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CULTURAL ASPECTS OF MEDIA COMMUNICATIONS IN THE DIGITAL AGE

The subject of the research is the analysis of the positive and negative impact of mass communication on human psychology. The main purpose of scientific research is to, based on the best international experience and researches of well-known scientists, limit as much as possible the damage that mass communication can cause to human psychology, and widely promote the positive influence of media – as spiritual and cognitive programs develop imagination and expand human cognition.

The main directions and idea of the article: to have a positive impact on human psychology through mass communication, increase its spiritual values and direct the media sphere to the spiritual growth of the human soul.

The scientific and practical significance of the work consists in mastering the methods and techniques of combating the negative- and disinformation in the advanced countries of the world.

Research methodology of the article: for a wide disclosure of the topic, methods of qualitative and quantitative analysis of the content is used – in order to identify and analyze various facts.

The significance of the research work lies in the fact that in the modern global era, a number of problems will be solved if spiritual and cognitive programs are promoted. That will have a positive impact on human psychology.

The practical significance of the results of the work lies in the fact that mass media not only increase the audience rating, but also expand the spiritual wealth, cognition of the audience, find a mechanism for psychological positive impact.

Keywords: culture, society, transformation, psychological communications, journalism, online media, communications and media.

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Цифрлық технологиялар дәуіріндегі медиакоммуникацияның мәдени аспектілері

Мақаланың зерттеу тақырыбы цифрлық дәуірдегі бұқаралық коммуникацияның адам психологиясына оң және теріс әсерін талдау болып табылады. Қазіргі цифрлық дәуірде коммуникация дәстүрлі медианың пайда болуынан бастап бұқаралық ақпарат құралдарының конвергенциясына дейін көптеген өзгерістерге ұшырады. Цифрлық технологияларды қолданудың жағымсыз әсерлері мен жанама әсерлері шамадан тыс пайдалану, баланың өсуі мен дамуы үшін қажетті физикалық белсенділіктің шектелуі, балалардың әлеуметтік және тілдік дағдыларының дамуына байланысты оқу үлгерімінің төмендеуі түрінде көрінуі мүмкін. Сонымен қатар, медиа саласының психологиялық тұрғыда тигізетін зардабы мен зияны орасан зор.

Ғылыми зерттеудің негізгі мақсаты әлемнің озық тәжірибелері мен белгілі ғалымдардың зерттеулеріне сүйене отырып, бұқаралық коммуникацияның адам психологиясына тигізер зиянын барынша шектеп, керісінше медианың оң әсерін кеңінен насихаттау болып табылады. Себебі, рухани-танымдық бағдарламалар адамның қиялын дамытып, танымын кеңейтсе, ал зорлық-зомбылыққа толы бағдарламалар адамның психологиялық күйреуге ұшырауына себепші болады. Мақаланың негізгі бағыттары мен идеясы бұқаралық коммуникация арқылы адам психологиясына оң әсерін тигізіп, рухани құндылықтарын арттырып, медиа саласын адам жанының рухани өсуіне бағыттау.

Жұмыстың ғылыми және практикалық маңызы әлемнің озық елдерінің жағымсыз және жалған ақпараттар легімен күресудің әдіс-тәсілдерін меңгеріп, қазақ журналистика саласында рухани-танымдық, ғылыми-фантастикалық, мәдени, ғылыми бағыттағы хабарлардың адам психологиясына қаншалықты оң әсерін тигізетінін сараптау.

Мақаланың зерттеу әдістемесі: тақырыпты кеңінен ашу үшін, әртүрлі фактілер мен тенденцияларды анықтау және талдау мақсатында зерттеудің мазмұнын сапалы және сандық талдау әдісі қолданылады.

Ғылыми зерттеудің негізгі нәтижелері, талдау және тұжырымдамасына сәйкес, әр елдің бұқаралық коммуникацияның психологиялық әсері туралы жүргізілген зерттеулерін талдай келе, қазақстандық БАҚ-тың аталмыш мәселе бойынша құнды зерттеулері талданады. Сәйкесінше, автордың маңызды тұжырымдамасы сарапталып, зерттеудің маңызды аспектілері қарастырылады.

