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THE GENDER BALANCE OF NEWSPAPERS IN KAZAKHSTAN: A CRITICAL CONTENT ANALYSIS

The article is devoted to the study of the current problem of gender equality in Kazakhstan's print media. Given the need to pay attention to the public opinion formation, a diagnosis of dominating media agenda and journalists' messages to the audience was carried out in order to achieve the 5th goal of the UN Sustainable Development Goal on gender equality. The purpose of the study is to approve and outline further work to consolidate the commitment of Kazakhstan to implement international conventions that ensure women's rights.

The balance of gender information in media study, a quantitative assessment of gender balance of journalists, as well as determining the volume of materials with gender characteristics is a priority for UN, UNESCO, UN Women, UNICEF, which pay close attention to the issue of gender coverage in the media, as well as the status and economic nature of men and women in journalism. To achieve the study objectives, according to the specified methodology, 13 of the largest printed media in Kazakhstan (245 issues), with an audience coverage of more than 400,000 people, were reviewed using the criteria of gender balance by genre breakdowns of material, visual content, as well as materials generated by women.

The information genres content dominance over analytical ones was revealed during the study of journalistic materials balance in traditional media. At the same time, problems in women image formation were identified: the role of women in society is mostly represented in business and entertainment, but not through analytical and journalistic materials. In addition, disproportions in visual accompaniment of the content were found.

The study was conducted in Kazakhstan for the first time. As a result, it turned out that the preponderance in media discourse is not on the side of women – the difference is 23 percent. This fact indicates a problematic link in the information policy of media. The significance of research findings is demonstrated by specific problematic data, while the identification makes possible to adjust and detail the areas of work to ensure equality both in print media policy and in the information/communication area as a whole.

Key words: gender, popular press, newspapers, genre groups, media, journalism in Kazakhstan.

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Қазақстан газеттеріндегі гендерлік теңгерім: сыни мазмұндық талдау

Мақала Қазақстанның баспа басылымдарындағы гендерлік теңдіктің өзекті мәселесін зерттеуге арналған. Қоғамдық пікірді қалыптастыруға көңіл бөлу қажеттілігін ескере отырып, БАҚ дискурсында басым орын алатын күн тәртібіне және БҰҰ-ның гендерлік теңдік жөніндегі 5-ші Тұрақты даму мақсатына қол жеткізу үшін журналистердің аудиторияға жеткізетін хабарламаларына диагноз қойылды. Зерттеудің мақсаты Қазақстан Республикасының әйелдер құқықтарын қамтамасыз ететін халықаралық конвенцияларды іске асыру жөніндегі міндеттемелерін бекіту бойынша одан әрі жұмысты нақтылау және көрсету болып табылады.

Бұқаралық ақпарат құралдарында (соның ішінде мерзімді баспасөзде) гендерлік ақпараттың теңгерімін зерделеу, журналистердің гендерлік тепе-теңдігін сандық тұрғыдан бағалау, сондай-ақ гендерлік ерекшеліктерді ескеретін материалдардың көлемін анықтау БҰҰ, ЮНЕСКО, БҰҰ-

әйелдер, ЮНИСЕФ сияқты халықаралық ұйымдар үшін басымдық бағыт болып табылады және олар БАҚ-тағы гендерлік хабарлау мәселесіне және журналистикадағы ерлер мен әйелдердің мәртебесі мен экономикалық табиғатына ерекше назар аударады. Зерттеудің мақсаттары мен міндеттерін іске асыру үшін осы әдістемеге сәйкес 400 000-нан астам аудиторияны қамтитын Қазақстандағы ең ірі 13 баспасөз басылымдары (245 нөмір) материалдың жанрлық бөліністері, көрнекі мазмұн және әйелдер жасаған материалдар гендерлік тепе-теңдік критерийлері бойынша қарастырылды.

Дәстүрлі БАҚ-тағы журналистік материалдарды беру тепе-теңдігін зерттеу барысында ақпараттық жанрдағы контенттің аналитикалық мазмұннан басым түсетіні анықталды. Сонымен қатар БАҚ арқылы әйел имиджін қалыптастырудағы төмендегідей мәселелер анықталды: қоғамдағы әйелдердің рөлі аналитикалық және журналистік материалдар арқылы емес, көбінесе шоу-бизнес және ойын-сауық салаларында көрсетіледі және газеттердің мазмұнын көрнекілік тұрғыдан безендіруде де диспропорциялар табылды.

Бұл зерттеу Қазақстанда алғаш рет жүргізіліп отыр. Нәтижелер медиа дискурста артықшылық әйелдер жағында емес екенін көрсетті, атап өтерлігі, айырмашылық 23 пайызды құрайды. Бұл дерек Қазақстандағы БАҚ-тың ақпараттық саясатында проблеманың бар екенін көрсетеді. Мақалада зерттеу қорытындыларының маңыздылығы нақты проблемалық деректермен дәлелденеді, олардың белгіленуі баспалық БАҚ саясатында да, жалпы ақпараттық-коммуникациялық салада да теңдікті қамтамасыз ету бойынша жұмыс бағыттарын түзетуге және егжей-тегжейлі көрсетуге мүмкіндік береді.

Түйін сөздер: Қазақстандағы гендер, танымал баспасөз, газеттер, жанрлық топтар, БАҚ, журналистика.

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Гендерный баланс газет в Казахстане: критический контент-анализ

Статья посвящена исследованию актуальной проблемы гендерного равенства в печатных СМИ Казахстана в контексте реализации 5-й цели устойчивого развития ООН. Учитывая необходимость мониторинга факторов формирования общественного мнения, была проведена диагностика повестки, доминирующей в дискурсе СМИ, сообщений и текстов, которые журналисты доносят до аудитории.

Цель исследования – сформулировать и описать алгоритмы информационной работы по укреплению приверженности Казахстана выполнению международных конвенций, обеспечивающих права женщин.

