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## FREEDOM OF SPEECH AND INFORMATION HYGIENE ARE THE MOST BASIC CRITERIA OF DEMOCRACY

The place and activity of freedom of speech in the formation of public relations, factors affecting it, legal issues of freedom of speech are topical issues of journalism. In journalism, the phenomena of influence on social development through the ways of presenting information are also important. The protection and realization of human rights, ensuring through the mass media are related to the openness of information. Its core is the freedom of the fourth power, freedom of speech.

The purpose of the article is to consider a scientifically based definition of freedom of speech, to determine the need for freedom of speech in the development of society, activities in ensuring constitutional and other human rights, to show the factors affecting the implementation of freedom of information, to analyze the ways of transmitting information, to prove the activity of information hygiene, the correct use of information as a criterion of a democratic society.

The scientific and practical value of the research work consists in the fact that a scientific conclusion is made about the concepts of freedom of speech, freedom of information, ways of transmitting information, information hygiene, and their activity in changing social relations is proved. The article gives an idea that the communication language is used when transmitting information and all its functional activities are used.

It is proved that the main result of a scientific article is the meaning of freedom of speech, the most important means of journalism is the provision of information. The types and methods of information transmission are analyzed. Thus, the correctness of the open transmission of information, compliance with information hygiene when transmitting information was demonstrated. In the conclusion of the research work, it is concluded that freedom of speech is the key to the impartial transmission of information.

**Key words:** freedom of speech, information flow, information transfer, information hygiene, psycholinguistic expression, media space, journalism instrument.

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### Сөз бостандығы мен ақпараттық гигиена – демократияның ең басты критерийі

Сөз бостандығының қоғамдық қарым-қатынастарды қалыптастырудағы орны мен қызметі, оған әсер етуші факторлар, сөз бостандығының құқықтық мәселелері журналистика саласындағы өзекті мәселелерге жатады. Журналистикада ақпаратты ұсынудың тәсілдері арқылы қоғамдық дамуға әсер ету құбылыстары да маңызды. Адам құқықтарының қорғалуы мен іске асырылуы, бұқаралық ақпарат құралдары арқылы қамтамасыз етілуі ақпараттың ашықтығымен байланысты. Оның өзегі – төртінші биліктің бостандығы, сөз бостандығы.

Мақаланың мақсаты – сөз бостандығының ғылыми негізделген анықтамасын қарастырып, сөз бостандығының қоғам дамуындағы қажеттілігін, адамның конституциялық және өзге де құқықтарын қамтамасыз етудегі қызметін айқындау, ақпарат бостандығының іске асырылуына әсер етуші факторларды көрсету, ақпаратты жеткізу тәсілдеріне талдау жасап, ақпараттық гигиенаның, ақпаратты дұрыс қолданудың демократиялық қоғамның критерийі ретіндегі қызметін дәлелдеу.

Зерттеу жұмысының ғылыми және практикалық құндылығына сөз бостандығы, ақпарат бостандығы, ақпарат беру тәсілдері, ақпараттық гигиена ұғымдары туралы ғылыми тұжырым жасалып, олардың қоғамдық қарым-қатынастарды өзгертудегі қызметі дәлелденеді. Мақалада ақпарат беруде коммуникация тілі қолданылып, оның барлық функционалдық қызметтері пайдаланылатыны туралы түсінік беріледі.

Тақырыпты талдау барысында сипаттау, бақылау және салыстыру сияқты эмпирикалық тәсілдермен қатар, шетелдік ғалымдардың еңбектеріндегі тұжырымдарға негізделген теориялық әдістер қолданылды.

Ғылыми мақаланың басты нәтижесі – сөз бостандығының өзектілігі, ақпарат берудің журналистиканың маңызды құралы болып саналатыны дәлелденген. Ақпарат берудің түрлері мен тәсілдері талданады. Осылайша, дерек пен дәйекті бүкпесіз, дәл жеткізудің қажеттілігі, ақпараттық гигиенаны сақтаудың дұрыстығы көрсетілді. Зерттеу жұмысының қорытындысында сөз бостандығы ақпаратты бүкпесіз жеткізудің кепілі деген тұжырым жасалады.

**Түйін сөздер:** сөз бостандығы, ақпарат ағыны, ақпараттың берілуі, ақпараттық гигиена, психолингвистикалық көрініс, медиакөңістік, журналистік құрал.

