

UDC 94(574): 930.2

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**Political journalism in Central Asia,
critical discourse-analysis (Kazakhstan, the line XX-XXI centuries)**

Abstract. This article is devoted to critical discourse-analysis of logistic of political journalism in Central Asia's region. The author draws attention to the fact that the media coverage of international relations around Central Asia is not perfect.

Key words: International Relations; globalization; Central Asia; media; international journalists; investigative reporting; broadcast; Xinjiang; Vienna Declaration; political journalism; Kazakhstan's foreign policy; diplomatic service.

“Diplomacy is comparable to white water rafting,” said Sergei Lavrov, Minister of Foreign Affairs September 1, 2012 at a meeting with first-year students at MGIMO. On the “pitfalls” of diplomacy and conflicts in the relationship of the parties, especially in the age of globalization, terrorism and cyber crime is well known. However, there are common patterns and regional characteristics retransmission resolution and peace agreements, taking place at the international level.

It is to this challenging issue is dedicated to the article, a specific example of the region of Central Asia. Why CAR? – First, a strategically important region of Asia. Second, over the centuries the region was subject to the appetites of large empires who wanted to discover new, massive markets for goods and promote the interests of the monarchy in breadth. Third, because of ethnic and cultural traditions, information about the area Aboriginal languages (up to the forced Russification) almost was not available foreign readers. Fourth, the stage of independence after the collapse of the Soviet Union opened the gateway for the development of a national school of political journalism, democratization of media. Fifth, for the first time in many years, Kazakh media were able to self-treatment of foreign policy around the CAR, and the twentieth anniversary of independence gives rise to the structuring and generalization of the data on the study. Sixth, there is a certain lack of human resources in terms of

political scientists, international journalists, TV commentators in the Republic of Kazakhstan, which determines the existence of a vacuum in informing the user base. And, finally, the state of Kazakhstan's media, if we study them in this perspective, can indirectly reflect the general situation in the media in Uzbekistan, Tajikistan, Kyrgyzstan, Mongolia, Xinjiang and neighboring China.

What's the matter? – Or an urgent need to raise funds for the preparation of the state budget qualified international journalists, or – to make information more readily available sources of foreign ministers of the former Soviet republics? Perhaps the problem lies in the fear of government officials for possible bias of journalists and “international” theme does not appeal to the past because of the potential risks? Reputational risks are also there, not every employee can claim the media about his own extensive experience in the analysis of difficult and sometimes very intricate plot lines of foreign policy spectrum.

We believe that the publication of political scientists, orientalist, historians and prominent politicians more take place in the coverage of international conflicts around the region Central Asia in Kazakhstan itself. A smaller proportion of analytical development economists and sociologists, are extremely rare investigative reporting. The reasons for this unequal relationship “intellectual interest” expert analysts around the topic of international relations in the region may be

the following: to illuminate problematic issues of foreign policy outline of events in the CAR requires a deep knowledge of the regional characteristics and history of the process or fundamental knowledge. If the economy and society is currently under intensive study, the use of modern techniques, the main unit of research (oriental studies, history, political science) still laid a priori pro-government content and focus on the defense of the public interest.

Delicacy and restraint on comments the situation in neighboring Xinjiang, is obvious in the study content Kazakh media. The reasons set out above, and they explained. Counterarguments may well turn out to be politicized topics, and foreign analysts focus on the nuances of interpretation of certain events. I think, in this lies the “Achilles’ heel” of the modern state of analysts in Kazakhstan. MO politicized topic in CA due to the realities, namely the presence of a list of international political blocs: the SCO, CSTO, CICA, CAC, EurAsEC, Customs Union and others, the strength of which fall short of, and interests do not always coincide. It is not a big secret and that tactical moves diplomacy of former Soviet republics, or – post-Soviet states are in direct proportion to the energy reserves, the mega-and trans-continental projects, the degree of cooling, or, conversely, a warming of relations between Russia and China, for example. Fears controversy and sudden change of tactics on the part of large and medium value of having their own interests in the region, which is fraught with loss of Kazakhstan’s leading position in the region and the image of the state-peacemaker, tactically justified established correlation in the treatment of topics in the media.