Изучение баланса гендерной информации в средствах массовой информации (в том числе печатных), количественная оценка гендерного баланса в сфере профессиональной журналистики, а также определение объема материалов, учитывающих гендерные характеристики, является приоритетом для таких международных организаций, как ООН, ЮНЕСКО, ООН-Женщины, ЮНИСЕФ, которые уделяют пристальное внимание вопросу гендерного освещения в СМИ, а также статусу и экономической природе мужчин и женщин в журналистике. Для реализации цели и задач исследования, согласно выбранной методологии, были рассмотрены 13 крупнейших печатных изданий Казахстана (245 номеров), с охватом аудитории в более 400000 человек, по критериям гендерного баланса, по жанровым разбивкам материала, визуальному контенту, а также материалам, созданным женщинами.

В ходе определения баланса подачи журналистских материалов в традиционных СМИ было выявлено доминирование контента информационных жанров над аналитическими. При этом названы проблемы концептуального ряда, в частности изучены стереотипные факторы формирования и представленности образа женщины в СМИ: в большей степени женщины ассоциированы со сферами шоу-бизнеса и развлечений. Также обнаружены диспропорции в визуальном сопровождении содержания газет, жанровое превалирование развлекательного контента в ущерб аналитическим и публицистическим материалам, посвященным женщинам.

Данное исследование проводится в Казахстане впервые. Результаты анализа медиадискурса демонстрируют перевес медийного контента на стороне мужчин (23 %). Данные указывают на проблемное звено в информационной политике СМИ. Значимость результатов исследования подтверждается конкретными данными; выявление факторов гендерной диспропорции позво-

ляет скорректировать и детализировать направления работы по обеспечению равенства как в политике печатных СМИ, так и в информационно-коммуникационной сфере в целом.

Ключевые слова: гендер, популярная пресса, газеты, жанровые группы, СМИ, журналистика в Казахстане.

Introduction

Kazakhstan is a country where Western and Eastern realities combined, so the country positions itself Eurasian. However, the solution to the gender issue is largely twofold. In relation to family-home realities East prevails, while Western gender traditions prevail in the workplace.

The purpose of the work is to study how much gender-balanced information is shown in print media – the country’s leading newspapers.

This issue is reflected in the Sustainable Development Goals, which are a kind of call to action emanating from all countries. It aimed at improving the well-being and protection of our planet.

Goal 5: the Gender equality and the empowerment of all women and girls, states that gender equality is not only a fundamental human right, but also a necessary foundation for peace, prosperity and sustainable development. The outbreak of coronavirus exacerbates existing inequalities for women and girls in all areas – from health and the economy to security and social protection (United Nations, 2020).

On the agenda of the UNESCO International Program for the Development of Communication in 2012, the report of the Director-General of UNESCO on ensuring the safety of journalists and combating impunity submitted to the Intergovernmental Council of the UNESCO International Program for the Development of Communication for consideration (UNESCO, 2012).

Ways to overcome gender prejudices in the media were considered at the UNESCO Global Forum Gender and Media in Bangkok on December Fourth 2013. The Global Alliance on Media and Gender was another strong step forward in the campaign to end inequalities in the media, in both the employment of women and the way women and girls are portrayed, said Dr. Javad Mottagi, Secretary-General of ABU (UNESCO, 2014).

However, despite growing interest in the field, there is still a lack of information on gender and news coverage in English outside of Western countries. Future studies should look at these topics in nations where research is still absent. (Geertsema-Sligh, 2018).

Kazakhstan was the first among the countries of Central Asia to establish a national body designed to ensure gender equality in all spheres of society – the National Commission under the President of the Republic of Kazakhstan on Women’s Affairs and Family and Demographic Policy.

In terms of gender indicators, according to the Report on the Global Gender Gap Index of the World Economic Forum, Kazakhstan ranks 52 out of 144 (The Global Gender Gap Report, 2017).

The main legislative act in the field of gender policy is the Law “On State Guarantees of Equal Rights and Equal Opportunities for Men and Women” adopted in 2009.

Kazakhstan has ratified a number of fundamental international acts, including the UN Convention on the Elimination of All Forms of Discrimination against Women (New York, 18 December 1979), the Beijing Declaration and the Beijing Platform for Action, the Convention on the Political Rights of Women, the Convention on the Nationality of the Married Woman, the six conventions of the International Labor Organization (ILO) and the 2030 Agenda for Sustainable Development.

Despite that, there is still a gender imbalance in the provision of employment, career opportunities and wages. The pay gap is everywhere: in 2016, women in Kazakhstan earned on average 31.4% less than men. In 2016, women accounted for 56% of all administrative civil servants, but held only 10% of political positions in the civil service, 22% of seats in parliament and 24% of senior positions in the banking sector (Republic of Kazakhstan. UN Women, 2017).

It is noteworthy that these figures practically repeat those of the Soviet Union in the 1980s. Women’s wages in the USSR were 70% of men’s wages in 1984 and 73% in 1989 (69% in Kazakhstan). This ratio was significantly higher than that of most Central European countries. At that time, the ratio of women’s wages to men’s wages in the socialist countries was the result of: a) greater access to traditionally male professions (engineers, doctors, lawyers); b) the extremely high participation of women in the labor force, especially in younger years; and c) longer duration of employment (Konstantinova, 2019).

Gender as an interdisciplinary category, generally insufficiently disclosed in relation to the forms and content of journalistic discourse and media.

Undoubtedly, scientists have done a lot of work in this direction. Western academic thought drew attention to sexist stereotypes in media content as early as the late 1960s and early 1970s. In the late 1970s, there was a lot of talk about how women were portrayed in the media, and about the consequences of this image for the further social self-realization of women (Tuchman, 1978).

For several decades, the scientific community has drawn attention to the nature of gender and social inequality.