Зерттеу жұмыстың маңыздылығы, қазіргі жаһандық дәуірлеу заманында тек ойын-күлкіге құрылған хабарларды ғана көбейтпей, адам психологиясына оң ықпалын тигізетін рухани-танымдық бағдарламалар насихатталса, бірқатар мәселелердің шешілетіні айқындалады.

Жұмыс қорытындысының практикалық маңыздылығы, бұқаралық коммуникация құралдарының тек көрермен рейтингін көбейтіп қана қоймай, көрермен қауымның рухани байлығын, танымы мен пайымын кеңейтіп, психологиялық оң әсердің тетігін табу.

Түйін сөздер: мәдениет, қоғам, трансформация, психологиялық коммуникация, журналистика, онлайн БАҚ.

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Культурные аспекты медиакоммуникаций в эпоху цифровых технологий

В современную эпоху коммуникация претерпела значительные изменения, пройдя путь модификации от традиционных медиа до цифровой конвергенции СМИ. Предметом исследования является анализ положительного и отрицательного влияния массовых коммуникаций на психологию и культуру человека. Основная цель – систематизация и синтез лучших зарубежных и отечественных направлений медиапсихологии, описание неопределенности и рискогенности воздействующих факторов коммуникации на психику и когнитивные функции человека, а также изучение положительного опыта влияния СМИ на аудиторию и индивида.

Общепризнанно, что духовно-познавательные программы развивают воображение и расширяют кругозор. Демонстрация насилия и девиантного поведения, напротив, вызывают тревогу или психологический коллапс. Основные направления и идея статьи заключаются в изучение роли и факторов влияния духовной и культурологической константы массовой коммуникации на психоэмоциональный и культурологический базис аудитории. Научная и практическая значимость представлены в рекомендациях и ревизии мирового опыта борьбы и противостояния неоправданному распространению негатива и дезинформации, экспертизе положительного влияния сообщений духовно-познавательной, научно-фантастической, культурной, научной направленности на реципиентов СМИ.

Методология основывается на качественном и количественном анализе содержания медиатекстов, сравнении и моделировании побочных эффектов использования цифровых технологий.

В результате исследования авторы приходят к выводу о необходимости системного подхода к контенту медиа, обязательной включенности ценностной, духовной и культурной константы в концепции отечественных СМИ. Журналисты, таким образом, способны не только популяризировать нравственные и духовные ценности народа, но и повышать рейтинги, подавая эти темы креативно и увлекательно, находя новые механизмы положительного воздействия на аудиторию.

Ключевые слова: культура, общество, трансформация, психологическая коммуникация, журналистика, онлайн-СМИ.

Introduction

It is completely clear that a person's relationship always contains the potential for difference. No matter how insignificant the differences may be, they require efforts to create effective communication processes, in particular the use of cultural information on topical topics of communication (Batel S., Castro P., 2018). Intercultural communication is necessary for everyone to build better and more fulfilling relationships, especially for people who are culturally different from them. Linguistic similarity is an important component of good communication, but it does not guarantee continuous communication. Thanks to the multicultural understanding, it is possible to see themes of differences and similarities in the culture of people and identify factors that facilitate communication. To understand the culture

of others, the communicator must understand his own culture. No culture is superior to the other. In the perception of representatives of this culture, all cultures have their own functions and roles, even if they have different values. With this understanding, mutual respect for the needs, aspirations and emotions of a person arises (Xian Z., 2023).

Communication management is the process of managing communication sources in order to improve the quality and efficiency of messaging that occurs in different communication contexts. The context of communication mentioned here refers to the level of personal, interpersonal, organizational, governmental, social or even international communication. The positive impact of educational media in the digital age, as technology increases the efficiency of media management, Children offer many innovative and challenging games that have proven a lot. The presence of digital technologies provides many advantages and facilitates the management of communications, as the work can be done more easily and access to information is faster thanks to the Internet. But there are a million dangers behind this, especially in the 4.0 generation, which is willing to spend more time on devices compared to games in the environment.

In today's digital age, communication has undergone many changes, from the emergence of traditional media to the convergence of media, as a result of which new media is emerging today. Along with the development of more and more advanced technologies, as well as easy access to new media, traditional media gradually began to compete. Among students, there are users who actively use digital media, who talk about how to use traditional media and new media for students studying social sciences at the University, and their critical response to communication in the digital age.the research method used in this study is a qualitative method with detailed characteristics using data analysis methods in the form of interviews and field research (observations). The results of this study show that the emergence of new media in the modern digital age has both positive and negative effects.

