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CREATIVE SEARCH IN NATIONAL PUBLICATIONS AND FUNCTIONAL PHENOMENA IN NEW MEDIA

The article groups trends in the modern infosphere and analyzes their features. Moreover, the editorial policy of the National Press (“Egemen Qazaqstan”, “Aikyn”, “Qazaq adabietі”) in the industrial and innovative era, information decisions and the importance of social phenomena, events and times from the perspective of the National Worldview are characterized. Today’s increase in cross-cultural integration and the impact of journalistic centers that strive to disseminate high-quality information from anywhere on the creation of a whole world information space obliges us to turn the National information science into new channels in a major flood of news. For this purpose, the research article focused on the peculiarities of mastering the new media sources of the newspapers: “Egemen Qazaqstan”, “Aikyn”, “Qazaq adabietі”, which serve to meet the spiritual needs of a high-quality audience, analyzed the creative search and multicultural abilities of journalists who grew up during the liberation period in the management of spiritual, educational and recreational functions. This step in science will help to establish the proportion of global tolerance and national temperament and define domestic models in the new media age. By classifying creative and technical phenomena in the mass media, journalistic initiatives and audience awareness through comparative methodology, we could identify proposals and new directions. According to the results of the research, projects that expanded our media horizons, such as “Poetry corner”, “Ornek”, “Stadium”, “Lessons on learning dombyra”, “News in the new genre of storytelling “Shorts”, “Photo chronicle”, “Kobyz saryny”, “Tanym” and “Let’s listen Kui”, “Gifts for children”, are in need of scientific evaluation. Of course, as scientific ideas, it is necessary to analyze the functional nature of these publications in conjunction with their actions in the transformation of new media. After all, the social activity of educational functions on the new media platform is always relevant.

Key words: communication, visualization, interface, navigation, artificial intelligence, press, national values.

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Ұлттық басылымдардағы шығармашылық ізденістер орамы мен жаңа медиадағы функционалды құбылыстардың қисыны

Мақалада заманауи инфосферадағы тенденциялар мен трендтер топтастырылып, олардың ерекшеліктері талданады. Сонымен қатар, ұлттық баспасөзіміздің («Егемен Қазақстан», «Айқын», «Қазақ әдебиеті») индустриалды-инновациялық дәуірдегі редакциялық саясаты, ақпараттық шешімдері мен қоғамдық құбылыстарға, болған оқиғалар мен уақыт ажарына ұлттық дүниетаным тұрғысынан мән-маңыз танытуы сипатталады. Бүгінгі мәдениетаралық ықпалдастықтың артуы мен тұтас ғаламның кез келген нүктесінен сапалы ақпарат таратуға ұмтылған журнализм ошақтарының тұтас әлемдік ақпарат кеңістігін құруға әсері – ірі хабар-ошарлық тасқында жаңаша ұлттық ақпараттану ғылымын тың арналарға бұруымызды міндеттейді. Осы мақсатқа орай, зертеу мақаласында сапалы аудиторияның рухани қажеттіліктерін өтеуге қызмет етіп отырған «Егемен Қазақстан», «Айқын», «Қазақ әдебиеті» газеттерінің жаңа медиа қайнарларын игеру ерекшеліктеріне назар аударылып, азаттық кезеңінде өсіп-жетілген журналистердің шығармашылық ізденістері мен рухани-ағартушылық, рекреативтік функцияларды тізгіндеудегі мультимәдени қабілеттері талданды. Ғылым атырабындағы бұл қадамымыз – жаһандық толеранттылық пен ұлттық темпераменттің пропорциясын дәйектеуге және жаңа медиа дәуіріндегі Отандық модельдерді айқындауға көмек берері сөзсіз.

Бұқаралық ақпарат құралдарындағы шығармашылық-техникалық құбылыстарды, журналистік бастамалар мен аудиторияның таным-түсінігін топтау және салыстырмалық әдістеме арқылы

жіктеу арқылы соны ұсыныстар мен жаңа бағыттарды нақты анықтауға мүмкіндік алдық. Зерттеу нәтижесінде анықталған бірқатар ютубхостинг арналарындағы «Поэзия бұрышы», «Өрнек», «Стадион», «Домбыра үйрену сабақтары», «Shorts» жаңа сторителлинг жанрындағы жаңалықтар», «Фотошежіре», «Қобыз сарыны», «Таным» айдарлары мен «Күй тыңдайық», «Балаларға базарлық» секілді медиа шебімізді кеңейткен жобалар ғылыми бағаға мұқтаж. Әлбетте, мақаланың ғылыми идеясы ретінде аталмыш басылымдарымыздың функционалдық сипатын жаңа медиа трансформациясындағы амал-әрекеттерімен бірлікте талдау қажет. Өйткені, жаңа медиа алаңындағы ағартушылық және тәлім-тәрбиелік функциялардың қоғамдық қызметі қашан да өзекті әрі жұтамайтын маңызды мәселе.

Түйін сөздер: коммуникация, визуализация, интерфейс, навигация, жасанды интеллект, баспасөз, ұлттық құндылықтар.