Social order is based on established dichotomies, including culture/nature, mind/body, reason/emotion, objectivity/ subjectivity, public/private, in which the second element of the pair is always considered worst and related to women (Castano, 2005).

Special attention is paid to the issue of gender-based violence, which is most often portrayed in the media not as a structural phenomenon for which the government should be responsible, but as a personal/domestic problem (Vega Montiel, 2014).

Another study found that men make up 64.9 percent of news workers with women making up the remaining 35.1%, results that mirror those of the GMMP. The study found that men make up 73 percent of top management jobs, compared to women at 27%. According to the report, most women work at the level of senior professionals (41%), indicating a glass ceiling at this level. The report also found that 66.7% of men are employed on a full-time regular basis, while 33.3% of women are similarly employed. This means women's employment in news organizations is more precarious than those of men (Byerly, 2011).

Based on the above, it is quite clear that gender stereotyping of the media can serve as an obstacle to women's participation in politics (Falk 2008), and that, in general, women politicians are treated unfavorably by the media (Ross et al. 2013).

The news representation of women in politics in different countries is another area of study. Typically, research shows that the news media focus on the appearance of female politicians, including their hairstyles and clothes, instead of on their stances on important issues. (Raicheva-Stover et al. 2014).

The influence of the mass media on the formation of gender stereotypes remains an urgent problem even in countries with developed democracies, where women deputies, due to quotas, are represented in parliament on an equal basis with men. However, such a balanced representation in the authori-

ties does not at all guarantee the absence of a biased attitude towards women deputies on the part of the media. According to Belgian research, women deputies are much less likely to appear on television and get less time to speak than their male counterparts. Gender bias persists even when the political system guarantees equal representation through quotas (Hooghe et al. 2015).

Scientific research emphasizes the diversity of scientific problems that arise with the increase in the number of women journalists, as well as the increase in media literacy among various segments of the population. At the end of the 20th century international research shows an increase in the number of women studying in journalism and communication schools, but its consequences for the professional world are not sufficiently studied (Theus, 1985). The author emphasizes that now that these schools give diplomas to classes in which more than 60% are women, it is important to analyze and interpret this phenomenon. Another research focuses on creating a course to study the changing nature of information and debunk the myth of its neutrality by combining the principles of information literacy, basic feminist principles and critical theoretical approaches (Broidy, 2007). A critical approach to finding information in the field of women's research in order to improve it and make it more effective is shown in another work (Gilley 2007). The use of media literacy to develop critical thinking in women's research and feminist curricula was investigated (Radeloff et al. 2009). The significant differences in the benefit of male students compared to their female counterparts in relation to information competencies and digital culture are found (Baro et al. 2009). The ways to attract media and information literacy to promote gender equality in and through the media were proposed (Grizzle, 2017).

In the context of all of the above, it is extremely important to examine how gender equality issues are presented in key mass media, how balanced the presentation of informational messages is and how the media agenda corresponds to what has been adopted at the political level.

Materials and methods

Today traditional newspapers are fading into the background, giving way to online publications and blog journalism, as well as all kinds of quasi-journalistic phenomena of social media. Meanwhile, large publications have not yet completely abandoned the printed versions.

In general, now all attention is paid to the social networks. They do form public opinion, but it is too early to dismiss traditional media as well. This is another argument in favor of the fact that this content should be studied. It is necessary to study how the facts presented from the position of the gender issue, and also in what thematic and genre context this happens and by whom this content is generated. For now, let's dwell on the tasks that were set in the course of this study.

1. In order to deal with the gender balance of content, it is important to understand how the presentation of materials is balanced from a journalistic point of view in the traditional sense. Is there a bias between informational, analytical and artistic-journalistic genre groups? The harmonious combination of genre content solves the global problem of meeting the threefold complex needs of the audience – in obtaining information, in the ability to find cause-and-effect relationships, and to satisfy the aesthetic need.

2. After the picture of genre balance has been determined, it will be necessary to proceed to the definition of gender balance in these genre groups. If with a disturbed genre balance we encounter a situation where in some genre group the proportions of presentation of materials by gender are violated, then it will be possible to find new problem areas and draw appropriate conclusions. If, in terms of genre, gender harmony is achieved among all three groups (informational, analytical, and journalistic), then the emphasis will have to be placed on the overall picture – in what proportion materials about women and men are presented.

3. Particular attention should be paid to how the theme of women is revealed in analytical genres. The fact is that in this genre group the expert opinion is widely represented and the most significant problems for the development of society are touched upon. Accordingly, on this basis, one can adequately perceive the real role of women in political and economic issues at the stage of decision-making and their implementation.

4. The next task concerns the study of visual accompaniment, that is, photographs: if there are more female images than male ones or the opposite case. It is also important to focus on the thematic and genre context of these photos. How often, for example, are female photos found in analytical materials relating to serious issues?

5. And the last task that we set in this material is to determine the amount of content that women generate. If there is a gender bias and the bulk of the content is formed by men, then this means that

men simply dominate and set the tone in shaping the agenda. If women write the same number of materials as men, or even more, and the gender imbalance of content continues to exist, then this interesting point requires an independent qualitatively new understanding.

The solution of these objectives involves the choice of publications and their number. The most objective data is a total count of absolutely all publications and an analysis of all materials published in Kazakhstan. Since it is almost impossible to do this with the forces at our disposal, we settled on choosing 13 most significant editions.

During all research, we analyzed the following editions from January until May 2020:

(The number of copies of each issue of a newspaper is not always a constant value. For an adequate understanding below we round the data. In addition, one must also understand that the media often overestimate the real number of copies, while at the same time several people can read one newspaper).

15 issues of 'Argumenti i facti. Kazakhstan' ['Arguments and Facts. Kazakhstan']. Total area – 1088413 sq. cm. (38,000 copies. Published since 1978)

'Argumenti Nedeli' – 15 ['Arguments of the Week']. Total area – 201048 sq. cm. (Kazakh circulation is about 20,000. Published since May 2006, the total circulation in the CIS and Russia is about 500,000).