All this together has led to the imaginary inactivity independent experts, research, and strategic centers, the almost total absence of an alternative, analysts, and possibly due to sequestration of budget funding for the development of fundamental works.

In general, it is fraught with a lag, and the gradual demise of the national school of foreign policy analysis, as the interest in it will be gone and the outside. One could argue this methodological issue, and whether the latter at all, given a sufficiently long period of colonization and temporary loss of Kazakh statehood. – Moralizing in this case, it would be inappropriate, this trend should be maintained and developed, as it is an integral part of recorded history, society and the state that have a definite impact on the mentality and ethnicity.

If, however, common sense will prevail, and the government will pay attention to the expansion of thematic (foreign) network broadcast (TV, radio) and columns in the print media, the full-length problem can stand the leading personalization. For their preparation and the full broadcast and requires meticulous teamwork structures and interested agencies: the Ministry of Foreign Affairs, Culture and Information Research – Institute of Economics, Oriental Studies, History and Ethnology, KISI professors, KIMEP, national universities, including the KNU. – Some attempts at national TV to start transmission on the type of the once popular Moscow “International Panorama” – are rare and do not have a high ranking.

That is, readers will be satisfied until the information, which is sporadically “thrown” in the media in the form of an interview or review articles 3 – to 4-more or less known, and formed a strong feeling, “biased”, Kazakh and Russian experts who are in fact, by specialists in individual sectors of the economy and social policy in the CAR. Of course, their opinion as competent, it should be borne in mind, lowering permissible in this situation share complementarity of them. Invited experts tend to gloss over the real situation, avoiding sharp corners.

Feeling that our ministry officials are not accustomed to think in terms of macro-scale foreign policy will continue as long as they are in the shadow of political scientists. The more erudite minister and can tell main-stream global configurations in supervised area, the greater will be considered its activity (Finance G.Marchenko as an example).

Bet on the charismatic figure as correspondents “Kazakhstanskaya Pravda” (one of them is a well-known poet and public figure Olzhas Suleimenov) once again set off the designated situation.

Alternative propositions can be seen in the personal blogs of Kazakhstan (including those temporarily living abroad) and on Internet forums. Can we trust these sources, sometimes emotional and shocking subject, a separate issue. However, like a splash of ethnicity and identity, they reflect certain trends, because they are impossible to ignore or deny.

Returning to the pathos of international politeness, – loss of post-Soviet Central Asia, the expected position in the media sector strategic perspective, referred to as the foreign policy topics, gives a head start to potential antagonists of pro-

Chinese and pro-Russian vector in Asia and the world.

International experience and recent publications (Russia, UK., USA) to spur domestic analysts to the creation of the original general works on the reporting of the Central Asian trend and place of Kazakhstan in a regional format.

Recent book of Xinjiang attract attention books published by the publishing house "Dostyk көpiri" that can be characterized as a positive review of historical and cultural heritage. However, Advocacy publication can not replace a sharp look expert.

This article is intended to draw attention to a situation where the Central Asian media, by the example of Kazakh experts and journalists are full of monotonous official publications, have almost disappeared from the media stories about Uzbekistan, «brother» used to Mongolia, India, the countries of the Non-SEA? You can appeal to the news sites on the Internet, but their content is directly related to what they are prepared. At best, they are neutral; we are interested in educating and training the role of the media.

Changing foreign policy vectors turned to the former Soviet Union marked shortage of awareness of global trends, Tongues speakers that broadcast through the prism of short-term objectives of the government – to attract investors, building blocks and adjacent territories and other outflows analytical content of the media and its concentration only in research centers has its negative consequences. Society artificially deprived habits discuss problematic issues, including regional foreign policy.

As a way out of the existing information gap involuntarily, it is important to understand that an unbiased objective view of external economic opportunities and risks of the state is possible with confidence against the government to the opinion of domestic scientists from fundamental branches of knowledge: general history, economics, geography, jurisprudence. Enhance international scientific forums, the free exchange of views with foreign colleagues and recommendations would serve as further harmonization of the political situation. Grants available today are inadequate and there is no authoritative center of coordination of interdisciplinary research.