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Творческие поиски в национальных изданиях и функциональные явления в новых медиа

В статье рассматриваются тенденции и тренды в современной инфосфере и анализируются их особенности. Авторы изучили редакционную политику национальной прессы («Егемен Казакстан», «Айкын», «Казак адебиети») в индустриально-инновационную эпоху, информационные решения и важность социальных явлений, событий и времен с точки зрения национального мировоззрения. Усиление межкультурной интеграции и влияние журналистских центров, которые стремятся распространять высококачественную информацию из любой точки мира, на создание единого мирового информационного пространства обязывает нас превратить национальную информационную науку в новые каналы в большом потоке новостей. С этой целью в исследовательской статье основное внимание было уделено особенностям освоения новых медиаисточников газет «Егемен Казакстан», «Айкын», «Казак адебиети», которые служат удовлетворению духовных потребностей аудитории. Анализируются творческий поиск и мультикультурные способности журналистов, сформировавшихся в период создания новых духовных, образовательных и рекреационных функций. Этот шаг в области науки, несомненно, поможет установить соотношение глобальной толерантности и национального темперамента, определить внутренние модели журналистики в новую эпоху СМИ. Классифицируя с помощью сравнительной методологии творческие и технические явления в средствах массовой информации, журналистские инициативы и осведомленность аудитории, мы смогли четко определить эти предложения и новые направления. Согласно результатам исследования, проекты, которые расширили наши медиагоризонты, такие как «Поэзия бұрышы», «Өрнек», «Стадион», «Домбыра үйрену сабақтары», «Shorts» жаңа сторителлинг жанрындағы жаңалықтар», «Фотошежіре», «Қобыз сарыны», «Таным» и «Күй тыңдайық», «Балаларға базарлық» нуждаются в научной оценке. Безусловно, в качестве научных идей необходимо проанализировать функциональный характер этих изданий в сочетании с их действиями по трансформации новых средств массовой информации. Прежде всего, в силу актуальности социальной активности образовательных функций на новых медиаплатформах.

Ключевые слова: коммуникация, визуализация, интерфейс, навигация, искусственный интеллект, пресса, национальные ценности.

Introduction

With the advent of high-speed time, any public sphere has reached a new stage of development, maximizing its capabilities and efficiency. According to it, the system of journalism, which has passed from postmodernism to the “post-post” fold, has also experienced new integration processes. The growth of technological trends in the modern era has directly contributed to the transformation, formation and convergence of journalism into a reformed character. Thanks to this, new methods, digital tools and electronic-virtual values have come to life in the multifaceted delta of journalism,

united by technical goods. In general, the profession of journalism is a dynamic phenomenon that is constantly changing, adaptable, and constantly competing with the industrial process. Therefore, its “digital” appearance, visual “location”, various effects that enhance the cognitive pleasure in the infosphere and contribute to the consolidation of human consciousness, a variety of content, hyper-systems and hypertext media products have been improved.

“Journalism of the twenty-first century, methods of mastering and disposing of quantitative documentary media are becoming a direct and

indirect productive force, a non-standard sphere of the country's economy. Modern space installations, advanced technological models, promising mathematical forecasts, methods of Information Exchange, social projects of future significance are gradually becoming clear, scientifically fixed and absorbed into the public consciousness. Specialists in the field of human and specific disciplines have come to realize that they can benefit in the framework of mass media, in the format of Communication Recognition, in a competitive environment as well as in an image format. Currently, journalism is gaining not only ideological, but also innovative and navigational leadership. This is a clear picture of natural and artificial evolution (Kamzin, 2012). Now, with the help of new media, users can quickly exchange information and easily establish social contacts, as well as improve their technical skills (O'keeffe,

G. S., & Clarke-Pearson, K. (2011)). Hence, media users are able to communicate and bond together no matter where they are in the world (Yavuz, E. (2020)).

There are various arising demands in this globalization era. Everyone is required to have the abilities and skills of the 21st century, which include life and career skills, learning and innovation skills, as well as the skills to understand all information, technology and media (Martini, 2018, Hartawan, 2016). To master the skills to learn and innovate, there are four required competencies, namely creativity, communication, critical thinking and collaboration. The four competencies cannot be separated from language skills (Martini, E. 2018).

In some studies, we have seen journalism as an important form of media and as a social mechanism that delivers daily news to society. In recent years, thanks to the development of high-tech technologies, artificial intelligence and smart "furniture", the tectonics of information has been promoted and recognized by various changes in the face of new media boards. The achievements of IT programming and the creative nature of journalism were combined, and the term "media personality" was born. This phenomenon itself has increased the activity of journalism in response to the needs of social life and contributed to the definition of categories of public life through information dissemination platforms. The modern term "media hero" is a new alternative to the concepts of "Man in the state of nature" by John Locke and "Man of society" by Jean-Jacques Rousseau, who embodied the concept of humanity in the XVIII century, and "Man of society" by Abraham Moles, a well-

known and talented sociologist, author of the work "Sociodynamics". Today's owners of information needs, i.e. "media heroes", who have become even more important conditions than practical experience in the formation of personality and social relations, material potential and consumer processes, have overtaken all human typologies in all directions. In this regard, it would be better to add one definition. It is impossible to determine the whole existence of humanity and the nation by economic nature, and we must not forget the cultural and spiritual needs of the population of the society in which we live. In recent years, it has become clear that holistic human ideas, social groups and individual-civic responses depend on the processes of development of information and communication technologies, digitalization and mediatization. Therefore, social practices, taking into account the factors that make up public life, are spread on the new media platform and reflected on the platforms of dissemination of information. Domestic publications are also distinguished by the successful use of new media branches, so as not to lose their significance, historical relevance, and priority of Information Policy.

Materials and scientific methods

Journalism is a skillful profession that allows you to transform at the stages of innovation and cultural adaptation with skillful, concise and consistent presentation. It is in the modern discourse of public information that the term "new media" revolves around various scientific disputes. For example, the scientist and sociologist Herbert Marshall McLuhan, in his bestselling work "Understanding Media: the Extensions of Man", considers various cultural objects (artifacts) as a means of communication and uses the game as a scientific concept (Marshall McLuhan, 1994).

