes the audience to oppose emotions. To do this, in the arsenal of journalists there are various methods of communication techniques.

4. It is necessary, along with reporting on a terrorist act, to provide information on methods for ensuring national security. Internet media, which have the ability to work with hyperlinks in the text and the necessary hashtags by which you can transfer the audience to websites or news on issues of ensuring national security, should also resort to this technique .

However, we will make a reservation right away that national security should not depend on the ability to exert pressure on the media, but on government policy to ensure that the Media Law is not only clearly structured, but also works, while guaranteeing journalists freedom words as the basis of infor-

mation law and as one of the most significant rights of the media.

In general, any imperfection of the "Media Law", the general nature of the provisions allows interested parties to find the possibility of loopholes for abuse, non-compliance with the provisions and the use of the judicial mechanism against the media for their own purposes. The law must safeguard freedom of the press and eradicate all restrictions. True, with responsibility for compliance with the Constitution. Of particular importance is freedom from all obligations, except for the obligation to respect public interests.

Of course, in this regard, the media are obliged to support not only the mass audience, but also the government and law enforcement agencies, providing the necessary information and adhering to the rules outlined by us. The formation of a negative image of a terrorist, rather than romanticization and, to some extent, by leveling the act itself through distraction, should be the prerogative of any publications, including traditional and new media. The primary duty of the state is to protect the safety of its citizens, including through the use of force. (Tokkozhin K.B., 2015) If a citizen commits a terrorist attack, he becomes a terrorist regardless of the religious, ethnic or political motives that drive him. That is how public opinion and the media in the West relate to "their" terrorists. In most cases, the rule is when it is impossible to find "romanticized" details from the life of terrorists, their biographies, photographs, etc. in the media . Any open information about them is extremely stingy and dosed by special services. (Vfglinski B., 2013)

In addition, in this regard, it is necessary to adhere to ethical standards in relation to another state if the attack occurred on their side, but also be prepared to defend their opinion if the media has moral and ethical rights to this. After the explosion in the metro in St. Petersburg, the Russian ambassador voiced his bewilderment at the heading in the «Delovaya Nedelya» newspaper in Kazakhstan.
As far as it is known, this fact remained not discussed and did not cause any responses, including on social networks. But, nevertheless, it can serve as an example of the fact that the media, even staying away from the direct act, can have indirect involvement in it, and can be responsible for their actions in the context of relations between different countries.

Terrorism and international terrorism as crimes and criminal phenomena, as part of organized crime, threaten to become serious obstacles to solving national, regional and world problems in the 21st century. (Reshetnyak A.V., 2016) The study showed that control of terrorism is a scientific and official under-standing of these acts, the definition of the forces and circumstances that give rise to them, as well as the adoption of political, legal and other measures to prevent and suppress terrorist activities. The causes of terrorism and crimes of a terrorist nature are manifold and diverse. This necessitates the classification of these causes, both by nature and by the mechanism of influence on the corresponding manifestations of various social phenomena. Many causes of this phenomenon have long been obvious. The modern global human situation is compounded by the growth in the world of socio-economic and inter-civilization contradictions.

The national security of such cases becomes the object of a clear threat Especially, in such conditions when terrorism assumes an international character and becomes a transnational phenomenon. (Tazhin M.M., 2000). In such circumstances, the international community needs to join forces, to keep abreast of events in order to assess what is most legitimately and fairly. The use of any sanctions, especially with regard to the use of force, often needs to be justified in the face of the world community and world public opinion. At the same time, domestic opinion should also have sufficient weight. For example, very often at the world level they listen to non-governmental organizations and foundations, which within their state are few people interested in or few have heard about their activities. (Grachev, S. I., 2019)

It is very important that the government and state authorities pay enough attention to issues of mental and moral education, the ideological impact on the internal and external parameters of the individual's worldview, based on democratic values. This question leads us to the fact that the problems of research can move from subjective relations to the subject of the object and the study of its characteristics. One of which is the issue of overcoming global challenges and threats. Which in turn lead to a review of the subject of research from the point of view of those transformations that are taking place on a global scale.

The same transformations, taking into account that crises and challenges in the world are becoming more global, more clearly highlight the picture of transnational problems and threats. Since the larger the challenges of the era, the larger the states need transformations at the global level. And social institutions, including the media, which have an additional responsibility, play their role in this. This responsibility is partly due to the fact that such a phenomenon as terrorism has today moved into the category of social, moving away from its straightforward definition of it as purely political. Terrorism today has become more

a way of manipulation, adopting new communication approaches and an information component, backed up by new information technologies. And thanks to this, it is not only expanding its scope, but is becoming an ever deeper global problem.

Modern media and information systems today have many ways and capabilities to provide sustainable information flows to the audience, including disturbing ones. And this contributes to the fact that information about destructive events can have such a stable format of perception. (Bazarkina, D.YU., 2013)

Information of this nature may well become one of the means of enhancing the importance of terrorism as a way of influencing society. The information revolution, which peaked in the second half of the 20th century, affects all areas of the world. Information technology has fundamentally changed the way people live in all aspects of everyday life. One of the consequences of this society is its openness, as well as the availability of information. When people are close to a terrorist act, they basically do not need information that directly tells about it. Since they themselves are witnesses, and excessive rhetoric does not interest them. But another audience receives information precisely thanks to the media. And it is the media in this case that contribute to the fact that information on these topics becomes global. The issue of determining the role and place of the media in the struggle against terrorism requires the participation of editors and journalists, as well as lawyers, in the end, the whole society, which is now becoming a collective hostage in the hands of terrorists. (Dunne T. (2016) Today, for many people, the phenomena inherent in modern society are important. First of all, it is worth highlighting spiritual vastness, the stratification of society and inequality in access to basic material values. A large-scale culture with its own values, sometimes contrasted with the generally accepted.