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### **Свобода слова и информационная гигиена – основные критерии демократии**

Место и роль права на свободу слова в формировании общественных отношений, факторы, влияющие на нее, являются актуальными вопросами журналистики. В журналистике также важны явления, воздействующие на общественное развитие через способы предоставления информации. Защита и реализация прав человека, их обеспечение через средства массовой информации связаны с открытостью информации.

Цель статьи – рассмотреть научно обоснованное определение свободы слова, определить необходимость свободы слова в развитии общества, деятельности в обеспечении конституционных и иных прав человека, показать факторы, влияющие на реализацию свободы информации, проанализировать способы передачи информации, роль информационной гигиены, правильного использования информации как критерия демократического общества.

Научная и практическая ценность исследовательской работы состоит в том, что делается научный вывод о понятиях свободы слова, свободы информации, способах передачи информации, информационной гигиены, доказываются их правомочность в изменении общественных отношений. В статье исследуются особенности коммуникативных технологий передачи информации.

В ходе анализа темы, наряду с такими эмпирическими подходами, как описание, наблюдение и сравнение, использовались теоретические методы, основанные на выводах в трудах зарубежных ученых.

Доказано, что главным результатом научной статьи является исследование значения свободы слова в современных условиях, а также коммуникативной функции журналистики – предоставления информации. Анализируются виды и способы передачи информации. Таким образом, была продемонстрирована корректность открытой передачи информации, соблюдения информационной гигиены при передаче информации. В заключении исследовательской работы делается вывод о том, что свобода слова – залог беспристрастной передачи информации.

**Ключевые слова:** свобода слова, поток информации, передача информации, информационная гигиена, психолингвистическое выражение, медиaprостранство, инструмент журналистики.

### **Introduction**

Freedom of thought, opinion, conclusion, suggestion, idea arises from the search for solutions to problems or the desire to develop. This phenomenon in society is reflected in freedom of speech, freedom of speech in the protection of human rights, the freedom of the media to express those thoughts and opinions, and contributes to the creation of a decent living environment. Such freedom of thought, freedom of speech, and freedom of the media has always been a topical issue in politics and journalism. Freedom of speech can be

used as a tool to convey information in journalism. The methods of providing information, the types experienced by public pharmacy, require self-study.

Taking into account the situational, psychological, strategic features of information delivery, the methods of collecting, enumerating, listing and generalizing data are realized through the rational and correct use of linguistic units. The transfer, exercise, protection and provision of constitutional rights are also reflected at the information level, in the form of materials and data in the media. As media technology has evolved, so has the form of information delivery. The development

of information flows in the field of human rights and democracy also requires the identification of features, obstacles, factors in its transmission, organization. In this regard, the main focus was on the factors and phenomena that contributed to the formation of freedom of speech, trends in the development of the information space, methods of providing information and its role in society.

### Materials and scientific approaches

The article analyzes materials from more than 30 sources and selects them based on the author's analysis. Based on these materials, the selected and analyzed data were used to draw conclusions. Foreign scientists have studied the methods of freedom of information and its role in legal support, the features of freedom of speech and incidents, information hygiene. All the main hypotheses in the scientific work of foreign scientists such as A.Eryomin (2020), A.B. Ektumaev (2011), Yvonne M.Burns (1997), B. Bagdikian (2004), D. Hallin & P. Mancini (2004), S. Heyman (2008), J. Keane (2013), M. Kramer (2007), J.A. Rosen (2013), M. Schudson (2001), Yu.M Baturin & M.A. Fedotov (2012), R.A. Isaev & A.Yu. Borenov (2015), V.P. Kirilenko & G.V Alekseev (2018a; 2018b; 2018c), V.N. Kudryavtsev (2019), A.A. Smolyakov (2018), P. Sztompka (1999), Ch. Taylor (2004) it was determined that it cannot be used in the context of Kazakhstani society.

Freedom of speech is a tool for shaping public opinion and ensuring the protection and implementation of human rights. Freedom of speech ensures freedom of information and leads to the following factors:

1. Forms the flow of information and promotes public opinion;
2. Becomes an invisible force of social development;
3. Ensures the implementation of human rights;
4. Assembles as a collection of data and seeks to use linguistic methods of information transmission.

In this regard, the analysis of the works lists the types of constitutional rights protected by freedom of information. Based on the historical data related to freedom of speech, the results of the analysis of the various functions of the media, journalism in general in society were confirmed. In the course of the research, the methods of collecting, analyzing, describing, narrating, summarizing, drawing conclusions were used, and conclusions based on the achievement of effective theoretical and practical results were made.