In translation, the title of the book refers to the relationship between media and means of communication. This is just a piece of summary opinion about the new media argument. Modern cultural phenomena themselves, due to new forms of content on the internet, impose serious obligations on New Media employees, such as blogging, preparing audio and video podcasts, preparing visual content, etc.

Indeed, Askhat Yerkinbay, a lecturer and researcher who monitors the features of the national media space, said: "the internet allows consumers to read text, watch videos, listen to audio, and receive information through images, as well as further develop it. Thus, the development of technology has led to a huge revolution in the development, perception, consumption and dissemination of

information. Previously, the reader was limited only to reading, viewing or listening to information, today the reader not only sees, listens and reads information via the internet, but also adds his opinion, and then informs his friends about it, and even himself becomes a creator of information. In short, we have reached a level where readers can create their own newspapers. In this regard, we can conclude that new media is an internet technology that has opened up such opportunities.”

Literature review

In the process of writing the research article, the main methods of scientific research were not ignored. In order to analyze the activities of domestic publications for the effective use of new media and dissemination of information, the channels of YouTube hosting of publications “Egemen Qazaqstan”, “Aikyn”, “Qazaq adebieti” were analyzed, the categories were evaluated according to the methodology of analysis and synthesis, media technologies were analyzed, and new proposals were made within the framework of the scientific approach. WeVideo, storyboards, Google Drive account, and Facebook (www.facebook.com) accounts were used.

The creative activity and information products of Kazakh-speaking journalists were summarized using elements of general scientific, sociological, cultural and ideological, philosophical and historical research methods, formulated on the basis of international and domestic scientific literature, individual articles and opinions of fundamental scientists. In the scientific circulation of the following years, we would like to highlight such famous authors of literature as Ralph Schroeder (Social Theory after the Internet: Media, Technology, and Globalization), Daniel Miller Elisabetta Costa, Nell Haynes, Tom McDonald, Razvan Nicolescu, Jolynna Sinanan, Juliano Spyer, Shriram Venkatraman, Xinyuan Wang, Cülşah Başar, Joe Cote.

Conducting an analysis of the object of research, as well as studying the information environment, we noticed that the domestic information transition has turned into an electronic zone, a virtual space. Therefore, we need to study the transition of traditional journalistic details to electronic format, changing the tone of information and genre transformation. Leading news agencies and mass media on the internet, news sites of various forms of ownership, and thematic concepts were considered as sources of the article. The main ones were the appearance of the publications “Egemen Qazaqstan”, “Qazaq adebieti”, “Aikyn” in the blogosphere and electronic platforms. Through the analysis of integration, hypertext and Multimedia phenomena in these pub-

lications, we can trace the technologization of domestic journalism and the perception of convergent trends by different types of editorial offices. In other words, we get the opportunity to determine the overlap of media conversion with integration processes.

Convergence (lat. *convergere* “convergence, convergence”) – accordingly, media connectedness is a defining activity in the development of the modern media industry of the last decade, the intersection (unification) of various media platforms: verbal text, photo, audio, video, graphics, etc. (Liu H, 2017). As a result of this process, socially significant types of media, such as “Egemen Qazaqstan”, “Qazaq adebieti”, “Aikyn” have been transferred to a fundamentally new multimedia format, and a complex integration formation has evolved into online electronic publications that fully implement the principles of interaction.

New media technologies, which have become the main part of our daily use, include means of transmitting information through digital technologies, computerized systems or data networks. In the digital category, editable objects or tools can be described as new media (Manovich, 2001). In addition, broadcasting with the widespread use of internet tools specific to the digital category, such as websites or CDs and DVDs, is a characteristic feature of new media tools. It is important to note that the most obvious difference between new mass media and traditional mass media is the ability to use the internet network and the ability to interact with the tools that exist in the digital space (Sheberoglu, 2020)

The processes taking place in journalism and mass media in the media era have significantly changed the structure of the modern information industry, transformed the media system from the very beginning and brought the global media system to a completely different state. A modern media platform, interacting with the Internet, social networks, the blogosphere, advertising and PR, has created a new chain of Information Communication. Thanks to this, it has significantly expanded, actively involving the audience in the creation of informational content. On the basis of this, a number of newspapers and magazines have become a virtual and real channel of information, a convergent type of large mass media structure and editorial office, a broadcasting model, business models, executive services and administrative affairs, a structure with an advertising format and a linguistic, national unity, a focus of values. Assimilation and integration of National Press information on the new media platform “Egemen Qazaqstan”, “Aikyn”, “Qazaq adebieti” is determined by the following categories::

Content criteria (thematic focus, content, headings, special projects);

Design criteria (material visualization, level of decoration, design, interface, navigation);

Digital characteristics (frequency of updating information, site traffic);

Modern requirements for specialists (not only knowledge of the technical language, but also knowledge of the necessary tools and resources for preparing information products).

Many internet technologies differ significantly from traditional media in the way information is transmitted and the possibilities of placement, promotion and distribution of multimedia content. At the heart of this process, the information space of Kazakh journalism is also expanding into the digital media and becoming more visual. The concept of national information on electronic platforms is distinguished by the fact that “it consists not only in the dissemination of operational and high-quality information, but also in the fact that the information product is subjected to a critical virtual filter and presented in a more warm and pleasant way to the artistic knowledge of the audience”. In the future, under the influence of a new media wave that has affected the editorial nature of publications:

How the information society and the social environment will change;

Quality level of the audience;

Methods of obtaining and disseminating information by journalism activities;

Knowledge of the laws of consumer customs and ethics;

The importance of human values;

It is not difficult to assess how the algorithm and mechanisms of information dissemination will change.