'Caravan' – 15. Total area – 568059 sq. cm. (50,000. Appeared in 1991, in the best of times the circulation reached 200,000)

'DAT' – 15. Total area – 197962 sq. cm. (12,000. Opposition newspaper, launched in April 1998, has a critical orientation).

'Delovoy Kazakhstan' – 15 ['Business Kazakhstan']. Total area – 189920 sq. cm. (10,000. Weekly republican economic newspaper, published since 2006)

'Express-K' – 25. Total area – 322398 sq. cm. (20,000. One of the oldest newspapers – founded in 1920, the former 'Leninskaya Smena' ['Lenin Successors']).

'Kazakhstanskaya Pravda' – 15 ['The Kazakhstan Truth']. Total area – 447180 sq. cm. (100,000. National newspaper of Kazakhstan, the main source of official and business information in the republic, founded in 1920)

'Komsomolskaya Pravda. Kazakhstan' – 15 [The Truth of Comsomol. Kazakhstan]. Total area – 315112 sq. cm. (50,000. Published since 1925)

'Kursiv' – 15 ['Cursive']. Total area – 175392 sq. cm. (8,000. Published since 2002)

‘Novoye Pokoleniye’ – 15 [‘New Generation’]. Total area – 831246 sq. cm. (35,000. Published since 1998)

‘Ogni Alatau’ – 15 [‘The Fires of Alatau’]. Total area – 1055082 sq. cm. (40,000. The oldest newspaper in Kazakhstan, published since 1918, in the best of times the circulation reached 200,000)

‘Sarbaz’ – 15 [‘The Warrior’]. Total area – 130188 sq. cm. (4,000. Republican military-patriotic newspaper, published since 1992)

‘Vecherniy Almaty’ – 15 [‘Evening Almaty’]. Total area – 1963289 sq. cm. (38,000. Former metropolitan newspaper, published since 1936)

Thus, the total audience coverage is about 400 000.

Total volume was 7485289 sq. cm. (or 245 issues of newspapers). Editions submitted are multidirectional, expected on different target audience that gives the chance to get broader idea of the studied question here. At summation of results, which are presented in our tables all total figures were rounded to the whole values as at serial calculation in dozens of hundreds of thousands and even millions of square centimeters, the 10th and 100th shares don’t play any role.

To make it clear, different newspapers have different formats and page sizes – the area of one small page is usually about 1200 sq. cm, a large one – 2400 sq. cm. In this way, about six thousand pages were analyzed (since large-format newspapers are produced less). In principle, the size of the pages does not matter to us, since the calculation is in square centimeters.

The next stage involved the separation of journalistic materials from non-journalistic ones. Usually, in addition to journalism, newspapers print advertisements, background information, horoscopes, crossword puzzles, etc. Since it is journalistic content that interests us, it was necessary to isolate it from the total volume of materials. Thus, we got 6467385 sq. cm., which amounted to 86.40% of the total volume. In principle, this is a fairly good indicator, indicating that the area of newspaper pages is used for its intended purpose. We’ll take a closer look at this aspect.

Therefore, information genres traditionally include reports, chronicles, notes, extended information, informational commentary, interviews and others. By the number of publications, information genres dominate traditional newspapers, but in terms of volume, they can give way to analytical ones, since the latter are usually many times more than the former. Analytical genre includes articles, correspondence, analytical interviews, journalistic

investigations and others. Finally, artistic and journalistic genres are a sketch, essay, feuilleton, image (portrait interview) and others. Regarding the last genre group, separately here the journalist’s creative abilities manifested as vividly and relief as possible, he not only interprets the facts and finds causal connections answering the question ‘why do certain social problems occur?’, but he is also looking for an original artistic and expressive form of presentation, he is working on a syllable. Unfortunately, recently this genre group relegated to the background, although it most deeply affects the formation of worldview aspects.

For this purpose, we will calculate the area of each issue in square centimeters. Then we separately calculate how much newspaper space is devoted to the materials of the information genre group in sq. cm., how much analytical publications, as well as how much artistic and journalistic. In addition, we will pay attention to how much space allocated in percentage terms to ads and advertisements, as well as reference and entertainment materials. Reference material refers to all dry information, not directly related to journalistic activities: for example, weather forecast, television program, etc. Entertainment materials also mean near-journalistic publications, such as horoscopes, jokes, crosswords, etc.

The study focuses on the gender orientation of the materials, thus highlighting four columns for recording data: materials on men, materials on women, gender-balanced publications and neutral materials. If the publication contains information about a man or men, then accordingly the volume of this material in square centimeters is included into the first column. If about women, then in the second column. When both men and women mentioned in one article, it classified as gender-balanced. Finally, the last option is neutral information, when neither men nor women mentioned in the material.

Special attention paid to the analytical genre group. The analysis methodology is the same as for all journalistic materials – the same four columns. The expediency of a separate study of this genre group is because traditionally the functional significance of analytical genres given more importance, since they reveal the deep causes of social problems.

In addition to the text material, the research also studies visual, so the following table, which also consists of four columns, contains information about the volume of illustrations.

As for the analysis of genre groups, the situation is more complicated. Firstly, we initially refused to isolate specific genres, focusing on just three groups, since otherwise a lot of controversial issues

would arise. The genres are often very mobile and adopt many features of each other, while researchers in different countries classify these genres in completely different ways. Therefore, in order to avoid further confusion in the process of interpreting the data obtained, we limited ourselves to genre groups. Information genres differ mainly in relatively small volume, contain only facts and are distinguished by efficiency. Analytical genres are much larger in volume, since their main task is to reveal cause-and-effect relationships and answer the question of why event happened and what needs to be done in order to avoid recurring problems in the future.