### Literature review

During the development of the article, the author worked on 34 scientific works, including 2 in Kazakh, 19 in English, 11 in Russian, 1 "Russian-Kazakh legal explanatory dictionary".

The works of well-known foreign authors, such as Banda, Burgess and Macovei, who studied freedom of speech, freedom of expression, its topical issues, were used in the work with the scientific article (Banda, 2009; Burgess, 2010; Macovei, 2004).

The author has analyzed the necessary, basic literature on the topic, correctly selected the necessary scientific and analytical materials, works.

The literature used was the basis for the author's analysis, conclusions and scientific conclusions.

### Main part. Thoughtful

If there is no freedom of the microphone in society, then human morality will weaken and civic identity will be obscured. Therefore, the political freedoms and rights of the individual are constitutionally regulated and form the basis of democratic values. The press, elections, peaceful demonstrations, the adoption of laws on political parties, their amendments and additions have always been a trending topic for voters, causing great interest and debate. Today's new media, the era of communicative activity, is increasing the potential of radical groups that abuse freedom of speech and call for a compromise in the country to address the country's problems on the street. This trend has spread not only in the former Soviet Union, but also in other parts of the world, where communication has become easier.

«There is a theory of 'free flow of information' in relation to the media around the world,» he said. The essence of this principle is as follows: "Anyone living on earth should be aware of world information. He is the owner of the world. Therefore, there should be no boundaries in the information disseminated to humans. «He doesn't know the border.» That's right. But do all countries have the same ability to disseminate that information? Take, for example, the situation with the United States and Afghanistan in the dissemination of information» (Omashev, 2020). True, the scales are not equal. It is clear that the dominance of the superpowers in the global media space, which is gaining political hegemony, will suffocate developing countries.

Freedom of speech is the free expression of one's thoughts and ideas. It consists of several structural elements:

1. Be able to publicly express and disseminate their views and positions on a particular socio-political event within the law.

2. To have the right to open and use media resources in the press and other alternative media, which are not subject to any censorship.

3. Awareness of the availability of any sources in the public interest and the interests of citizens.

A just society based on democratic principles pays special attention to the political freedom and economic independence of its citizens, the growth of their social status and legal protection. In civilized countries where the rule of law prevails, man is the main capital, and his life becomes the main value. In all social-democratic states, such criteria have become the constitutional norm. That is, every citizen:

- work, rest and health;
- secondary and higher education;
- not to work more than 41 (in some cases – 48) hours a week;
- Remuneration for exemplary work and outstanding achievements;
- retirement and financial security;
- housing, legal protection of property;
- access to justice in criminal defamation and disputes;
- Confidentiality of himself and his family, personal correspondence, telephone conversations, etc. not to disclose the contents of the facts to another person;
- election and election to central and local authorities;
- creation of organizations, alliances, socialization with citizens who share common ideas and goals;
- participation in popular referendums;
- have the right to make peaceful proposals and express their views to the authorities.

Also, do not tell anyone:

- national and racial discrimination;
- discrimination on the basis of religious beliefs;
- no more than 72 hours of imprisonment without a court order.

Freedom of speech is one of the basic political and civil rights of a citizen, which is an integral part of the most general right, called «Freedom of Information». It is expressed in the form of the opportunity to express their views (opinions) in public (orally, in writing, using the media). Legislation and judicial practice in democracies have developed a system of restrictions on freedom of expression in order to prevent abuse. In particular,

in many countries around the world, freedom of speech is used as a tool to overthrow the rule of law, to divulge state secrets, to incite crime, to stop national, racial, religious and other conflicts, to insult and slander others, to attack public morals and ethics. prohibited as use. The scope of these lists can be significantly expanded during the operation of the emergency regime»(Russian-Kazakh legal dictionary, 2008).

Monica Macovei, in her Guide to the Implementation of Article 10 of the European Convention on Human Rights, emphasizes the importance of freedom of speech, especially for the authorities. In general, freedom of political debate is at the heart of the concept of a democratic society, which prevails throughout the Convention. (Macovei, 2004).