Among the main characteristics of New Media, which are widely turning the mass flow of information into its own channel, and growing in technogenic threads, a number of researchers refer to:

hypertext traces;

interactivity;

multimedia norm.

Hypertext – a text that displays links to another text that the reader can immediately access on a computer or other electronic devices (Fredin E. 1997).

The new interactive field of journalism is based on the “web wide world” technology, which forces journalism to abandon only one-way communications, not in words, but in practice, and classify the creations of thousands of new technologies into one field. It includes information

preparation activities with elements of web journalism and includes technical and creative activities (Deuze M., 2001).

When describing the beauty of multimedia journalism, it should not be understood as a collection of texts containing only infographics. A multimedia journalist chooses several formats in which one idea is revealed to tell a single story. Even if a separate media format is chosen for each part of the text, then the reader will look at the face of the message and get the maximum informational effect from it (Kretov B. E., 2000).

In the era of the “media age”, when fate-life has already entered our door, national publications have moved to describe socio-political phenomena, panoramas in the context of time and space in the genre of “storytelling”, taking into account human factors, without losing the elements of the “traditional news story”. In the field of contemporary technology, creating, telling or listening to stories interactively and with multimedia technologies is called “digital storytelling” (Mukadder S., 2020). According to Robin, “digital storytelling” is the idea of creating and combining the art of storytelling with different and many digital media tools (Robin, 2008).

New opportunities came with the new century. In everyday life, through digital technologies, we are able to quickly place information and reference materials, audio and video content on the internet sites and social networks, and promote it through various internet functions. This phenomenon itself has increased the importance of information and has made it necessary to verify the data and consistent verification (checking whether the information is true or false).

Results and discussions

In general, in the course of the industrial system, mass media, constantly expanding their audience, gain greater authority in the state, attract citizens to participate in World processes, contribute to their deep understanding of the world of the state and politics, and full awareness of the values of civilization. These features of the media contributed to its transformation into a modern means of communication. “Firstly, the number of consumers of media products is unlimited, and therefore it is a public structure. Secondly, all the technical equipment for the dissemination of information makes the media as powerful as possible. Third, the flow of data is one-way, i.e. from the communicator to the recipient (recipient of information). This is a very useful approach for political structures that consider the media only as a distributor of information.

Fourth, after each broadcast message, after an article published in the periodical press, the mood of the audience constantly changes. Managing an audience in such an unstable psychological state is not easy for a political communicator” (Shvidunova A., 2004).

Foreign research scientists, journalists D. Stins and Van Fukht pay special attention to the variability of the concept of “New Media”. In their works, they connect the new image of journalism with the internet, computer games, digital films and photos, and mobile applications. In addition,:

- internet representative offices (portals)
- online media;
- internet media;
- Internet TV (webcasting);
- internet radio (podcasting);
- mobile TV;
- blogosphere;
- cinema for the internet audience;
- social networks (including social networks for children);
- virtual communities;
- virtual games;
- other 2.0 web resources (Karyakina K. 2010).

The period of “media transformation”, which is typical for national publications that have become the subject of research, is still ongoing. For example, the newspaper “Egemen Qazaqstan” has been running its website since 2005. A well-equipped website will broadcast information in Cyrillic and Arabic graphics in PDF format. The Latin version aims to provide Kazakh diasporas in Turkey and Europe an opportunity to receive news from the country. The version of the site with Arabic graphics is directed to the Kazakh diaspora in the People’s Republic of China, Afghanistan, and Iran. Taking into account the fact that the size of the informational space at the present stage covers a whole globe, we note that with the competent use of new media elements, the newspaper “Egemen Qazaqstan” with a hundred-year history has managed to establish international contacts and become a leading media outlet for the formation of a language environment. One of the publications that follows the same direction is “Qazaq adebieti”. The website of the newspaper “Qazaq adebieti” is divided into such categories as “information”, “society”, “cognition”, “kobyz saryny”, “satire”, “zhas tulpar”, “photo chronicle”. This will certainly make it easier for readers to find necessary information. One of the young newspapers that work rationally in the dissemination of information is “Aikyn”. This newspaper, which distributes information on social spheres has a special

place in society. Because the publication, which widely uses new media, distributes information on the website and large-scale social networks such as Instagram, Facebook. Since “Aikyn” is a socio-political newspaper, we can also see such categories on its website as “news”, “main news”, “online newspaper”, “aikyn”, “sports”.

Publication “Egemen Qazaqstan”. The publication, which begins with “For the sake of the country, the newspaper has good intentions” (Iskakyn, No. 1.17.01. 1919), today has entered a new era, a period of globalization together with the society of Kazakhstan. The circulation of the new edition is 185,000. Its acquisition of a new media character begins in 2005, when it meets the requirements of journalism in full digital format. Because in 2005, the publication launched a website with a rich archive, search engine and design. We consider the first moment when the newspaper came to the heritage of virtual journalism as the beginning of integration. However, in the publication “Egemen Qazaqstan” new elements of media: linear diagrams, statistical tables, simple graphics, photographic materials have long been reflected on the pages of the publication. Its integration into the realities of modern journalism is measured by the fact that it has begun to present on its platform data products and media information and artistic-documentary, expert-analytical materials prepared by the convergent editorial board. The electronic address of the publication in the virtual space - <https://egemen.kz>.

