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TRANSFORMATION OF MASS MEDIA IN THE MODERN KAZAKHSTAN

Mass communication today, in the 21st century, is what oil and gas is in the 20th century. It is the fuel on which socio-political, economic and cultural mechanisms operate. The 21st century has come, it has brought with it modern media technologies, the Internet, flash drives, gadgets, cell phones, tablets, smartphones, new media in the form of social networks and the blogosphere.

The aim of the study: to analyze the current stage of development of the mass media in Kazakhstan in the era of digitalization, to show the transformation of the media sphere, which influenced the evolution of the information space in the country, changed the mass media, their structure and activities.

Research methodology: a comprehensive analysis of changes in the new media, their impact on the audience, content analysis of materials on the topic of culture in electronic and print media.

Research results. Modern advances in the development of the Internet, mobile telephony, cable and satellite TV, digital broadcasting are changing the course of world communications, the information landscape of countries and regions.

Practical significance. The study can be used in the preparation of future journalists as material for specialized and elective disciplines. The work can serve as a theoretical and practical basis for further media research.

Keywords: transformation, new media, information technologies, communication, Kazakhstan.

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Заманауи Қазақстандағы бұқаралық ақпарат құралдарының трансформациясы

XXI ғасырдағы бұқаралық коммуникация XX ғасырдағы мұнай мен газ сияқты маңызды салалардың бірі. Бұл әлеуметтік-саяси, экономикалық және мәдени механизмдер жұмыс істейтін жанар-жағар май десе де болады. Жаңа ғасыр – заманауи медиа технологиялар, интернет, флэш-дискілер, гаджеттер, ұялы телефондар, планшеттер, смартфондар, әлеуметтік желілер мен блогосфералар түріндегі медиа.

Зерттеудің мақсаты: цифрландыру дәуіріндегі Қазақстанның бұқаралық ақпарат құралдары дамуының қазіргі кезеңін талдау, елдегі ақпараттық кеңістіктің дамуына әсер еткен, бұқаралық ақпарат құралдарының құрылымын, қызметін өзгерткен медиа саланың трансформациясын көрсету.

Зерттеу әдістемесі: жаңа медиадағы өзгерістерді кешенді талдау, олардың аудиторияға әсері, Қазақстанның электрондық және дәстүрлі БАҚ-тағы мәдениет тақырыбындағы материалдарды контент-талдау пайдаланылды.

Зерттеу нәтижелері медиасферада Қазақстандағы ақпараттық кеңістіктің дамуы мен трансформациясын одан әрі зерттеу үшін, сондай-ақ журналистер мен медиа мамандарды даярлау кезінде білім беру процесінде қолданылуы мүмкін. Интернетті, ұялы байланысты, кабельдік және спутниктік телевизияны, цифрлық хабар таратуды дамытудағы заманауи жетістіктер әлемдік коммуникациялардың даму барысын, елдер мен өңірлердің ақпараттық ландшафтын өзгертуде.

Практикалық маңыздылығы. Зерттеу болашақ журналистерді дайындауда бейіндік және элективті пәндер бойынша материалдар ретінде пайдаланылуы мүмкін. Жұмыстың медиа зерттеулер үшін теориялық және практикалық маңызы жоғары.

Түйін сөздер: трансформация, жаңа медиа, ақпараттық технологиялар, коммуникациялар, Қазақстан.

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Трансформация масс-медиа в современном Казахстане

Массовая коммуникация в XXI веке имеет такое же значение, как нефть и газ в XX веке. Это топливо, на котором работают социально-политические, экономические и культурные механизмы. Новый век – это современные медиатехнологии, интернет, флэшки, гаджеты, сотовые телефоны, планшеты, смартфоны, медиа в виде социальных сетей и блогосфер.

Цель исследования: проанализировать современный этап развития масс медиа Казахстана в эпоху цифровизации, показать трансформацию медийной сферы, которая повлияла на развитие информационного пространства в стране, изменила масс медиа, их структуру, деятельность.

Методология исследования: использовался комплексный анализ изменений в новых медиа, их влияние на аудиторию, контент-анализ материалов на тему культуры в электронных и печатных СМИ Казахстана.