Artistic and journalistic genres are as close as possible to literary creativity, they are distinguished by a special author's style of presentation, they often touch upon serious philosophical issues through the prism of aesthetic understanding. This group also includes all satirical works.

Finally, the information about the authors from a gender perspective. There will be only three columns: a) materials written by men, b) materials written by women and c) materials provided by news agencies, or reprints without indicating authorship. These columns contain information on the volume of publications in sq. cm. Thus, we will be able to get an idea of who and in which genre group forms content: men or women.

Results and discussion

There are several ways to measure printed material – this is counting the area in sq. cm., counting printed signs, counting lines, it is also possible simply to count the materials themselves. Since the formats of different publications differ from each other – some newspapers printed on A3, others on A4, and then the volume calculation, of course, better carried out in sq. cm. Some materials framed with large headings, plus photos added to this and it seems that the publication is quite a bit, although the text itself may not be so much. In this case, we are not interested in the number of signs, but in how much space the editorial board allocates to this publication, thus determining its significance. Accordingly, the reader's attention attached to such materials more, and therefore the effect of reading those increases. Given the entire volume, we can adequately judge the significance of the material.

Below, we will demonstrate how the content analysis carried out, and then proceed to consider the overall result of the summary table. For clarity, take 'Express-K' #29 (19302) for February 18, 2020. The newspaper printed in A3 format and con-

sists of 8 pages. The total useful area is 12896 sq. cm., of which 10869.25 sq. cm. make up journalism materials – these are 37 copyright publications. The large share of the material belongs to the information genre – 9905.75 sq. cm., artistic and journalistic – generally absent, and the analyst accounts for – 963.5 sq. cm.

Now we will decompose this content from a gender perspective. The absolute majority are gender-balanced publications – 3773.25 sq. cm., about the same number falls on neutral information, where neither men nor women are mentioned – 3652.75 sq. cm. However, when it comes to gender-identified publications, then the situation is changing. Information about women is three times less than about men – 838 sq. cm. against 2605.25 sq. cm.

As for the genre layout in the gender context, information content dominates mainly. There are very few analytical materials and they presented mainly in the form of gender-balanced information – 612.5 sq. cm. and neutral – 351 sq. cm.

In percentage terms, the picture is as follows – journalistic materials account for 84.2% of the total. This is a normal indicator for a news publication. It is logical that there should be less reference and advertising information in a traditional newspaper than journalism.

On genre priorities a ratio of information and analytics – 91% to 9%. Here we see a certain distortion. The situation with art and publicist genres is quite expected.

In gender aspect, the percentage looks as follows: the gender balanced and neutral information – 34.7% and 33.6% that in the sum makes about 68% that in general is a good indicator. In addition, here between materials where only men mentioned and only women are a certain difference – 24% against 7.7%.

Now we will address the situation with illustrations. In total, photos borrow 3454.88 sq. cm. from which 2443.88 sq. cm. (70.7%) – images of people. Such deal is quite predictable and there is nothing unusual. In this case, we will put neutral photos outside brackets and we will try to consider how from a gender point of view there is a distribution of images. Photos with men only borrow 1466.63 sq. cm. that from 2443.88 sq. cm. makes 60%. 22% or 535.5 sq. cm. are the share of female photos. At last, on the gender and balanced images where there are men and women, only 441.75 sq. cm. – 18%. The distortion is obvious.

The last issue in the analysis of the newspaper is gender accessory of authors. Here the attention is paid not to how many men or women works in newspaper editorial office, and how many places are

taken by their publications, that is who wrote more. From 10869.25 sq. cm., about 82% are the share of author's materials – only 1920.75 sq. cm. occupy messages of informational agencies and a reprint that in general shows the originality of content. Male journalists borrowed 4688 sq. cm., female – 4260.5 sq. cm., thus in percentage 52% to 48% from 8948.5 sq. cm. What is quite acceptable result from which it is visible that functional duties in general are distributed equally.

We will sum up the small intermediate result. First, it is necessary to tell that the example of the content analysis given above has exclusively illustrative character to show how the research conducted.

Considering the volume of initial material, we cannot apply with guarantee for exhaustive reliability of display of a full picture of gender balance in a media discourse of Kazakhstan, as this segment is extremely wide and it is difficult to capture it completely. However, the obtained data are quite enough to reflect the top trends of modern Russian-language traditional editions.

Analytical materials genre group belongs to the category of serious, high-quality journalism. Its functional purpose directly affects the formation of fundamental, value-based guidelines of public opinion and reflects in the mass consciousness. In this regard, it is crucial to consider this segment at an independent level from the perspective of gender equality.

In general, the situation with analytical genres is not good. Here, the alignment is about the same as in the general analysis. Materials about men account for 31.46%, which is quite comparable to 32.49%. For materials about women – 6.65%, which is almost three percent less than in the general analysis. Finally, gender-balanced publications occupy 40.51%, which is almost 6% more than in all genre groups. Thus, it seen that, despite the relatively high gender-balanced content, the difference between publications on men and women increases by almost two per cent, which means that there are very few analytical articles directly on women.

Table 1 – Gender balance of analytical materials as a percentage¹

Newspapers	Differentiation of material by gender in %			
	Gender-identified materials			Neutral materials
	About men	About women	Gender-balanced materials	
Argumenti i facti	33,00%	8,12%	36,00%	22,88%
Argumenti nedeli	35,00%	4,00%	32,00%	29,00%
Caravan	21,89%	5,00%	42,00%	31,11%
DAT	28,85%	1,56%	36,54%	33,05%
Delovoi Kazakhstan	10,00%	8,04%	52,00%	29,96%
ExpressK	22,00%	11,14%	40,43%	26,43%
Kazakhstanskaya Pravda	1,86%	0,81%	2,20%	95,13%
Komsomolskaya Pravda. Kazakhstan	31,36%	13,00%	40,00%	15,64%
Kursiv	45,05%	2,96%	31,00%	20,99%
Novoye Pokoleniye	39,05%	15,00%	28,00%	17,95%
Ogni Alatau	12,97%	6,34%	42,00%	38,69%
Sarbaz	51,81%	3,00%	25,00%	20,19%
Vecherniy Almaty	39,52%	7,14%	48,00%	5,34%
total	31,46%	6,65%	40,51%	21,38%

¹ Tables are listed in alphabetical order.