The main features of the new media of the newspaper “Egemen Qazaqstan” are as follows:

Availability of multimedia photo, video and audio content on the site platform;

Opportunities to find and get acquainted with news through #hashtags and hyperlinks (#Coronavirus, #Abay, #President, #spirituality, #Sports);

Linguistic optimality and accessibility of the site in the informational space.

Availability of a mobile application and an information sheet adapted to the mobile phone format;

The distribution area of the site is very wide. For example, the online version of the newspaper in the “tote zhazu” alphabet (Arabic script) and font (egemen.kz/tote) works. In addition, there is a Russian and English version of the site ([ru.egemen.kz](https://egemen.kz)), ([en.egemen.kz](https://egemen.kz)). Thanks to this, the publication can be read online by audiences in Iran, Turkey, China, Russia, Mongolia, Azerbaijan, and Uzbekistan.

Virtual newspaper applications as a website:

Application “Etjendi” for articles on cultural, educational and historical topics (etjendi.egemen.kz).

“Photo Archive” in the online version (photo.egemen.kz) in the application, you can get the necessary content to expose the valuable heritage of Kazakh photojournalism, prepare retrospective, epistolary, and essay products.

In addition, the forms of newspaper-based journalism include statistics, economic indicators, and financial phenomena. “goszakup.egemen.kz”, “satypalu.egemen.kz” the applications are working. This will increase the weight of the publication as a means of information in virtual life and give a new tone.

We can publish a wide range of content that meets the standards of the new media: infographics, statistics, tables and video information. “For example, “Egemen Qazaqstan” video content is able to provide fast and understandable information, reportage from the scene, video and audio processing of text information.” Among the publications: “Three of the seven missing people were found in Turkestan region”, “A man who was dissatisfied with the price climbed on the roof of a gas station”, “Video review of the weekly work of the head of State (videodigest)”, “President of Turkmenistan put Kassym-Jomart Tokayev on a horse”, “International exercise “Zher-2021”, “Crocodile running on the field shocked football players”, etc (Figure-1).



«Жер-2021» халықаралық оқу-жаттығуы басталды



Түрікменстан Президенті Қасым-Жомарт

Figure 1 – Video content of text written in the genre of informational message (zametka) in order to enhance the recorded information effect

According to many researchers, high speed and the ability to create information content in a multimedia sketch revive the activities of traditional publications (Wikipedia, Facebook, MySpace, YouTube, Flickr).

Although the editorial board of “Egemen Qazaqstan” has not yet passed the process of full media convergence, we see in some informational, expert and analytical genres the visual content typical of new media, audio-visual content typical of television, audio podcasts typical of radio. However, although the videos are qualitatively attractive, the information and propaganda image is not critical. For example, journalists of the publication “Egemen Qazaqstan” shared the news on the YouTube channel “Egemen TV” about the discovery of three of the seven missing people in the Turkestan region. In the work, we can see the mountainous regions and hilly geographical points of the Turkestan region. However, there is no evidence of any discrepancy

in the video frames taken during a journalistic investigation or a road-trip essay on the face of a camera. In the process of new mediatization, there should be a logical, ideological, fabricated connection, and content commonality between photo-video-audio and text. The main task of journalists is to develop documentary information prepared for the report to the level of a journalistic work and to make it visible by adding a source text, title, statistical infographics or any templates to it, which is the main task of journalists who want to go to the global level and get at the forefront of today’s process of mediatization.

If we explain the concept of mediatization with modern consciousness, we can start by saying that the media has reached the level of integration into various spheres of society’s life, the formation of a single cultural and communication system of society. By being one of the main segments of the culture of the age of informatization, “information

culture penetrates all other cultural fragments, the functioning of which is inextricably linked with information culture” (Pronina, 2008).

The transition of the publication “Egemen Qazaqstan” to a full youtube hosting network, which connected the process of domestic mediatization, also attracted the attention of the audience. As examples, we would like to include videos that were prepared by the newspaper’s staff based on the organizational function of journalism on the YouTube channel “Egemen Qazaqstan”:

The breath of society;
 Gifts for children;
 Event;
 Expert opinion;
 Poetry corner;
 Program “Ornek”;
 “Stadium” program;
 Content of dombyra lessons;
 News in the new genre of storytelling “Shorts”;
 Weekly, monthly, and quarterly review.

In order to attract viewers to the YouTube Space, the publication is actively searching for educational, informational, and new initiatives in the educational and testamentary channel. It is clear that in the era of information distribution, the main tasks are to create a stable audience on various informational channels, not to undermine the prestige of the publication, which has been created together with the society for a long time, and the ability of the consumer of information to establish an emotional connection with society. There are syncretic projects for educational purposes, which have become the main brand of the newspaper “Egemen Qazaqstan”. There is a reason to highlight the works “Gifts for children” and “Ornek”, “Dombyra lessons”, which were among them. Especially during the pandemic, the “Gifts for children” project, which aims to attract the attention of the children’s audience and increase their artistic awareness, is a decision caused by the sympathy of journalists to society and civic responsibility to the population. It should be noted that in most cases, in the form of new media structures, it is forgotten to increase the spiritual and intellectual power of the children’s and adolescent audience, to reveal the essence of the problem of education, faith and conscience. This edition itself explains (let’s take one issue and analyze it according to the credo of journalism):

“Gifts for children. Smart rabbit.

How did the smart rabbit calm the court down?