Результаты исследования могут быть применены в медиасфере для дальнейшего исследования развития и трансформации информационного пространства в Казахстане, а также в образовательном процессе при подготовке журналистов и медиаспециалистов. Современные достижения в развитии интернета, мобильной связи, кабельного и спутникового телевидения, цифрового вещания меняют ход развития мировых коммуникаций, информационный ландшафт стран и регионов.

Практическая значимость. Исследование может быть использовано в качестве материалов по профильным и элективным дисциплинам при подготовке будущих журналистов. Работа может служить теоретической и практической базой для дальнейших медиаисследований.

Ключевые слова: трансформация, новые медиа, информационные технологии, коммуникации, Казахстан.

Introduction

The essence of the modernization of consciousness with Kazakhstan's specificity is the creation of its own model of development of Kazakhstani society, the transition to a higher level, to a new trajectory of socio-cultural growth in the republic. Particular attention is paid to the issues of digitalization, automation and implementation of "smart technologies" and intelligent systems in all areas, because this is the foundation of the digital economy.

The main challenges of the XXI century in the development of the information society will be solved not so much in the political and economic spheres, but rather in the field of culture. The creation of information infrastructure, the development of intellectual potential in Kazakhstan - allows you to talk about updating the situation in the field of mass communication, new media, based on socio-economic and cultural changes in society. The issues of competitiveness of new media with foreign ones, the quality of traditional and new media, the filling of new media with domestic content (content), the production of Kazakhstani IT products and services are on the agenda.

Electronic, audiovisual mass media strongly influence our feelings, emotions, are of great importance in our perception of information. The

meanings and images created and presented by mass media most clearly form the cultural environment.

Object of study: mass media, their transformation in the modern period in Kazakhstan. Subject of study: current trends in traditional and new media in the era of globalization.

Materials and methods

The empirical base of this work was made up of monographs and works of Kazakh and foreign researchers, experts in the field of media development in Kazakhstan, related to the transformation and implementation of digital technologies. As sources of empirical data, television programs of Kazakhstani TV channels, as well as print media releases, were used. In general, the authors studied numerous information sources devoted to the study of various aspects of media development in the country.

The results and conclusions in this article are of great importance for the further development of mass media in Kazakhstan.

Literature review

The sources of the study are the works of Kazakh, Russian and foreign scientists, research centers for studying the transformation of the media

sphere, the specifics of communication development in Kazakhstan.

Back in 1948, media researcher Harold D. Lasswell, analyzing the impact of the media, the functions of mass media on the audience, among the most important of them, was the activity of mass communication on the transfer of cultural values. At first, the influence of the mass media studied the content of information, the preparation of news, and the specifics of the audience. But the influence of the media on the spiritual, cultural and value orientations was not. And only with the development of cinema, radio broadcasting and television, it became necessary to study them as translators of personal and social values .. Further study of cultural values showed that they permeate the spiritual life of the individual, social groups and the whole society.

Canadian theorist Marshal McLuhan spoke: "We live today in the era of information and communication, because electronic media instantly and constantly create a common sphere of mutually intertwining events in which all people participate" (McLuhan,1997).

McLuhan is considered a media philosopher who created a doctrine that explains the foundations of society in a new way: according to him, qualitative changes in our civilization. A sociocultural approach is closely associated with the philosophical approach, where the life and culture of a new information society is studied, and how communication technologies change the information perception, people's lives, culture and civilization as a whole.

The main provisions of M. McLuhan can be formulated as follows:

1. Qualitative shifts in the history of mankind occur with the advent of new media (means of communication).

2. Media is the physical and psychological continuation of man.

3. Media, regardless of their content, have an impact on the psyche of the individual and society as a whole.

4. Media determine and change our perception of space and time (quickly spreading information turns the whole world into one global village).

5. Each new communication tool interacts with the previous one, often "denying".

6. The communication tool itself is a message (Arkhangelskaya,2014).

The value of the fourth wave is that the innovation process has become accelerated. The availability of information and communication technologies accelerates the innovation process, allowing faster,

cheaper processing of information, reducing the time to create and distribute products and services.