When it creates a mental or moral vacuum, then it can be filled with other things. In the case of the problem of terrorism, this vacuum may be filled by its ideology. Especially in terms of achieving justice for certain social strata. (Shalabaev Zh.A., 2010)

The more it becomes possible to use these phenomena to change or perceive the audience of information flows, the more this perception will change and take its place in the information consciousness of a mass audience.

The development of the perception of terrorism often goes from the phenomenon of tactics of current events to the phenomenon of psychology and moral perception, which can turn into political settings. Manipulative techniques turn into a discharge

of pressure to assess the events that are occurring. This primarily concerns the views of the younger generation. The study of this issue reveals, in our opinion, a problem related to spiritual and moral education and civic position, which may become less noticeable against the background of manipulative technologies, which include a decrease in the importance of social responsibility.

The presence of firm positions in worldview and life values allows us to build a serious barrier to destructive behavior that goes beyond the real picture of the world and does not replace it with a virtual one. Since such a substitution often serves as the basis for creating such a picture of the world where the ideas of terrorism do not already seem destructive or dangerous.

The ideas of terrorism can lose their position if ideas of civic self-awareness, ideas of responsibility to society, ideas of upbringing, bearing spiritual and moral potential, get in their way. This is all the more important when the methods of information exposure are becoming more extensive and diverse, using different styles and different channels for promoting and transmitting information. (Beysenkulov A., 2015) At the same time, the specificity and methods of transmitting information, reinforcing the force of impact on the audience, become in this case. At the same time, one should not lose sight of the moment that the basis of this effect is based on the ability to create different perceptual effects, both negative and positive.

An appeal to emotions, a vivid moment of perception, maximalism inherent in the young generation and a lack of understanding of social responsibility in the absence of the necessary foundations of social and spiritual education, can make a host of hostages of political forces that have chosen terrorism as their method of action. One of the ways to solve this problem, undoubtedly, should be an adequate audience perception of the doctrine of anti-terror, and a new development of a free personality in a sovereign state, the adoption of a worldview based on strong moral principles, value traditions and spiritual wealth of a person.

Conclusion

In general, if we start from the headlines and the specifics of coverage of terrorist acts in various countries, we can still conclude that the main idea in the media is an attack against civilization and human rights. This is exactly how journalists reacted to the terrorist attack in France when on January 7, 2015, as a result of an attack on the editorial of-

fice of the French magazine Charlie Hebdo, which killed 12 people. The opinions of Internet users were divided in this case because the journalists of this publication initially positioned themselves as active opponents of the ideas of Islam. Emphasizing that they had in mind radical Islam, editorial staff nevertheless, according to some users, went beyond the ethical framework, which served as some catalyst for such a brutal attack.

It is necessary to seriously consider the relationship between the media and terrorists through the proposed prism of a certain symbiosis, which includes four modes of such relationships:

1. The complete indifference of terrorists to the possibility of realizing propaganda issues through communication

2. Partial indifference when terrorists do not expect large-scale coverage

3. Using terrorist means of communication to make their threats accessible to the general public

4. Critical relationships, when communication channels are considered as objects to be destroyed.

Considering the foregoing, we can conclude that there is a certain relationship and certain goals of the interaction of communication channels and terrorist entities, which can be defined as one of the factors in the development of modern terrorism. In our opinion, the following criteria should be attributed to this relationship and goals:

1. Using publicity

2. Unregulated freedom of speech, meaning regulation in the context of democratic regulation and social responsibility, can lead to the use of manipulative technologies in the work of communication channels with public opinion.

The main goals in this case, in our opinion, are the goals of using mass communication while propagating fear in target groups, propagating supposedly legal actions caused by a liberation, revolutionary or social movement, leveling the activities of the state or security forces, and ideological inspiration for further struggle. This is fraught with the widespread dissemination of the ideas of terrorism through the creation of sympathetic groups of the population, whose guidelines can be adapted to the standards necessary for terrorists by emphasizing the theme of righteousness and justice of their cause.

The emergence of terrorism in its modern form could not have happened without the advent of the media and some types of weapons. As for the historical situation itself, for the phenomenon of terrorism to appear in public life, it must accumulate a certain level of rather acute social problems. The combination of prerequisites creates a kind of field for the actions of various social forces. Against this background, a struggle is unfolding for the conquest and expansion of the "circle of sympathizers" The social forces that lead the struggle have different activities and belong to different segments of social consciousness, which inevitably can provoke a conflict.

The communication phenomenon. The main idea is that h is the impact on the psychology and behavior of people, which has the threat of terrorism is a collective communication between terrorists and their potential audience. Terrorists in this model are considered as senders of a certain "collective message", a terrorist act in itself is regarded as a message, and the potential audience is considered as collective recipients (characteristics inherent in the audience, such as race, religion, nationality, are partly an explanation of the purpose of terrorist acts) . As in the communication model of terrorism, all subjects and elements of two-way communication are present here, including the process of interpreting the message, which can be rational and irrational depending on the cultural, social, and other context.

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