The line of the folk tale of Myanmar (Burma) is intertwined with the fairy tales of the Kazakh people. In the fairy tale, The Lion judges the brothers who

fought in search of justice, and in the Kazakh fairy tale, the judge spoke directly. So today grandma Saltanat will tell you the fairy tale “Smart rabbit”.

“The fairy tale project “Gifts for children” is a joint project of the Nur-Sultan City akimat with the puppet theater. It is broadcast daily on the “EgemenTV YouTube” channel at 7-00 pm.

Storyteller: Artist Of The Puppet Theater Saltanat Magzym; Cartoonist: Aidarbek Gaziz;

Coordinator: Aya Omirtay

Shot and edited by: Zhanbolat Kenzhegul.”

It is obvious that the merits of Aya Omirtay, a prominent journalist of the newspaper “Egemen Qazaqstan”, who organizes spiritual and cultural projects on the new media platform and gives it an informational character, are not lost. Her colleague Zhamila Zairova, who expressed special interest in the creative decision-making and search of the journalist, the skill of creating innovative works from information loops, said: “Egemen Qazaqstan” newspaper together with the puppet theater tells a fairy tale on the Egementv YouTube channel “Gifts for children” every day at 7.00 pm. I had only one fairy tale that I had memorized and it is the same “bauyr-sak”, and now I am going to increase my base. Well, what kind of fairy tale do you know? A thousand thanks to the team led by Darhan Qydyrali and Aya Omirtay Gard, who took up an unusual project during the quarantine period.”

It is true that in our society fairy tales have lost their relevance among younger generation and there are many concerns about the disappearance of traditional institutions of grandparents, who were used to tell these fascinating stories. When the entire audience begins to actively recognize and perceive the informational infrastructure of new media, social networks, and electronic websites, it is necessary not to neglect National Education and Kazakh traditions. This is because the modern information space is free and open. The fairy tale project “Gifts for children” is the result of such a thought, an act born of a responsible attitude to journalistic duty. It is not difficult to see in each of his figures such as: “Two clothes”, “Soap bubble and girl”, “Cat and Sparrow”, “Sarbay”, “Schoolboy and Ant”, “Wolf and bear”, “Kozhanasyr’s visit”, “Stingy frog”.

In addition, we would like to mention the program “Ornek” and “Expert opinion” as one of the most successful works of the newspaper on the new media platform. The program “Ornek” will tell about the life of people who have been recognized in society so far, about the creative fate, about the work path left behind in the shadows that is unknown to us. It is presented by the team not as an information

product, but as a telemonological character, which has been transformed with the help of subsequent media technologies. As successful works, we should highlight such small programs as: “Kairat Atabayev. A gift of one Kui”, “Yerlan Zhunis. The secret of one poem”, “Maraltay Raiymbekuly. The secret of one poem”, “Mayor Tarizi. The secret of one work”, “Tolen Abdik. The secret of one work”, “Nurken Utetileuov. The secret of one role”.

One of the publications, in which the processes reached from the new media are clearly observed is “Aikyn”. A distinctive feature of the newspaper from other editorial offices is the originality and uniqueness of video interviews. The combination of video interviews and video frames on the publication’s website is a simple set that corresponds to the nature of information genres and is in contact with the audience. In this direction, journalists of the publication are also creative. The main feature of each video content in the publication is photo presentations, which are processed by design programs. Photo presentations distinguish the information presented in the virtual information space from other materials and publications, which immediately attract the viewer’s attention and are accompanied by an attractive informative

topic or a hyperlink to the YouTube channel through the lid. A hyperlink directs users to the publication’s YouTube channel. In the composition of high-quality media products that have a convergent reaction there are such works as: journalist Nazgul Yerzhanovna’s “Zamanbek Nurkadiylov’s daughter Merey in memory of her father (video)”, journalist Amir Meirgatuly’s “Kazakhstani blogger closed the credit of strangers who met on the street (video)”, journalist Meirim Bakytzhanova’s “I do not agree to become a minister again”: interview with ex-minister, chairman of the Meat Union Asylzhan Mamytbekov (video)”, “Daniyar Eleusinov entered the ring with ex-world champion in three weight categories”, “12-year-old boy drives Toyota Land Cruiser Prado in Pavlodar (video)”, “Is the guy who argued that the instruction was written in the Kazakh language imprisoned for 7 years?”. In particular, it is worth mentioning the journalist of the publication Meyirim Bakytzhanova’s work “Every Kazakh should know this person”: what merits did Kayum Mukhamedkhanov give to the Kazakh? – video”. The content meets all scientific and theoretical requirements both in terms of technical equipment and creative search of a journalist, has successfully mastered all new trends and tendencies in journalism and has a deep informational value.

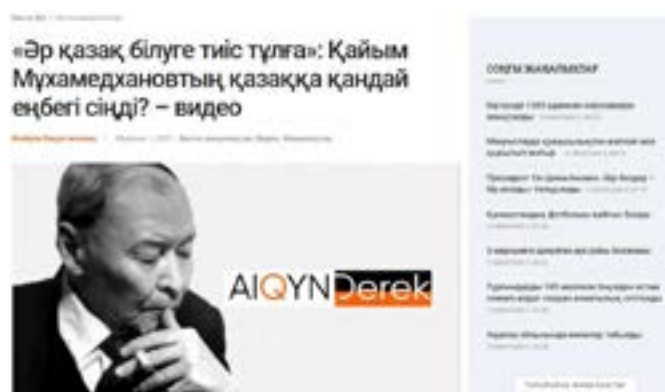


Figure-2 – A publication full of information about Kaiym Mukhamedkhanov

Abaytologist, famous scientist Kayum Mukhamedkhanov has a great merit in the Kazakh language. However, in the historical turmoil, other facets of the scientist’s activity, a clear civic tone were ignored. The specialist conducts research in this direction, using the trends of modern journalism. In my opinion, it is a successful work both in terms of technical equipment and in terms of creative search. It is not difficult to understand the depth and high intelligence, noble nature of the scientist by looking at the main page of the video-content. This is a manifestation of a bright phenomenon, which is

born when artistic thought and technical perfection come together from the horizon of knowledge.