Researcher I.N.Panarin also notes four communication revolutions, but they differ in the parameters and in the periods of their development:

1. The communication revolution of the twentieth century - from the end of the 19th century in developed countries, is caused by the metamorphosis of the press.

2. The fourth communication revolution - qualitatively transforming the information sphere of mass communications occurred in the last quarter of the XX century in connection with the development of satellite and cable communications, as well as the creation of computer networks capable of storing and transmitting vast amounts of information on a global scale (Feldman,1997).

Other scientists note that the history of communication has gone through three informational revolutions:

- the invention of writing;
- production of the printing machine;
- introduction of electronic media.

As a researcher of Canadian scientist E.D.Timoshenko notes: "The model proposed by J. Scharron, puts the logic of journalistic production of relevant information at the center, but does not take into account such factors of influence on coverage of events as editorial policy, commitment to a specific audience or loyalty to the owner MASS MEDIA. Unfortunately, the engagement of some media and bias in the presentation of information are the reality of today (Timoshenko, 2014).

The essence of the new culture and the new economy, everywhere developing under the influence of digital technology, is currently being investigated by scientists. "The speed of ICT evolution is so high that the publication of any research lags behind the concrete technological advances at best by half a year" (Panarin, 2006). ("The scope of information is assessed by a set of parameters that include public access to the" old "media and communications - newspapers, televisions, telephones, and new media - telecommunications infrastructure, cable systems, computers, mobile phones" (Vartanova, 2002).

The researcher M.V. Lukanina notes: "The process of convergence is a common feature of the modern information society, within which there is an increase in the interdependence of various elements of the system as a whole. Convergence is understood as the union of various formats (newspaper on the Internet), and the economic union of previ-

ously isolated sectors (telephony, radio and cable TV”(Lukanina, 2006).

The Internet is not only a storehouse of information, a channel of communication and business, but also a way to preserve the cultural heritage, intellectual experience, and organize the content of the spiritual and cultural development of society.

On the process of globalization and its impact on the cultural development of society tell the works: Kelle V. Zh. (Kelle, 2005), Colin K. K. (Colin, 2005).; Barbashin M.Yu. (Barbashin,2012); Lich Edmund (Lich, 2001).; Kryukova N.A. (Kryukova, 2013).; Kirillova N.B. (Kirillova, 2011).

At present, there have been major changes in the media, changes in the communication sphere: in the forms of media ownership, in functions, in tendencies.

Discussion

Today, the following trends have clearly manifested themselves: digitalization of broadcasting, globalization, convergence (merger of markets, different types of media, etc.), commercialization, media specialization, and demassification (when a large amount of information is distributed personally, personally, (for example, paid video, video on demand, mobile applications), localization, decentralization, personalization, etc. These listed trends generate demand for openness, transparency and trust.

Researchers note: standardization of thinking, consumer vision of the world, “click” consciousness. Information is perceived short, visual, most often visual, in small forms, where the concentration of attention takes about 8 seconds. All this affects modern media content, mass media, which is becoming network, digital, convergent, multimedia, data journalism.

The traditional media environment has changed, media segmentation has increased: new network, television and radio formats have appeared. The flow of various information in various types of communication has increased many times over. Mass media consumption itself has increased: if ten years ago the media diet was 9 hours, now it is 12 hours.

- 3.5 hours spent on entertainment;
- 2.5 hours – for news;
- 1.25 hours – on social networks;
- 1 hour – for games;
- 0.75 hours – blogs.

The model of communication interaction is changing, social communications have appeared.

Hence, there is a decrease in the quality of information consumed, clip perception of different texts (written, audiovisual, photos, graphic, illustrative, etc.), visualization of mentality, individual perception of communication, spontaneity of decisions, fragmentation of information consumption, interactivity, anonymity, the secrecy of users, their location.

The requirements for modern journalists and moderators have also increased:

- New skills, new way of thinking;
- Possession of the literary word;
- know and feel the audience;
- Master new genres, formats (long reads, storytelling, Web-documentary, etc.);
- Develop creative, intellectual abilities;
- Master digital technologies.

In modern society, journalists play an increasingly important role and importance, communicators are the conductors of creating a communicative environment, and newsmakers are information carriers.