What a heartbreaking reality: gadgets have become a new life for them. The negative effects and side effects of the use of digital technologies can manifest themselves in the form of a decrease in academic performance due to excessive use, restriction of physical activity necessary for the growth and development of the child, and the development of social and language skills in children., is inhibited due to early familiarization with devices (especially at the age of 2 years), brain development is not optimal due to developmental imbalances, eye health (screen viewing time should be limited to 2 hours a day)., concentration problems (see and check the gadget)., sleep problems, insufficient quantity and quality of sleep (depending on the content of the watch), lack of privacy allow the collection of personal data, hunting against children, cyberbullying and others, pornography, violence or increasing the value of sleep..

New conditions for the development of society in the field of cultural and social interaction are largely determined by significant changes taking place in the field of communication. Technological innovations are rapidly changing and changing the "cultural interiors" of a modern person... The world moves too fast. The changes have been so dynamic that meanings that we cannot fully understand and Accept have changed."

These processes affect the cultural aspects of the transformation of Kazakhstan's mass media and form the trajectory of the impact of information flows on society: any bright message that appears in the media space can spread at a high speed. without it, therefore, when creating, consuming information content of mass media, issues related to culture, the system of ethical and spiritual values of a person, the ability to influence and collective interaction in this area are solved.

Materials and methods

Methods for researching mass communications: Mediametrics. Rating. Survey. Interview. Conversation. Tests. Content analysis. Diary entries. Group discussions. TV-metrics. Discourse analysis. Focus group method. Meta-analysis. Modern society represents the era of information and mass communications. Understanding information and its impact on society requires research, which can be done using a variety of mass communication research methods. In this essay, it is advisable to consider methods that help to better understand how media affects the individual. (Akabaeva M. O., Abikenova G.T., 2022).

Mediametrics is one of the key methods for researching mass communications. It assesses the extent to which media content has been studied, its audience and its impact. Mediametrics involves collecting data about what media channels are consumed and what programs or content are the most popular. This method allows media companies and advertisers to better understand their target audience and tailor their content to their interests.

Rating is another important method that measures the popularity of media content. It is based on the number of viewers, listeners or readers who consume a particular piece of media. Ratings help determine which programs or channels are more successful among the audience. This method is also useful for advertisers, who can choose places to place their ads according to the popularity of certain channels.

Surveys and interviews are methods that allow you to get direct feedback from the audience. Surveys can be structured, such as closed-ended questions, or unstructured, allowing respondents to freely express their opinions. Interviews provide greater insight into the opinions and views of individuals. These methods help researchers understand how audiences perceive and respond to media content. (Esenbekova N.M., Mamankul A.A., Syzdykova A.A., Kutym B., 2023).

Interviews, tests, and content analysis are additional methods that allow researchers to analyze media content. Conversations can be conducted in the form of group discussions or individual conversations with participants. Tests can measure perception and understanding of media content. Content analysis allows you to systematically analyze the content of media messages, identifying themes, opinions and semantic aspects.

Journal entries and group discussions provide opportunities for the audience to actively participate in the research. Diary entries allow people to record their experiences and reactions to media content in real time. Group discussions allow researchers to study group discussions about media topics, identifying different points of view and trends.

TV-metry is a specialized method for measuring television content, which includes viewership estimates, program ratings and advertising. Discourse analysis is a method that focuses on the analysis of vocabulary and language structure in media messages, allowing the identification of different layers of meaning and cultural contexts.

The focus group method provides an opportunity for researchers to study opinions and perceptions of media content in group dynamics. Focus group participants can discuss topics and provide their opinions, allowing for a variety of perspectives to emerge.

Meta-analysis is a method that combines the results of several studies to obtain a consolidated understanding of the impact of media content on society. This method allows us to identify general trends and effects, and to explore possible differences between different studies.

Mass communication research methods play an important role in the modern world in helping us understand the impact of media on society. Each of the described methods has its own advantages and disadvantages, and their combination can provide the most complete picture of the interaction between media content and audience. Research in this area not only helps media companies and advertisers better tailor their content, but also promotes critical analysis of media messages and their impact on society.