Table 2 – Gender balance of articles as a percentage

Newspapers	% of total journalistic material				% Gender-identified materials from all journalistic materials
	Gender-identified materials			Neutral materials	
	About men	About women	Gender-balanced materials		
Argumenti i facti	28,33%	7,61%	32,77%	31,28%	68,72%
Argumenti nedeli	41,04%	3,74%	20,48%	34,75%	65,25%
Caravan	24,83%	6,85%	33,91%	34,40%	65,60%
DAT	38,15%	1,92%	16,74%	43,20%	56,80%
Delovoi Kazakhstan	13,71%	10,04%	55,23%	21,02%	78,98%
ExpressK	26,27%	10,11%	40,43%	23,19%	76,81%
Kazakhstanskaya Pravda	31,87%	12,19%	44,23%	11,71%	88,29%
Komsomolskaya Pravda. Kazakhstan	41,36%	20,25%	20,23%	18,17%	81,83%
Kursiv	42,05%	3,96%	14,02%	39,97%	60,03%
Novoye Pokoleniye	39,05%	18,88%	16,95%	25,12%	74,88%
Ogni Alatau	16,26%	6,34%	34,40%	43,00%	57,00%
Sarbaz	62,43%	1,01%	12,58%	23,98%	76,02%
Vecherniy Almaty	39,24%	9,06%	43,44%	8,26%	91,74%
total	32,49%	9,58%	33,81%	24,12%	75,88%

75.88% on average fall to the share of the gender identified materials, and it means that only a quarter of publications contains neutral information and do not mention men and women at all. Such ratio emphasizes anthropocentrism of media content that in itself is the positive phenomenon.

Considering extreme points of indicators of the gender-identified materials, it is visible that the greatest running start in percentage value reached by publications with a mention of men. The minimum indicator at the “Delovoi Kazakhstan” edition – 13.71%, and maximum at the “Sarbaz” newspaper – 62.43%. As for ‘Delovoi Kazakhstan’, the prevalence of the gender and balanced materials is typical, and values of publications about men and about women are quite commensurable – 13.71% to 10.04%. We observe different situation with the military newspaper ‘Sarbaz’ where only 1.01% is about women. It is very indicative and quite reflects a situation with position of women in armed forces of the republic.

For Kazakhstan, the situation that the Ministry of Defense headed by the woman, such as in Europe, where in 2018-2019 the number of women

heading the Defense Ministries reached 19 people is not imaginable yet. For example, in Norway for 18 years, the position of the Minister of Defense belonged only to female and only in 2017 Frank Bakke-Jensen managed to get there. In Switzerland — Viola Amherd, in Netherlands – Jeanine Hennis-Plasschaert and Ank Beyleveld (Nikiforov, 2020).

Returning to the gender identified materials the comparable share with materials about men occupied by the gender-balanced publications with 2186568 sq. cm., or 33.81%. The difference of indicators in this group is rather small: from 12.58% at “Sarbaz” newspaper up to 55.23% at ‘Delovoi Kazakhstan’. By the way, the fact that such serious edition as ‘Delovoi Kazakhstan’ is so balanced from the gender point of view approaches giving news content – it is a good indicator. As well as the fact, that in general the highest percent from all four columns is the share of average value of the gender-balanced publications.

The picture is seriously spoiled, unfortunately, by a situation with indicators of publications about women who borrow only 619342 sq. cm., or 9.58%. By individual consideration, the lowest indicators

at ‘Sarbaz’ (1.01%), and at the oppositional newspaper ‘DAT’ (1.92%). The highest rates in this segment at ‘Komsomolskaya Pravda. Kazakhstan’ – 41371 sq. cm. (20.25%) and at ‘Novoye Pokoleniye’ – 151772 sq. cm. (18.88%). In addition, these two newspapers if to consider an overall picture then have a serious imbalance towards publications about men too. At ‘Komsomolskaya Pravda. Kazakhstan’ the share of men is 41.36% whereas all other indicators on average around 20 (20.25%

women; 20.23% – the gender-balanced and 18.17% – neutral). Approximately similar picture is about ‘Novoye Pokoleniye’: about men – 39.05%, about women – 18.88%; gender-balanced – 16.95% and neutral – 25.12%. Thus, we see that no newspaper has completely harmonious and balanced approach in submissions of information from a position of gender equality. Optimal model would be where about 25 percent would be the share of each of four types listed by us.

Table 3 – Gender balance of photos in %

Newspapers	Differentiation of photographic material by gender in %			
	Gender-identified photo materials			Neutral photos
	Photos of men	Photos of women	Gender-balanced photos	
Argumenti i facti	42,23%	6,77%	24,17%	26,82%
Argumenti nedeli	35,54%	6,33%	21,32%	36,81%
Caravan	34,78%	11,15%	19,66%	34,42%
DAT	53,36%	12,26%	23,80%	10,59%
Delovoi Kazakhstan	26,81%	7,23%	28,81%	37,15%
ExpressK	38,61%	16,87%	24,33%	20,19%
Kazakhstanskaya Pravda	25,52%	11,03%	17,93%	45,52%
Komsomolskaya Pravda. Kazakhstan	18,41%	11,06%	16,68%	53,85%
Kursiv	29,28%	6,29%	7,08%	57,35%
Novoye Pokoleniye	22,22%	1,93%	20,51%	55,34%
Ogni Alatau	30,09%	10,34%	21,02%	38,55%
Sarbaz	64,78%	4,57%	24,59%	6,06%
Vecherniy Almaty	28,84%	11,30%	49,39%	10,47%
total	34,07%	9,12%	23,54%	33,27%

The next stage of this research is the study of the gender balance of photographs. Here the situation is slightly worse than with directly journalistic materials. The area of neutral images is larger. If in print journalism this figure was 24.12%, then among photographs it is already 9% higher – 33.27%. The situation with gender-balanced images is worse, they are 10% less than in the general analysis – 23.54%, which in itself already disrupts the balance. However, there are more photos with men – 34.07%. Moreover, let the discrepancy in the indicator compared

to all printed materials of only one percent, the decrease in gender-balanced photos increases the imbalance, due to which 9.12% of photos of women further emphasize this difference.