A modern consumer of modern information needs video and attractive, valuable data, high-quality, original publication, i.e. a full-fledged multimedia resource. According to the historical chronicle, in the period from 2009 to 2012, domestic publications took a big step in the development of the artistic content of their electronic platforms and in the search for new formats for the presentation of video materials. In the newspapers “Aikyn”, “Egemen Qazaqstan”, “Qazaq adabietі” it is appropriate

to classify video-contents according to their genre structure and novelty:

Among the formats for submitting video materials, we can highlight a video request on the street and a video comment that adds additional information value to the article;

Report from the scene of the incident;

Format of educational video tutorials, video lectures. As a rule, these are small videos (nomore than 4 minutes);

Various works in the format of interactive network television;

Interviews with a small amount of information and video material;

Various journalistic research and video products provided by other people as sources.

One of the unique publications that have absorbed the features of the new media and modernized according to modern standards is “Qazaq adebieti”. The publication is the Golden core of industry of journalism in our homeland. There is also a lot of news in the virtual space of the newspaper, which provides information about literary processes, art trends, creative innovations and the life of poets and writers, artists of the word. The great teacher and researcher Namazaly Omashev says about the value of the newspaper:

“... We have a newspaper “Qazaq adebieti” in the field of literature. This is a great achievement. After all, there is no interfacial field of journalism. In the same sense, the newspaper “Qazaq adebieti” is the spiritual wealth of the Kazakh people. For example, there is a shepherd, there is a chauffeur, there is a diha, there is a public figure – not everyone knows literature well. Reading this newspaper, they learn about various achievements and problems of Kazakh literature, culture, art, national journalism, and the Kazakh language, discuss traditions, and history. The publication, which enriches the spiritual

wealth of the reader as much as possible, gives a person who has been reading for several years without interruption, a sense as if he has graduated from the Institute of this field, and gives a lot to the people (Omashuly N, 1999).”

We would like to give an example to other means of communication, which are characteristic of the information component of the publication’s website, which reflects the new media character: “Photo-chronicle”, “Kobyz saryny”, “Tanym”. The multimedia content of memoirs, essays, works of satire, prose, and poetry is particularly characteristic of the newspaper. The media project of “Qazaq adebieti” is aimed at stimulating the reader’s consciousness and increasing the audience area

– “Let’s listen to Kui”. Media participants interact with each other in the form of a video concert, enriching the fund of the literary newspaper with new data and valuable information. In my opinion, this method is a media aspect of socialization in Kazakh society in tandem with information and creative art. At the same time, the newspaper will take part in one of the media projects that fascinated us, and then the characters will pass the relay between themselves. All the characters are talented people with academic knowledge in the field of music and art, who have passed the selection process. The publication does not have its own YouTube channel. However, we noticed that the web version of the channel is conducted by the journalist, poet Toktarali Tanzharyk on his own YouTube channel. In one of his interviews, he said:

“The newspaper “Qazaq adebieti” launched the project “Let’s listen to Kui”. Ardabi Maulet performed Ashim Dunshiuly’s Kui “Salykshy” (taxman). This Kui then was continued by the musician Bilal Iskakov and the sybyzgy-player Talgat Mukushev.” Currently, the total number of views on the channel is 32,849 (Figure-3).

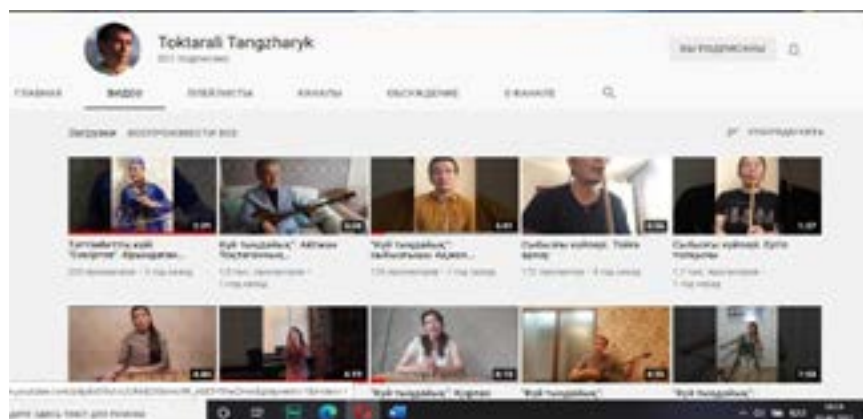


Figure-3 – Brand content on the channel “Let’s listen to Kui” of the publication “Qazaq adebieti”

The main goal of the project in the publication “Qazaq adebieti” is to popularize our national art and the skill of playing National Instruments, to promote the art of Kazakh Kui, to prepare a golden fund for the care of future generations from the video content of representatives of each traditional song and Kui school. The heroes, who demonstrated their talent on this media project include:

Kyzdarbek’s Kui “Sylkym kyz” performed by Zhangali Zhuzbay;

Tattimbet’s “Sekirtpesi” performed by Kairat Aitbayev;

Ykylas’ Kui “Erden” performed by Kobyz-player Aknar Sharipbayeva;

Borankul’s Kui “Zhurtta kalgan” performed by Murat Abugaz;

“Kairan Totai” performed by the sybyzgy-player Akzhol Zhusip;

“Kerbez kyz” performed by sybyzgy-player Talgat Mukushev;

“Konyr Akzhelen” performed by Abdulhamit Raimbergenov;

“Boken zhargany” performed by zhetigen-player Dilyara Okmanova;

“Kertolgau” performed by sazsynay-player Elmira Kashkymbayeva;

“Bulgyn-Susar” performed by zhetigen-player Korlan Kartenbayeva.