Coverage of international conflicts in order to inform the community is actually an ancient

tradition. Even Homer in the «Iliad» and «Odyssey» and Strabo in «Geography» gives details of the Greco-Persian wars and other military conflicts within Eurasia.

Over time, changing technologies and ways of presenting information, sometimes they acquired purely political. Period of Discovery and market needs identified in the world regions that have been the object of permanent interest of world producers, tycoons and government. Central Asia region in this plan was no exception, and what is happening here is the topic of discussion to analysts, the military, journalists from the period of colonization to the present time, the diversity of a multi-media coverage in the media. Respectively, take the form of an ostrich, burying his head in the sand, in the case of impersonal media, being at the epicenter of the region of Central Asia, at least, imprudent.

The definition of «Central Asia» is undergoing a correlation. Well, if the case is given in writing footnotes vision of filling the term. For example, an American expert Frederick Starr calls «views Central Asia as integrity. This is not a small area in the center of Eurasia, is a vast region, it always has been. Historically, the north-west of India – is part of the Central Asia. To her, of course, and are lying west in present-day Pakistan and Iran, as well as lying to the north-east of Xinjiang. «- To be precise, it is difficult to agree with such a lengthy interpretation of the CAR, which orbit artificially included adjacent territories of South Asia. But it (the definition of Frederick Starr) again emphasizes the importance of the region and all that it involves.

The error made part of Journalists of Kazakhstan, is a misinterpretation of the geographical scope of the CA region. Most often, here erroneously include Russia, often – without exception, the Central Asian states, other authors do not consider Mongolia. Lack of criticism and free debate topical issues in the region has led to the fact that it ignores the fact that the old, Soviet terminology «Central Asia» is not identical to the scientific community accepted definition of «Central Asia». But the latter was made in oriental literature research is included in view of the strategic importance of the historical objects and their interactions.

Free discussion of the relevance of international relations is due to the strategic geographical location of the region of Central Asia, which has unique natural reserves of energy (oil, gas, solar and wind energy),

and hydro resources. Related acute problems of the region around Iran's nuclear program, the Afghan issue, the transnational oil pipelines, including across the Caspian Sea, ecology, desertification, and others will not be resolved without the involvement of the community, or the potential audience.

Changes in the international political landscape after the end of the «cold war» and the clarification of the national interests of sovereign states have made significant changes to the coverage of foreign policy situation with CA. It is in this sector, domestic media must show reasonable initiative, demonstrating professionalism and enterprise.

A brief history of the issue proves lasting interest in the region among foreign readers. The military-political situation in Central Asia was covered in pre-revolutionary Russian periodicals as you move the imperial troops to the south. Magazines and newspapers, as central: «Russian invalid», etc., as well as regional, «Turkistan News,» «Semirechye statements» reflect military communiqués, placed the scheme-route maps expeditions and war. Semenov-Tien Shan, Przewalski, Shokan Ualihanov possible, carefully prepare a report on its intelligence travel to Central Asia, parts of which fell on the pages of the press. Representatives of the colonial administration, combines service with employment history and ethnography (Aristov, Konshin, Levshin Andreev, Spassky, Speranski, Dahl) laid the tradition with the reader-experience the sensations and research fellow within the mysterious Central Asia. These publications are currently serving rarity sources of social and political history of the life of the region.

The current stage of Defense, the lighting of which the critical moments in the media over the years 1991-2011, chronologically entered the contents of our study. In this period there have been technology driven, qualitative changes in the regional media, in particular, due to the extensive development of multimedia, internet and personal micro-blogs have become a reality for the Kazakhs. Sated by immersion in Review and discussion of global news, users will certainly draw attention to the problems of the region, which are permanent residents and is home to their loved ones, most often historic homeland. Bits and pieces of information agency eventually cease to hold, there is a subconscious search for authors, civic competence and intuition that can be trusted. Perhaps this niche

in the minds of potential users will be able to take the scientists, orientalists Kazakh origin working in foreign universities. Their world view is different from the narrow-minded and colleagues.

Linguistic diversity of the media covering the international relations in the Central African Republic, becoming richer, along with national and Russian, in everyday English and other foreign languages. Geography press centers domestic journalism extends to Europe, Asia and the New World. But in this case it is necessary to solve the problem of the competence of experts and reporters in the indicated sense. It would be frivolous limited review teletype international news agencies and portals.