Literary reviews

As we enter the new millennium, we are witnessing great changes in the world: globalization, the explosion of Information, high-tech scientific advances, especially the Internet, create unprecedented opportunities for everyone in society. The vision of a modern person goes far beyond the outside world, it is no longer limited to villages, communities, countries, therefore, knowledge extends to all spheres of social, cultural and political life. At the same time, ethnic and religious conflicts arising from a narrow circle of national thought took place in many places, and extremism and great-power chauvinism reappeared. In this sense, a solution through communication and dialogue, based on respect for the interests of the parties to the dialogue, respect for international law to avoid conflicts that lead to confrontation and confrontation, is today a proposed solution for all hot spots of the world. (Nevolina V. V., 2022).

Intercultural communication is the exchange of information carried out by native speakers of different cultures, and the fact that communicators are native speakers of different cultures has a strong influence on their communication, and to some extent the cultural decision is a set of norms that determine human behavior and communication., learned in the process of socialization and reproduction of people in the process of social practice. What is important in this definition:

Culture is a set of norms, that is, it determines what is allowed, what is not allowed, what is encouraged and what is prohibited. These norms are shared by a certain society, having mastered these norms, a person becomes a part of it (Erolenko L. I., Kostyanina E. A., 2022);

- culture is not innate, cultural norms are instilled by people. The most important quality of culture is continuity :individuality (originality of a person during development) and collectivization (Antipova I. G., 2023);

Culture is twofold: it is both the result of human activity and the mechanism that regulates this activity. Culture in this sense is not limited to a set of norms inherent in a particular ethnic group. That is, English and German are not only representatives of different cultures, but, as already mentioned, you and your parents are carriers of different cultural norms, that is, different cultures. However, in the case of Monday, the differences in cultural norms may be less significant and obvious than in the first case (Vasenina S. I., Vinokurova N. V., Mazurenko O. V., 2022).

Cultural transformation is a broad process and often a radical change in the functioning of the organization. This includes changes in the values, beliefs, behavior and practices of the company according to new goals or objectives. (Kobleva Zh., Karataban I. A., 2022).

Globalization is not an isolated or recent phenomenon; it is associated with the development of international capitalism and the federal system, which represents a new moment in the internationalization process. According to the above, globalization reflects the process of blurring internal and external boundaries, interconnecting several aspects, i.e. "the process of globalization affects the weakening of the state-state in two ways: the global nature of economic, political activity" society; strengthening cooperation within and between states."

Reviews

Since the beginning of the 21st century, the culture and media industry has been at the center of the process of change and creativity caused by the digital revolution. This technological revolution has greatly affected all social sectors, the most prominent of which are cultural, commercial and leisure services.

The digital revolution has had a strong impact on all sectors, transforming the industrial structure, production and distribution of cultural works. Over the 15 years of the digital revolution, the culture of the Republic of Kazakhstan has become increasingly diverse due to the opening of integrated exchanges, especially due to the perception of music and cinema from around the world (Bhabha H. K., 2023).

The technological revolution 4.0 raises the question: how to properly understand and apply cultural definitions in the digital age? What are the methods of developing traditional cultural goods? What are sustainable economic models in the context of the modern economy? What are the rules of culture in the Internet age? How will media culture develop in the future? How will public culture affect the development, learning, creativity and innovation of every person in society?

Since the beginning of the 21st century, the culture and media industry has been at the center of the process of change and creation caused by the digital revolution. This technological revolution has had a strong impact on all social spheres, the most notable of which are cultural, commercial, and entertainment services... For example: the music market, sound recordings have lost more than half of their value over the past decade; the paper press has lost its place... Instead, online music accounts and online media audiences dominate day after day.

This revolution simultaneously affected all or almost all links in the value chain of various industries and led to a change in the form of cultural and media products and services, consumer behavior, the corporate model of business value development and even to a change in the identity of the main participants; not just professionals, amateurs from the Internet world and competition with professional creators (Eberhardt A. K., 2022).

The concept of cross-border communication is an important factor connecting the world with many media outlets, readers can find stories in online media, open websites and search, communicate with mobile services, and follow television programs... The directions and approaches have a very diverse audience, can be understood and used in their own way, in accordance with individual needs.