The web version of the newspaper, which has taken an encouraging initiative, has enough disadvantages. In the process of integrating “Qazaq adebieti” into the new media, there are points that need to be improved: first of all, we should start with the focus of the team’s employees on mastering new media tools, which means that it is better to improve the skills of the creative team. Secondly, it is necessary to increase the benefits of new media technologies and turn to the artistic creation of literary works on the website in the genre of storytelling and visualization. Any composition published in “Qazaq adebieti” has the opportunity to highlight and decorate with visual images because all the components inherent in the genre of storytelling and the method of visualization are found in the production of literary, documentary and artistic works. In this regard, the publication should change in accordance with modern integration, focusing on traditional values. Third, the publication’s pages in social networks are lifeless. An effective mechanism for solving dry correspondence in social networks (a common problem for domestic newspapers and magazines) is the continuous professional development of editorial staff. Most modern editorial offices carry out their journalistic activities through

the functions of social networks. We need to increase the process of informatization of publications on Instagram, Facebook, LinkedIn, where the creative environment is more concentrated. This has a beneficial effect on the growth of the audience, especially provides the audience of adolescents with informational literature.

Conclusion

Recently, the international edition “Metro International”, which is the largest editorial office in journalism, has announced that now it is allowed to watch videos, listen to audio or music in their newspapers and magazines. “Metro International” is the largest newspaper in the World, listed in the Guinness Book of World Records and the largest information and communication structure affiliated to the Swedish media company registered in Luxembourg. More than 80 Metro publications are published daily in hundreds of major cities around the world, in 22 countries in Europe, Asia, North and South America. Worldwide, the newspaper is read daily by more than 17 million readers, 70% of whom are under the age of 45. This means that by absorbing the values of traditional media, national newspapers have also embarked on a new path. Currently, many media companies are increasingly mastering research technologies such as machine learning (ML), Natural Language Creation (NLG), and speech recognition to discover new stories, work with customers, speed up content production, and improve its distribution. Therefore, it is advisable to take into account the following conditions necessary to activate the activities of “Aikyn”, “Egemen Qazaqstan”, “Qazaq adebieti” and other national publications:

The need to combine the activities of artificial intelligence, machine learning with creative skills. In the future, the National Press will be able to include chatbots that answer audience questions through programming. All the data provided by chatbots is consistent, filtered, and consists of authentic information published in publications. All answers to the questions raised are summarized using archived data, and links from reliable sources are indicated. As a result, we can create a more favorable atmosphere for the consumer in terms of time and perception of information than we currently do. For example, this year the Canadian newspaper “Globe and Mail” entrusted the management of its main page and many editorial features not to a person, but to an artificial intelligence tool called “Sophi”. We also have a reason to use artificial intelligence in the field of national journalism, in the fight against

corruption, in the analysis of the digital audience, in the preparation of a visual image of the finished text using AI. After all, according to the results of a survey among publishers, artificial intelligence is considered as the most basic and optimal tool for journalism. 69% of respondents believe in AI, and 18% said they are looking forward to a small 5G entry into our lives. 9% said that in the future we will see the benefits of other instruments.

Formation of an infrastructure of digests in the National Press, pieces of works and compositions of great spiritual value in the category “Media cities”. It should be remembered that during the period of urbanization, webcams, large LED screens, and architectural objects become mechanisms for implementing the functions of journalism as information platforms. The mediation of urban spaces is mainly provided by large-scale technologization and digitalization, which contributes to the functioning of new media. “Smart houses”, equipped with various media, are an interactive node and a new source of information distribution and information consumers. According to the laws of dataism, the production and distribution of the necessary digital content to the population through social infrastructure is a productive activity. In his book “Media City: Media, Architecture, and urban space”, a scientist Scott McQuire says, “media is becoming more mobile, fast, and used almost everywhere”

(McQuire, 2014). The modern city is a giant media-architecture complex, which, according to the author, was formed as a result of the spread of informational local spatial media platforms and the creation of hybrid spatial ensembles.

Kazakh journalism has firmly established itself on the global new media platform, has made its mark on global changes and great discoveries in the history of journalism. It is adapted to the needs of the time, the needs of the person, and the understanding of the audience. For many years in the history of journalism, the reader has been imbued with genres inherent in the nature of publication: operational information, political analysis, artistic detective, artistic essay, important message, digest and review, etc. In the new man-made century, our national press was not left out of line, but kept up with the requirements of post-industrial society. All this is necessary for the reader, the viewer, the listener, and first of all, for the formation of honesty, common trust, hardening in the waves of journalism, tension. Therefore, the publications “Qazaq adebieti”, “Egemen Qazaqstan”, “Aikyn” are distinguished by the presentation of the event, the formation of their own signature and style, informational content on the virtual internet, the transformation of the genre of interviews through sound and visual information, the preparation of informative materials through elements of Design Art, in general, drawing their “portrait” in New Media.

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