Types of passive information sources on Central Asia and Kazakhstan, as diplomatic service, are stable: newspapers, magazines, records and reports Research, sites, results of opinion polls. Among regional periodicals problems CAR allocated more or less regular columns in the weekly «Central Asia monitor» (Editor Bigeldy Gabdullin), some sporadic articles, interviews found in the pages of Russian newspapers, «Time», «Arguments and Facts, Kazakhstan», «Kazakhstan Today». The target audience is familiar with the magazines «Central Asia», «Kazakhstan in the global problems», «Analytic», «Central Asia's Affairs», «Kazakhstan-Spectrum» (KISR), «thought», «Eurasian community», «Continent» (Editor Sultan Akimbekov).

A fresh approach to international relations make such periodicals as: Magazine «Kørshi» – a collaborative effort between Kazakhstan and China (Urumqi) Orientalists and journalists. Chief Editor of the Kazakh side – Orientalist, diplomat, social activist Murat Auezov. The publication is targeted at more interested in the cultural heritage of China. Glossy magazines are usually typical for cognitive tourism meet requests of the public, and often short-lived. Although there is a chance to make the Mighty newsmagazine is due panoramic political reviews.

Among domestic scholars, experts on Central Asia, representing the academic environment in the media in recent times is a niche Ph.D., prof. Laumulin M. (KISI Director – Doctor B. Sultanov) on Xinjiang specialist Dr. Syroezhkin K., security of the region – S. Kushkumbayev.

The history and culture of Central Asia are devoted grant projects and the publication of the

Institute of Oriental Studies (Director – Doctor of History, Professor Abuseitova M.). Oriental Journal «Shygys» comes in multiple languages, bringing together researchers and post-Soviet Europe, Far East, at least – the American, Oriental.

New trends apparent in the studied direction from the narrow circle of experts formally admitted at the time of discharge the same to the treatment of political trends in the CA (often they were scientists) there has been free access up to comment on the current tape free events journalists, candidates and virtually any Internet user. This should be good growth of interest to the international background of the layman, but also guard against the diversion of the processes of ultra-expression and the «tug of war» in favor of the diaspora, etc.

Strengths and weaknesses of the Kazakh analysts (SWOT) on the surface: it should be noted a number of authors of articles in the media and on the Internet craze «guesswork» opportunistic. Succumbing to emotions, the authors of blogs and pages often go to unreasonable, most negative forecasts. This is with regards to the Eastern, Asian policy Astana. Willy-nilly Sinophobia slips young nationals. It would be wrong to convict them non-patriot, rather the opposite. Affects the gap in general historical knowledge and the academic scenario of contemporary discourse.

Strengths same parties Relevance: quick response to current events, the desire to get to the root of international conflict, the appeal to traditional values.

Positive response and made a good impression and produce a book of K-Zh.K.Tokaev, who devoted many years of work in the diplomatic service. His book “The foreign policy of Kazakhstan in the context of globalization”, “Under the banner of independence,” “Diplomacy of Kazakhstan” and others contain slender sections on Central Asian vector policy of Kazakhstan. Using facts, documentary sources, K.Tokayev can convey the complexity and the vicissitudes of the settlement of disputes, “pitfalls” of the process and the personalities of the leaders, is involved. However, against this background of his colleagues in the Ministry of Foreign Affairs also could, if desired, make a contribution to the coverage of the methodology of working with the media. However, we should be lenient with specific material handling foreign policy subjects. This feature continues to persist despite the warming

of the international climate and is continuing terra incognita for journalists. An employee of the diplomatic department would not disclose the ins and outs, without the knowledge or permission of administration, or simply a matter of common sense. There are temporary restrictions on the disclosure of certain information by reference to the public interest and secrets. Moreover, the Vienna Declaration of 1961 and international law in this regard to protect the privileges of diplomatic staff to encrypt and restrict access to a certain kind of information. – Experience shows that sometimes silence is more short-term popularity.