However, it would be a mistake to say that the totalitarian regime has stifled freedom of speech and renounced free thought and electoral technology on paper. The basic principles and basic principles of a democratic society, which we have listed above, are also reflected in the 1977 Constitution of the USSR. Article 52 of the General Document, adopted by a system that promotes atheist ideology, recognizes that «religion is opium» and states: “Incitement to hatred and enmity based on religious beliefs is prohibited” (USSR Constitution, 1977a). Or in article 50: “In the interests of the people, in order to strengthen and develop the socialist system, the citizens of the USSR are guaranteed freedom of speech, press, participation in meetings, rallies, street demonstrations and demonstrations. In order to exercise this political freedom, workers and their organizations shall be provided with public buildings, streets and squares, and shall have access to the press, television and radio for the dissemination of information” (USSR Constitution, 1977b, ???). And when you read Article 72, “Every Allied Republic reserves the right to freely secede from the USSR,” you can’t help but be amazed (USSR Constitution, 1977c).

There is no false history, only false historians. We cannot say that yesterday’s Kremlin ideologues were faithful to the humane direction and liberal position in the main legal document that they sealed and wrote. In an environment where the press is blocked and tightened, journalists themselves are subject to internal censorship, let alone official institutions. Neglected behavior clings to, looks around with caution, fear, and the psychology of subordination ends. The activity of the media decreases, on the contrary, the prestige of fiction increases. After all, there was a great opportunity to cover up, hide,

wrap the image, present it in an allegorical, allegorical way. The truth of the work, which is wrapped in an image and covered with a background, is not easy to see. For example, the epic “The Way of Abay”, the trilogy “Nomads” or the dilogy “Alasapyran” The story of Naiman-Ana in the novel “A Day Longer Than a Century” masterfully exposes the policy of mangling in the colonial country. Therefore, in a strong state system of censorship, the social content of fiction deepens and the journalistic nature intensifies.

Without highlighting the main functions and features of the language of communication, our understanding of freedom of speech will not be complete. In general, language is a system of phonetic, lexical, grammatical units, a means of communication through which people express each other’s thoughts, desires, goals and feelings. Its main functions are constructiveness (thought formation), communicativeness (information exchange), emotionality (direct emotional reaction to a situation) and the power to influence the addressee (business partner). The language of mass communication is not a special language, but a special area of use of literary language. Mass media – newspapers, magazines, television, radio, the Internet – not only informs us about events in society, but also tries to change our views and opinions.

Trying to distinguish between freedom of speech and freedom of information, the Russian scientist Ektumayev A.B. explains that the main feature of freedom of information is the correct delivery of information through communication (Ektumayev, 2011).

Stylistically painted, editorially differentiated culture of speech and writing is directly related to the social status, education, age, profession of the individual. When we speak, we convey not only conceptual content, but also emotions. Unfortunately, “... the anthropogenic nature of modern media, the emergence of new trends on the Internet, the sharp increase in the number of content creators disrupts the language and style of communication and reduces its quality” (Ashirbaev, 2020).

However, the spread of multimedia and graphic information has become an alternative trend, eliminating the dependence of new media publications on the text. Clear and concise hypertext, user-friendly search engine, attractive modern interface of the media has become more readable. It also contributes to the development of democratic processes. However, the main problem of citizen journalism is the lack of information hygiene, inadequate performance of the

reactive function. Because, “... not every number, information, information, material title that a journalist gets is a fact. Data is verifiable information that reflects the real world. It is also important to distinguish the substantiated information (copies of information, confirmed text of the interview, official links from books or articles, etc.) from the source of the actual information and to distinguish it from speculation” (Shamakaiuly, 2013). In this regard, it is clear that the issue of falsification of information is relevant in today’s media space. In modern journalism, freedom of information should not be confused with distortion. This reduces the cost of journalism, leads to the pollution of information hygiene, and the lack of accurate information. Attractiveness in the media is not a distortion of information.

Moreover, in today’s world, where the flow of information is high and there are many types, it is very important for the public to have accurate information – to maintain information hygiene.

Experts say that the index of freedom of speech in society can be determined by the use of “direct speech” and “indirect speech” in the language of communication. John Bergeless, an American journalist and journalist who has worked for The Washington Post for 28 years, describes the Index of Freedom of Speech, its types, and the criteria that determine it in a book published at the University of Pennsylvania. At the same time, he draws attention to the fact that the freedom of the Internet also plays an important role in the information space, freedom of speech (Burgess, 2010).