In the computational (algorithmic) field of this new digital content, which transparently marks transactions, the finished object gives way to objects that are always open, the contour of which is largely determined by user interaction. Search engines are linked to metadata, which is the central mechanism for the decoding process of content restructuring.

Finally, the intervention of an entity to review the existing legal system has created a real problem, since many people believe that the legislative system was incomplete in order to be able to prevent many related activities and behaviors.

Digital culture is central to the economic revolution in the audiovisual, film, or video game industries. The culture of digital technologies is largely associated with the digitization of documents, products such as archives, books, newspapers, films, photography, music, etc.

They are part of the modern creative tools of a large number of authors, composers, graphic de-

signers, and musicians... They are involved in the mission of art and cultural education and are of strategic importance for cultural policy. They are present as an object of cultural or technological research and are an intermediary in the development of higher education culture. Digital technologies are also a tool for the transformation and modernization of management and forms of employment and career growth.

On the issue of digital cultural data related to all activities in the sector of heritage, creativity, culture and communication. In the digital age, the use of publicly available data allows for innovative methods of study and use. The digital information space focuses on images, but includes most of the content related to audiovisual media, public radio and available services on terminals for interactive interaction with each other.

Thus, the culture of receiving social products is increasingly changing in combination with the development of technology: watching movies, reading newspapers, listening to music on smartphones, computers. Even recording, sound recording, with the help of these technological products (Ittefaq M., 2022).

Results and discussion

The advent of the digital revolution – the development of the Internet, the emergence of new forms of communication and the growth of online social networks have changed the media panorama. Transformation occurs throughout society, to varying degrees depending on the categories of social professions, gender and age, having a profound impact on the relationship with cultural goods, perception, use and culture itself.

In this new context, audiovisual and cultural services are critically important. The challenge is to create a new, well-defined proposal that would be strong enough to survive in the digital public space and the Vietnamese economy. This can meet the cultural, information and educational needs of the Vietnamese people in the context of globalization.

The mission of audiovisual public services is not related to the growing competition from commercial audiovisual services, but to the goals of services in digital public spaces, as well as the transformation of cultural and media practices. Digital services are connected with the educational mission of the state, partnerships with people who are entertained by social networks (Lindquist K. A., 2022).

In the field of digital culture for children, we need to reinvent, innovate and develop the visual education system in order to attract, entice and achieve further educational effectiveness. Since different generations will not have the same culture and the same consumer environment, we need digital culture products that meet the sentiments of consumers, especially the younger generation.

The rapid and violent clash of supply and demand in digital culture and entertainment affects not only digital public services, but also the relationship between family culture and social culture, between home entertainment and cultural practices in public places. The digital context provides not only digital goods, but also equipment and artistic cultural objects, both digital and non-digital.

Currently, most cultural sites and towns in the Republic of Kazakhstan are represented and developed in a digital format. Many companies and business structures have implemented digital incentives and even launched policies aimed at diversifying, expanding and interacting with the digital audience.

Cultural institutions need to develop a rich and diverse digital strategy to support or generalize through the implementation of experimental projects: virtual visits and joint events; broadcast programs, concerts at exhibitions and performances. In particular, it is necessary to study the aging of the population in order to choose a new direction and reach a modern group of young people.

Given that the number of billions of people around the world is participating and growing rapidly day by day, hour by hour, social networks are creating a "virtual" society that exists in tandem with real society and becomes a new "front" for ensuring security in countries.

Ideological security is an important issue, both political and cultural, and is closely linked to national security. The goal of ideological security in the context of the social media boom is to ensure that the ideology of our party plays a key role in the spiritual life of our country, occupies an important position in cyberspace and is able to lead other ideological currents; preventing, detecting, combating counter-conspiracies and psychological warfare actions that undermine thinking, spread countercultural content in cyberspace.

Protecting social media security is the main mission of modern countries. This requires strong innovations in thinking, perspective, methodology, implementation methods, as well as identifying the target audience in order to have effective, practical solutions in accordance with new conditions.