Meanwhile, time does not stand still. Readers as an audience, which can and has the right to know the new trends of international relations in Central Asia through the media today has virtually no boundaries. The accuracy and completeness – a requirement for information on assessments of international relations in general and regional, in particular. Material of the article or review should convince the reader’s commitment to the truth, the national interest, the rule of law in the formulation of issues and their objective coverage. The nature of analytical information (publications) really varies: it can be proactive, states, negative or neutral. Not exclude the bias of the authors and publications. A critical analysis of publications reveals the position of authors, institutions, sovereign wealth funds, which they represent. “Custom” publications often reduce the degree of trust the reader to information in general. Double-check and refute “pseudo” intelligence and “maturing” of information takes a lot of time and leads to the rejection of the audience.

Media are instruments of shaping public opinion, and in today’s globalized information can spread quickly and almost uncontrollably. Estimates published in such a case must be verified and very neutral, in order to avoid conflicts of interest caused by the excessively categorical judgments. First of all, the experts should be well acquainted with background lighting of international relations, the official interpretation of certain aspects of relationships and nuances that are inevitable.

Respect the audience and to provide her evaluated information – a task the media. Prepare a team of reporters, analysts and operatives Kazakhstan is necessary. History of International Relations stores samples strong commitment to government’s foreign

policy comments that allowed withstand specific tactics to achieve strategic objectives. – Indicative in this respect memoir of Golda Meir, who for many years led the Israeli government in its infancy, an experienced politician, G.Meir and her colleagues were masters in such a political tool, as the media, to promote ethnicity and national interests. Middle East problems the second half of the 20th century do not seem complete without the “Arab-Jewish” sectors.

Thus, the complexity of the actual CAR defines diversity of sources of information about the situation around Central Asia is the official media, the development of independent experts, research, expert opinion of Russia, Europe and the U.S., the print media (newspapers, magazines), the Internet. Less accessible due to the language barrier publishing Chinese, Afghan, Korean and Japanese experts and journalists about the role of Central Asia in the international spectrum of relations. These dialectical changes must be sensitive analytical frameworks and state agencies, not to be at the tail end of progress and finally lose the pulse of rapid flow in which information is carried by a whirlwind. The quality of its processing, the target “incarcerated” and broadcasting require more attention and probably more tolerance investigative journalism as a way to attract the public to the fact Kazakh discussion, because in a dispute born truth. (Civil society sometimes can detect activity and rationality in the search for optimal solutions to this it should fail and bring media culture). International and political journalism, the media should be considered as information and communication tool in international relations. Accordingly, for the training of qualified personnel in this specialty need supervision strategic analytical departments of quality set of learning, teaching and practical training, in close alliance with the university producing department.

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Г.Қ. Мұқанова

**Орталық Азия өңіріндегі саяси журналистика, критикалық дискурс-сараптама
(Қазақстан XX–XXI ғғ. тоғысында)**

Бұл мақала Орта Азия аралығындағы өзекті халықаралық қарым-қатынастарды БАҚ арқылы оқырмандарға жеткізу мәселелеріне арналады. Еліміздің белгілі ғалымдарының сапалы ақпарат дайындауға үлес қосуы мүмкіншіліктері және халықаралық журналистердің кадрларды оқыту жөніндегі стратегиялық даму жолдарының көрсетілуі туралы баяндалады.

Түйін сөздер: халықаралық қатынастар, жаһандану, Орталық Азия, БАҚ, халықаралық журналистер, қызықты хабарлама, хабар, Синьцзян, Вена декларациясы, саяси журналистика, Қазақстанның сыртқы саясаты, дипломатиялық қызмет.

Г.К. Муқанова

**Политическая журналистика Центральной Азии: критический дискурс-анализ
(на примере Казахстана, рубеж XX–XXI вв.)**

Данная статья посвящена критическому разбору состояния и трендов политической журналистики в Центральной Азии в части освещения печатными СМИ проблем региональных международных отношений. Предлагаются пути совершенствования качества и форм тематических материалов в целях подготовки кадров журналистов-международников.

Ключевые слова: международные отношения, глобализация, Средняя Азия, СМИ, международные журналисты, любознательное сообщение, передача, Синьцзян, Венская Декларация, политическая журналистика, внешняя политика Казахстана, дипломатическая служба.