Slogans and appeals, which are characteristic of the propaganda and information-advertising function of journalism, are created through this style of “direct speech”. His examples are “Proletarians of all countries, unite!”, “We will fulfill the Five-Year Plan ahead of schedule!”, “We will give a million pounds of grain to the treasury of our homeland!”, “Komsomol Kazakh youth – to the shepherd brigade!” such as slogans and slogans of the socialist standard. How right is it to say that such a style, which supports the policy of state property and collective labor, nurtures the maintenance of public property, instills the spirit of patriotism and glorifies a sense of patriotism, is morally outdated?

Compared to the slogans of the Soviet era, of course, in the modern media, this style of “direct speech” is on the verge of extinction. The reader began to acquire knowledge and critical thinking. Changes in the political situation have allowed journalists to speak the new language fluently. The press and electronic media have become more inde-

pendent and interesting. However, the language of communication has constant features, one of which is language stereotypes. The language of mass media cannot be created without stereotypes: regular words and expressions known to the whole language group: “political system”, “economic structure”, “computer game market”, etc. A new text is created from ready-made “brick” words and phrases such as They are not created just for the convenience of journalists. Such phrases, familiar to all of us, serve as a tool to facilitate communication and unite audiences of different ages.

How people convey information to their minds is affected in different ways. For example, let’s compare two pieces of information about the government’s position:

1. “About a quarter of a million people took part in the demonstration.”

2. “250 thousand people took part in the demonstration.”

The first journalist (an opposition supporter) tried to increase the number of participants by a million, while the second journalist (a supporter of the government) reduced the number to 250,000. In fact, the numbers are the same, but “million” sounds much more to the ear. This method of presenting facts is called the “indirect speech effect.” This allows you to evaluate the facts differently without distorting them, to give the reader a contrasting view of an event. For example, indirect expressions: conditional prices, free prices, price liberalization, price liberalization. Basically, the literal meaning is to raise prices. The indirect effect of speech, according to linguists, is the most effective, because the information is stored in the memory if the reader tries to discover and understand the hidden meaning of the spoken word.

Linguistic allegory can be used to convey opinions, facts, and ideas on political topics, the direct expression of which is considered “rude.” This means that information hygiene also depends on the skill of using language tools. And for a journalist, it is a combination of skills, language skills, the selection and analysis of information, the delivery of the most necessary, the subtlety of political topics.

Pashinyan’s government, dubbed the “child of democracy” in the 30-year-old Nagorno-Karabakh conflict, has shifted from father to son and bowed to the dictatorial Azerbaijani army. How true was Armenia’s democracy to the principles of freedom of speech, which in the first days of the war, despite the depletion of weapons, ammunition and human resources, spread false information and created the

illusion of “pathetic villages”? The importance of information hygiene in the dissemination of information was once again felt, and it even influenced political relations and proved the need for accurate information.

## Conclusion

The structure and structure of the anatomy of power is very complex, which is not easy to diagnose. Democracy is often imitated and the technology of manipulating the minds of the masses is used. It is difficult to find an example in human history of the voluntary surrender of the opposing forces that oppose the triumph of freedom of speech. A system of strong prohibitions, in which personal behavior becomes stuffed, makes it a habit to deal with the author of the article, rather than the problem raised in it. This is the secret of the fact that the church, which is armed with a pen, uses pseudonyms for personal security, and in some cases, “Ezov style.”

Freedom of information, unimpeded flow of information is also an integral part of information hygiene. Delivery of information without subjective opinions, coloring, politicization – leads to mastering the flow of information, the appropriate use of language tools.

The era of the “Fourth Industrial Revolution” is turning journalism into a technogenic direction. The use of automation and artificial intelligence in the workplace has eliminated some professions and increased the number of users of freelance services. Just as the demographic growth of the nation-building indigenous people acquires a special status in the economic, socio-political, cultural and spiritual spheres without any effort, and begins to achieve natural benefits and results, the opportunities of modern media provide freedom of speech and diversity. It is clear that the principles of civil society and their way of life, free from the press and prohibitions in the press, in the near future will hand over to the museum dictatorial, authoritarian systems of government. To consider this as a mere utopia, a scientific hypothesis, a story told with high pathos, only shows the shallowness of knowledge. But in any age and in any formation, the three main functions of journalism – the dissemination of information, its analysis and aesthetic function – remain unchanged. In short, the ideological, propaganda, organizational, educational and media services of the mass media should not be considered unnec-

essary. Although the external form of infomedia has changed, the internal content has not changed much. Therefore, language stereotypes are an important tool of information hygiene.

This demonstrates the importance of the use of information hygiene in the formation of a democratic society, the important function of language stereotypes for this purpose.

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