The phenomenon of globalisation has enabled the modern world economy with its integrating new mechanisms, namely trade, production and finance, among others, to create ever wider integration spaces at the global level. In this sense, it emerges as a consequence of the internationalisation of economic processes, social conflicts and political-cultural phenomena.

The expression of culture has become the means by which the interconnection of States, regions and individuals is achieved, given that culture has established itself as a means to achieve this globalisation, since it offers identities from all parts of the world, even the most remote, which a few years ago they were completely unknown; now their values, images, customs, beliefs, language, language, that is, the elements that distinguish cultures from each other, forming a new worldview.

Radio, television, telephony, internet, records, electronic gadgets and even music from every culture on the planet have crossed borders. Culture is thus identified as: "everything created by people, the community of life of society, a specifically human way of life, the totality of human experience accumulated and transmitted socially and which in each human group has concreteness and uniqueness". Based on the above, culture and the process of globalisation make it possible to connect regions, states and other geographical spaces. Culture tends to be linked to places located in other countries and on other continents , there we observe how culture has been an important element and participant in the phenomenon of globalisation, because we not only acquire knowledge of cultures distant and different from ours, but by adding to it we incorporate them into our lives, models for the daily lives of people and their inhabitants (Mazzara, Bruno M.,2022).

In simplistic terms, intercultural communication emphasises the aspect of cultural diversity Often communicative behaviour between people seems unfamiliar and even fails to achieve certain communication goals because they do not have in-depth knowledge of the other party's cultural environment. The result of this failure has led scholars to go beyond "culture" and as a crucial factor for the continuity of the communication process. Although the study of cross-cultural communication refers to similarities and differences in cultural characteristics between the communicators, the focus is on the process of communication between individuals or groups from different cultures who are trying to interact with each other. Thus, the most important concepts in this study concern "contact" and "communication" between communication actors.

Social transformation is a process of structural changes in the social state.

The world community has been guided by the following three key trends in the development of globalisation: 1) technological change, 2) a growing number of governments pursuing policies of liberalisation, opening markets, removing regulatory obstacles, and 3) the combination of new technologies and freer markets. These three trends reflect the rapid process of creating a common space in the world in which economic, technological and, above all, socio-cultural forces will be shared.

One theory to clearly define the process that the world community is experiencing is the transformationalist theory; which views globalisation as "something historically unprecedented, such that states and societies across the planet are now undergoing a process of profound change as they attempt to adapt to a more interconnected but highly uncertain world".

Transformationalists reject the hyperglobalisation position as they claim an end to the sovereignty of nation states. For transformationalist theory, sovereignty, state power and territoriality are in a more complex relationship today than in the era during which the modern nation state was created, but this does not mean that it has completely disappeared, on the contrary the state apparatus has changed its structure and their roles because of the way governments are looking for coherent strategies to fit into a globalised world.

Intercultural communication occupies one of the central places in the study and assessment of the current state of human society, when it is especially important to determine the optimal boundaries between globalisation and preservation of socio-cultural pluralism, between terror and tolerance. In the process of intercultural communication communicants become aware of social norms of "foreign" culture, which creates conditions for their successful socialisation and acculturation, contributing to the development of a modern, open to cooperation and creation multicultural personality (Muchacki M.,2022).

Systematisation of sociological theoretical and methodological concepts proves the conditionality of the processes of communicative interaction of individuals by the dynamics of spatial and temporal characteristics and the development of communication channels. The modern stage of the study of communicative processes, characterised by increasing complexity of understanding and diversity of in-

terpretations in the context of globalisation, allows us to consider intercultural communication as an integral part of social communication, which implies sociological reflection.

Transformation of value and meaning orientations is a complex process. In our opinion, internalisation plays a significant role in the process of transformation of values at the personal level. Internalisation is defined as a process involving conscious and active perception of the surrounding world, as well as active reproduction of accepted norms and values in their activities.

In the author's opinion, the individual stages of internalisation of values are implemented in the following way:

a) information (about the existence of a value and the conditions of its realisation);

b) transformation ("translation" of information into one's own, individual language);

c) active activity (the learned value is accepted or rejected);

d) inclusion (initiation, inclusion in a personally recognised system of values);

e) dynamism – personality changes resulting from the acceptance or rejection of values.