Another point of research in the course of this content-analytical study is the ratio of authors of materials by gender. Interpreting the results, we should note that despite the rather large runs between the individual editions for each indicator, the result as a whole adequately reflects the global picture.

Table 4 – Gender ratio of authors

Newspapers	Area of all journalistic material in sq. cm.	Materials, wrote by men		Materials, wrote by women		Materials of informational agencies or reprints	
		Area in sq. cm.	%	Area in sq. cm.	%	Area in sq. cm.	%
Argumenti i facti	742565	239595	32,27%	234641	31,60%	268329	36,14%
Argumenti nedeli	181705	143726	79,10%	10204	5,62%	27775	15,29%
Caravan	298724	90617	30,33%	150902	50,52%	57205	19,15%
DAT	181151	87470	48,29%	58614	32,36%	35067	19,36%
Delovoi Kazakhstan	179865	92658	51,52%	71917	39,98%	15290	8,50%
ExpressK	262690	129972	49,48%	91851	34,97%	40867	15,56%
Kazakhstanskaya Pravda	442874	162712	36,74%	235274	53,12%	44888	10,14%
Komsomolskaya Pravda. Kazakhstan	204345	119113	58,29%	76015	37,20%	9217	4,51%
Kursiv	166365	100891	60,64%	32022	19,25%	33452	20,11%
Novoye Pokoleniye	803856	290943	36,19%	495693	61,66%	17220	2,14%
Ogni Alatau	1035243	361012	34,87%	329604	31,84%	344627	33,29%
Sarbaz	126287	31060	24,59%	8335	6,60%	86892	68,81%
Vecherniy Almaty	1841715	726930	39,47%	1003816	54,50%	110969	6,03%
total	6467385	2576699	39,84%	2798888	43,28%	1091798	16,88%

First, attention paid to the proportion of reprinted materials or messages provided by news agencies. This indicator reflects the originality of the content of the publication and allows you to judge how independently the editorial board determines the agenda and forms public opinion. The most problematic link in this regard among the analyzed newspapers is the military edition “Sarbaz”, whose share of borrowing reaches 68%. It is certainly a very bad indicator that 2/3 of the newspaper is a complete compilation. However, if we consider as a whole the totality of the studied periodicals, then the result is very good – 1091798 sq. cm., or 16.88%. This achieved because there are many publications where the level of original materials varies between 90% -98%. The leader here is ‘Novoye Pokoleniye’, where borrowing is only 2.14%. Good positions at ‘Komsomolskaya Pravda. Kazakhstan’ – 4.51%, and others.

We also note a rather high variability of private indicators: the run among men varies from

24.59% in ‘Sarbaz’ to 79.10% in ‘Argumenti Nedeli’. The same situation for women, only in mirror reflection. ‘Argumenti Nedeli’ showed the lowest value – 5.62% and ‘Novoye Pokoleniye’ the highest – 61.66%. Thus, despite differences in the minimum and maximum thresholds, there was almost no difference in the total run-off among men and women. Men had the coverage between the highest and lowest values 54.51%, and women – 56.04%. Which quite logically led to close final aggregate indicators. As a result of the calculations and summation of all newspaper editions, the following data were obtained. On average, men wrote 2576699 sq. cm. (39.84%) of journalistic works, women slightly more than 2798888 sq. cm. (43.28%). Three and a half percent difference in favor of women. In this situation, one can talk about the slight predominance of female journalists over male journalists in the professional newspaper community.

Table 5 – Ratio of genre groups to the volume of journalistic materials

Newspapers	Area of all journalistic materials in sq.cm.	Share of information genres		Share of analytical genres		Share of artistic and journalistic genres	
		Area in sq. cm.	%	Area in sq. cm.	%	Area in sq. cm.	%
Argumenti i facti	742565	584444	78,71%	154165	20,76%	3956	0,53%
Argumenti nedeli	181705	70258	38,67%	109913	60,49%	1534	0,84%
Caravan	298724	224152	75,04%	57819	19,36%	16753	5,61%
DAT	181151	127041	70,13%	52147	28,79%	1963	1,08%
Delovoi Kazakhstan	179865	145680	80,99%	34185	19,01%	0	0,00%
ExpressK	262690	213952	81,45%	46195	17,59%	2543	0,97%
Kazakhstanskaya Pravda	442874	348274	78,64%	85705	19,35%	28895	6,52%
Komsomolskaya Pravda. Kazakhstan	204345	122635	60,01%	68140	33,35%	13570	6,64%
Kursiv	166365	88615	53,27%	67460	40,55%	10290	6,19%
Novoye Pokoleniye	803856	757521	94,24%	36755	4,57%	9580	1,19%
Ogni Alatau	1035243	602953	58,24%	248974	24,05%	183316	17,71%
Sarbaz	126287	85440	67,66%	36515	28,91%	4332	3,43%
Vecherniy Almaty	1841715	1025580	55,69%	798160	43,34%	17975	0,98%
total	6467385	4396545	67,98%	1796133	27,77%	294707	4,56%

Here, the most common are publications of the information genre group, which together occupy 4237365 square cm., or 67.98% of the total area of all journalistic materials. The percentage run of each individual publication here also varies significantly – from 38.67% for “Argumenti Nedeli” to 94.24% for “Novoye Pokoleniye”. This, as well as the ratio of the total area of journalistic materials to non-journalistic ones, is due to the editorial policy and conceptual approach of the publication.