Mass media play an important role in the transmission of cultural values; strongly influence the public consciousness, society and the individual. Therefore, the journalist himself, the communicator must have a high educational and cultural level. The personality of a journalist is not a face in the frame, not a voice on the air, but his own view of life, of the world.

At the beginning of the 21st century, a study was conducted during which 600 publications were studied using the method of content analysis of materials from the 1930s-1950s and 1980s-1990s, and a list of 23 personality traits, frequently mentioned “heroes” of articles, their characteristics was compiled. An analysis of these materials showed that in the 1930-1950s, romance and hard work were in the first place. In addition, in the 1980s and 1990s, their place was taken by practicality and perseverance.

In our century, individual traits have become stronger; the sense of collectivity has weakened. Information has become personalized. This study showed that the media, mass media have changed the direction in the formation of the value orientation of the individual. The action of mass communication has approached the model of natural interpersonal communication, has become more like a dialogue interaction, when the conversation becomes an interview, and the impact becomes an interaction, a dialogue partnership.

Unfortunately, consumer guidelines are being introduced into people’s life values through the

mass media. “In place of worldview integrity comes the splitting of consciousness, which is no longer an individual worldview, but a consumer ideology that absolutely everyone should follow” (Ilyin, 2010). One can cite a number of examples of Kazakhstani articles, television and radio programs devoted to this topic, among them: “How to become a millionaire”, “Who will take a million”, “That order”, “Lucky money”, “How to succeed”, “How to restaurant”, “Dreams come true”, “Laughter with home delivery”, etc. Thus, consumer ideology is gradually being introduced, broadcast by mass culture.

A new generation has appeared, which can be called digital, which cannot imagine itself without new media, for which the Internet is a way of life. As Yusuf Omar, the founder of Hashtag our storied from UK noted at the Eurasian Media Forum on May 24, 2018 in Almaty: “The future of media lies with the content of all Web users. The main thing is not to “drown” in such a large massive flow of information, so the use of information technology must be approached meaningfully, selectively and responsibly.”

In art, in culture, in the mass media of the twentieth century, there was a great spiritual content of their content. Art forms began to synthesize, complement each other. In the 21st century, they have become more technologically advanced, where technologies play the main role: information, scientific and technical, and mass communication has become completely different - innovative. In art, in journalism, in life, there is a change in priorities, values, the psychology of information perception, and the mass media themselves.

Recently, Media Schools, Schools of bloggers, IT camps (IT-information and technology) have become popular, where they will talk about “fact-checking”, explain what “long reads” are, teach “storytelling”, teach the principles of operation of a video camera, a lavalier microphone, how design a YouTube account, etc. The younger generation cannot imagine itself without social networks and the Internet. However, despite the latest digital technologies, at all times the book has been and will be the most valuable storehouse of human culture. As experts note, “people who read will lead those who sit at computers.”

During the period of these technological and communication changes, which influenced the value orientations, the way of life of people, a spiritual component is needed that corresponds to the new conditions of the time. As Kazakh political scientist, Yerlan Sairov emphasizes: “For a giant leap, appro-

priate human capital is needed. The development of society depends on people who have deep knowledge and skills. Today, the country needs an ideological font, a leap of consciousness, a “change of layout” in the value keyboard. We are talking, first, about culture, art, literature, cinema, music, real creativity. Here is the main dramaturgy, the dialectic of the introduction of “Rukhani Zhandyru” (“Spiritual Awakening”) (Sairov, 2018.).

Increasing the spiritual culture of the population goes through the mass media. Vivid examples are television programs “Unexplored Kazakhstan” on STV- channel, “Why I love Kazakhstan and Kazakhs” on Khabar TV channel, “Chosen One” on Hit-TV channel, “Eternal Values” on Abay-TV”, which tell about the heroes of our time, who, with their attitude to people, to work, to nature, set an example of love of life and humanism.