At the level of public consciousness, the transformation of value orientations is the result of society's adaptation to the course of modernisation of states. Modernisation causes transformation and resistance in society. Here we consider the process of transformation of value orientations as a process of human adaptation to modernisation from the point of view of social psychology and personality psychology.

For each country and nation, behavioural culture often has its imprint in the way of thinking, education, behaviour of each person, humanity of society and is reflected in social development policies, has a certain impact on social and economic development. Cultural behaviour is one of the components of culture. Therefore, every nation and every country has social codes of conduct that correspond to cultural conditions and express humanity through the behaviour of each person in society. Social development puts people at the centre of development, as opposed to how people behave with each other in society, which is noticeable and has some impact on social development. This relationship shows that people cannot live completely isolated from society or exist without a relationship with the world around them. As C. Mark writes: "society – no matter what form it takes...[is] the product of interaction between people"(1). Therefore, when assessing the development of society and the influence of culture, attention should be paid to the influence of behavioural culture. This can be seen in the very activity of people towards society. As emphasised by Federico Mayor, former Director-General of UNESCO: "when the goals of economic growth are set to divide the cultural environment, the results will be very weak, unbalanced both economically and culturally, and the creative potential of each nation will be greatly weakened"(2).

In the context of globalisation and international integration, the development of society is also affected by people's lack of proper awareness of cultural exchange and communication. It reflects the cultural fund in each person, the firmness of cultural values in society, so the culture of behaviour is one of the bases of the ability to develop society, because it represents the awareness and action of individuals, society and is expressed in the policy of social development of political system.In the context of international integration, cultural exchange has created many problems for people themselves as the object of cultural creation and development, in the awareness of the value of culture, promoting the value of cultural exchange in social life. From the cultural point of view, it is obvious that there is a certain group, especially young people, who have not found a way to express themselves in the current multicultural conditions.Culture is developed only through regular social relations, but it is regulated by many other relations, inherited and transmitted from generation to generation in the process of learning, interaction with the environment and with members of society. This confirms that the problem of behaviour is posed as a necessity of the process of cultural development in particular and social development in general.

Often communicative behaviour between people seems alien and even fails to achieve certain communication goals due to the lack of in-depth knowledge of the other party's cultural characteristics. The resulting failures have led scholars to combine the concepts of "culture" and "communication" and make cross-cultural communication a field of study. Implicit in this union is the idea that cross-cultural communication requires the study of culture and the difficulties of communicating with culturally different parties. The author defines cross-cultural communication as a changing process of searching and finding meaning between people of different cultures. Cross-cultural communication is the transmission of a message from a person belonging to another culture to the receiver of the message.

Communication in all contexts is the same in terms of the basic elements and processes of human communication (transmission, reception, processing), but the influence of culture, which is included in the background of individual experience, shapes patterns of perception, thinking, use of verbal/non-verbal messages and basic relationships. Thus, contextual variation is an additional dimension that influences the process of intercultural communication. Intercultural communication occurs when the sender of a message is from one culture and the receiver of the message is from another culture. Thus, the transmission of a message from the communication source must be encrypted in such a way that the receiver of the message, as a member of another culture, can recode the information he or she receives. In order to achieve effective cultural interaction, the overall context in which the communication takes place must be taken into account.

The negative effects of the influence of digital communications on the professional adaptation of residents of the Republic of Kazakhstan have been structured. The role in the formation of youth culture allowed us to identify three areas of the negative impact of digital technologies on the professional adaptation of the younger generation.

The first effect, the effect of cognitive reduction, consists, according to experts, in an uncritical attitude to Internet content (the phenomenon of unformed critical thinking among young people in relation to network data, the problem of selecting high—quality and reliable information on the global network); superficiality of perception of information necessary for professional activity. Experts attributed the inability of young people to work with large amounts of data to the same group of destructive effects of the digital space; lack of competencies related to overcoming the state of information overload/information excess. Experts see the reason for the emergence of cognitive reduction in several circumstances: an increase in the volume of information circulating on the global network, the impossibility/ complexity of its development and processing, aggravated by polycommunicativeness, which does not allow focusing on important information (dispersion and loss of information segments due to the multichannel nature of its receipt). Experts associate cognitive reduction with the formation of fragmented consciousness among young people, unsystematic vision of phenomena (the phenomenon of focusing on details to the detriment of seeing the big picture), inability to understand printed text, unwillingness to think independently based on their own knowledge and competencies.