Analytical genres occupy 1796133 square cm., which corresponds to 27.77%. The data run here is also significant from 4.57% for the “Novoye Poko-

leniye” to 60.49% for “Argumenti Nedeli”. The situation with extreme values is understandable, since they mirror each other in segments of information and analytical genres.

Finally, the last genre group is art and journalistic materials. They account for only 4.56%, that is, 294707 sq. cm. Here too, we can notice a run from zero to 17.71%, but it is much smaller than the previous two genre groups. As expected, in general, the situation with this genre group is fully consistent with the trend that has emerged over the past decades. Artistic and journalistic genres are gradually leaving the pages of traditional newspapers.

Table 6 – Ratio of journalistic and non-journalistic material to total volume

Newspapers	Total area in sq. cm.	Ratio of journalistic materials		Ratio of non-journalistic materials	
		Area in sq. cm.	% from total area	Area in sq. cm.	% from total area
Argumenti i facti	1088413	742565	68,22%	345848	31,78%
Argumenti nedeli	201048	181705	90,38%	19343	9,62%
Caravan	568059	298724	52,59%	269335	47,41%
DAT	197962	181151	91,51%	16811	8,49%
Delovoi Kazakhstan	189920	179865	94,71%	10055	5,29%
ExpressK	322398	262690	81,48%	59708	18,52%
Kazakhstanskaya Pravda	447180	442874	99,04%	4306	0,96%
Komsomolskaya Pravda. Kazakhstan	315112	204345	64,85%	110767	35,15%
Kursiv	175392	166365	94,85%	9027	5,15%
Novoye Pokoleniye	831246	803856	96,70%	27390	3,30%
Ogni Alatau	1055082	1035243	98,12%	19839	1,88%
Sarbaz	130188	126287	97,00%	3901	3,00%
Vecherniy Almaty	1963289	1841715	93,81%	121574	6,19%
<i>total</i>	7485289	6467385	86,40%	1017904	13,60%

The data fluctuates from 0.96% ('Kazakhstanskaya Pravda') to 47.41% ('Caravan'). Here everything depends on the concept of the edition. For the official publication, similar relation to advertising is quite explainable for public financed 'Kazakhstanskaya Pravda', what commercial 'Caravan' cannot afford. However, if to consider the general indicators, then the ratio looks quite adequately – 86.40% of journalistic materials to 13.60% not journalistic. It means that newspapers aimed first at realization of the priority functions that is informing audience, but not receiving profits at any cost. It is possible to discuss what ratio is optimum, but in any case, non-journalistic materials should not prevail over journalistic.

Conclusions

Summarizing the results of the analytical study, let us highlight the following important points in accordance with and in the order of the tasks set in the Methodology section:

1) The genre diversity is significantly dominated by the information genre group. The weakening of the artistic and journalistic genre groups speaks of a trend of systematic pragmatism, where creative searches for journalists are put on the back burner

and all attention is paid to the elementary interpretation of news reports.

If we were to conduct a quantitative calculation of the material, and not the area, then the preponderance of informational notes by 68% of the total volume would be quite natural, since, by definition, informational genres most often take up less space, but there are many of them. Articles and correspondence are initially much larger. An article can occupy one or even two pages, so the rate of 27% is extremely low. At the same time, only 4% of artistic journalistic genres testify with a professional position about the degradation of journalism as a full-fledged social institution. The leveling of the artistic and the aesthetic aspect in the traditional presentation of journalistic materials once again emphasizes the bias of modern trends.

2) In the gender vein, all groups are characterized by the same trends. It is positive that gender-balanced materials are quite high, which indicates a balanced editorial approach in the selection of topics. However, there are also serious imbalances in the submission of materials. Unfortunately, women are given almost three times less space in traditional newspaper discourse than men do. This state of affairs needs to be changed in order to construct pub-

lic opinion to move towards overcoming gender stereotypes and to achieve the necessary foundation prosperity as it is mentioned in the UNO Sustainable Development Goal #5.

3) The situation with analytical genres in the gender aspect also does not contradict the overall picture and leaves much to be desired. To form a full-fledged image of a woman in the eyes of a mass reader, end inequalities in the media, and ensure the best way women and girls are portrayed, as it was mentioned in the UNESCO Global Forum in 2013, it is necessary that her role in society is not limited only to the field of show-business and entertainment, but revealed from the standpoint of serious expert journalism

4) Analysis of visual support of printed materials showed that in Kazakhstan newspapers photos of men found three times more often than photos of women. There are a lot of specialized women's publications where photos of women unambiguously prevail in terms of quantity over men's images. However, if we consider a socially significant context of images, then the situation here is even a little worse than just in the print newspaper discourse,

since the level of gender-balanced visual materials also subsides slightly, which is seen when comparing Tables 1, 2 and 3.

5) The role of women in the formation of traditional newspaper discourse is gradually growing, which is evident for material they create. Of course, the 4% difference in favor of women is not a significant advantage, but it is also enough to fully achieve gender equality in media content.

Our research and the results obtained can be used for study not only by Kazakh and Russian-speaking journalists and sociologists, but can also be useful for Western colleagues, given the opinion of Margaretha Geertsema-Sligh, who in her work rightly pointed out the lack of any research on gender issues in journalism outside Western countries.

The gender imbalance must be overcome by balancing, first by increasing the number of publications about women and then changing the discourse at a qualitative level in order to consolidate the commitment of Kazakhstan and its public to the implementation of international conventions of UN, ILO and UNESCO, to protect and ensure the rights of women.

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