The demand for cultural and educational programs to popularize humanistic knowledge in society is increasing. Increasingly, this problem is raised in the print media, for example, in the “Culture” section of the “Kazakhstanskaya Pravda” newspaper, new headings have appeared: “Simple Stories”, where they offer to look at the development of the state through the prism of the life experience of Kazakhstani, “The World of Abai”, “The main thing is purpose in life”, etc.; in the New Generation newspaper - “The Magic of Unity”, “The Theater Begins in Childhood”, “Important Stages of Our History”, “Women in the Stream of Time”, etc. The newspaper “Express-K” has special sections: “Cinema”, “Literature”, “Music”, “Stage”, “Exposition” and others; in the newspaper “Evening Almaty” such articles as: “The Soul of the People”, “The Word about the Master”, “An optimist in love with life”, “The poet of creation”, etc.

In the 21st century, the impact of mass communication on modern society was significantly increased compared with the 20th century. Communicologists, media researchers note that, under the influence of the mass media, the values of the individual, personal human existence have increased and the orientation towards the human community has weakened. Currently, they own the first place in the information impact on the individual and society.

The traditional media environment has changed under the influence of new media, off-line media have become less effective, media segmentation has increased: new network, tele-radio formats have appeared, the audience has decreased by one media carrier, the influx of various information has increased

many times in different types of communication. The model of communication interaction is changing, social communications have appeared. Hence, a decrease in the quality of consumed information, clip perception of various texts (written, audiovisual, graphic, illustrative, etc.), visualization of mentality, individuality of communication perception, high awareness, mobility, spontaneity of decisions, mental activity, increased speed of actions, anonymity, secrecy of users. and their location. These characteristics are especially vividly manifested among young people, who actively use information technologies, new media, and are quickly influenced.

The new media space made it easier to search for various information, acquire knowledge.

Results

Meanings and images created and presented by the media and communications most clearly form a culture, cultural environment. Electronic, audiovisual mass media strongly affect our feelings, emotions, are of great importance in our perception of information, which affect the soul and heart. A new media art has appeared - this kind of art, whose works are created and presented with the help of modern information technologies, media technologies, such as the Internet, video, computer, multimedia technologies. Such works are called "electronic art", "digital art", "art of new media". Media art includes several genres depending on the forms of presentation of works and the type of technologies used: video art, sound art, media installation (media sculpture), network art (Internet art), digital photography, media performance, etc.

The development of a new media space also gives rise to new problems, such as information inequality, information security, computer crime, cyber-attacks, manipulation of public consciousness, fake news, a decrease in the level of cultural development, etc. These threats and challenges require international interaction, cooperation in information and communication areas. In different countries, culture, mentality are different, they have their own specifics. Media culture smooths out this difference, it becomes standard, universal under the influence of information and communication technologies.

In the 21st century, electronic media have significantly replaced printed publications, and audiovisual communication has changed traditional arts and serves as new means of their dissemination. Having absorbed the capabilities of television, video

and cinema, broadcast media become the carrier of information culture of the modern period.

The computer, the Internet, and visual media are developing in an inextricable connection, in the interaction and complementarity of the written, visual and auditory spheres. And the World Wide Web has become the main element of globalization, a reflection of the media masses of different countries and continents.

Massive information spreading through various communication channels (social networks, blogosphere, online publications, video, television and radio broadcasting) has become more personalized.

In the last century, mass media solved, first of all, ideological, specific artistic problems, but with the advent of computer technology and new media in the 21st century, communication processes prevailed.

Taking into account the specifics of mass media, especially audiovisual media, which are a form of spiritual (creative) and material (technical) production, it can be argued that electronic communication is leading in the modern period and is shaping the information space at the present time.

With the rapid development of digital technologies, on the one hand, conditions are created for dialogue between countries, their cultures and civilizations. On the other hand, this process, influenced by communication globalization, poses a threat to cultural diversity and national identity. This influence contributes to the standardization of thinking and lifestyle. And here it is important to develop our mass media, launch our satellites, and develop a national information infrastructure.

Conclusion

New technical achievements of the information revolution are complemented by new possibilities of the mass media: interactivity, multimedia, hypertexts, mobility, multifunctionality, etc. In the transition to digital broadcasting, the main factor in competitiveness is the quality and significance of the content broadcast through mass communication channels.

The new technological environment, the deepening of communication globalization has not only changed media development, our perception of time and space, they have also changed our daily life and our culture, have created multiple chain reactions of people connected to mobile networks that have become even more mobile. Mass media not only broadcast the existing system of values, but also actively form a new cognitive information space.

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