The second block of destructive effects, identified by the analysis of expert interview data, is the phenomenon of digital alarmism and gambling addiction. Experts named the following manifestations of this phenomenon: lack of formation of Internet communication risk management skills; malleability to manipulations of mass consciousness in new media; shifting the focus of attention to a virtual environment (avoiding objective reality); the desire to falsify information used by students; the negative impact of low-quality paid online courses; the increase in psychoses associated with overloads and lack of personal information space; the negative effect of the spread of pseudoscientific knowledge and the complexity of their verification; the displacement of life values, their "artificiality" in connection with the phenomenon of "life for show" ("just for show life"); the prevalence of unconstructive, often socially dangerous outrage; illegal posting of personal data, internet phishing (Internet fraud), online gambling addiction, inability to distinguish reality from virtual space.

An illustrative illustration of one of the manifestations of digital alarmism — the susceptibility to manipulation of mass consciousness — turned out to be the orientation of the dominant part of the subjects on the popularity and frequency of Internet resource views established during the hall testing. In other words, to the detriment of the quality, social significance and content of the source, the participants of the hall test were ready to trust the information of the Internet resource according to the only criterion – its popularity on the global network. This means that a significant part of the subjects are unable to consciously, meaningfully justify the choice of the source of information used. The third group of destructive influences, identified according to expert interviews, are the effects of communicative destruction. According to experts, this impact consists in the loss of interpersonal business communication skills, the erasure of boundaries, barriers, respect for communication, a decrease in the level of depth of communication and underdevelopment of emotional intelligence, the prevalence of problems with social adaptation in the conditions of digitalization of living space.

Conclusion

In this context, the author argued that the contextual environment is constantly changing, the so-called reality is not uniform, certain or absolute and there is no universally applicable way of seeing, re-

alising, thinking and communicating. Therefore, according to the author, we must recognise the possibility of embracing and disseminating different communication realities in different communication environments. Furthermore, the study of intercultural communication should also allow us to see whether or not it is possible to create a meeting zone of elements of different cultures. Within this framework, each culture should be viewed from the perspective of understanding its environment. This approach is expected to develop an evaluation procedure that is relatively free from coercive models or certain cultural biases. Based on the methods, approaches and paradigms of intercultural communication described above, it is possible to formulate the purpose of this study of intercultural communication, borrowing from Litwin, who categorises these purposes as cognitive and affective as follows:

1. Intercultural communication is about becoming aware of one's own cultural biases.

2. Being more culturally sensitive.

3. Acquire the ability to truly interact with members of another culture in order to create a lasting and satisfying relationship with that person.

4. To foster a better understanding of one's own culture.

5. To broaden and deepen one's experience.

6. To master communication skills that enable a person to adopt the style and content of their own communication.

7. To help understand culture as that which generates and sustains a universe of discourse and meaning for its members.

8. Helps to understand intercultural contact as a way of gaining insight into one's own culture: its assumptions, values, freedoms and limitations.

9. Helps to understand models, concepts and applications of intercultural communication.

10. Helps to realise that different value systems can be systematically studied, compared and understood.

Through the paradigm of psychology, intercultural communication will further open up worldviews. Psychologists refer to this as the subjective experience of perceiving the world or a person's frame of reference in relation to another person's worldview. This view of the world is conditioned by the environment and historical experiences shared by members of a culture, so it will be able to change individual views from monocultural to multicultural.

The psychological perspective is a synthesis of many scientific perspectives, especially from behavioural psychology and cognitive psychology. The author describes this perspective as a form of post-Skinnerian behavioural perspective with a pressure force revolving around explaining cognition. This perspective assumes that the human condition as an organism that actively seeks and accepts the process of stimulus input, and human behaviour is the result of the outcomes of learned responses. According to communication experts, there are several postulates about selective attention that require attention. At least in defining perception, it is divided into two factors, namely functional and structural factors. Functional factors are derived from needs, past experiences and other things which include what are called personality factors. In this case, it is not the type or form of stimuli that determines perception, but the characteristics of the person who responds to those stimuli. The functional factors that influence perception are commonly referred to as reference systems.

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