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THE INFORMATION AGENDA IN CHINA AND KAZAKHSTAN: COMPARATIVE ANALYSYS

The relevance of the study lies in the fact that the quick digitalization of contemporary society impacts the processes linked to the production, dissemination, and consumption of news material. Different media, social, and political entities impact each other and shape different agendas, making it crucial to conduct a comparative analysis of various information agendas.

The main purpose of this article is to compare and analyze the information agendas of China and Kazakhstan, shedding light on how they are currently being shaped in both nations.

The significance of this research is in the theoretical and practical examination of agenda formation in new media as opposed to traditional media.

The research's theoretical importance broadens current concepts on how the information agenda is shaped in contemporary society. The concepts and findings from the research can be helpful for analyzing the details of election periods, news media articles, and the regional media environment.

The practical significance of the work lies in its practical application in shaping information policies for public organizations, authorities and local governments in China and Kazakhstan.

The research methodology involves tracking the press releases of Kazakhstani and Chinese print media, calculating statistical indicators and conducting comparative analysis.

In the conclusion, it was found by the authors that the media landscape has been altered due to the rise of new media. An immediate update of the research methodology that drives the agenda is needed to change the way information is distributed.

The significance of the thorough comparative analysis conducted lies in its aim to enhance regional integration and cooperation by establishing a system for cross-border collaboration that fosters the sharing of information. This can be done by establishing regional news organizations or media partnerships that collaborate on regional information priorities.

Key words: agenda formation, new media, communication, Kazakhstan, China.

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Қытай мен Қазақстандағы ақпараттық күн тәртібі: салыстырмалы талдау

Зерттеудің өзектілігі қазіргі қоғамның жылдам ақпараттандырылуы жаңалықтар мазмұнын құруға, таратуға және тұтынуға байланысты процестерге әсер ететіндігімен байланысты. Әр түрлі медиа, қоғамдық және саяси субъектілер бір-біріне және әр түрлі күн тәртібін қалыптастыруға әсер етеді, сондықтан әр түрлі ақпараттық күн тәртібіне салыстырмалы талдау жүргізу мәселелері ерекше маңызға ие болады.

Осы мақаланың негізгі мақсаты Қытай мен Қазақстанның ақпараттық күн тәртібіне салыстырмалы талдау жүргізу болып табылады, ол осы екі елде оның қалыптасуы туралы ағымдағы жағдайды ашады.

Бұл зерттеудің маңыздылығы дәстүрлі медиамен салыстырғанда жаңа медиада күн тәртібін қалыптастыру тақырыбын теориялық және практикалық зерттеу болып табылады.

Зерттеудің теориялық маңыздылығы қазіргі қоғамдағы ақпараттық күн тәртібін қалыптастыру процесі туралы қолданыстағы ұсынуларды кеңейтеді. Жұмыста жасалған идеялар мен тұжырымдар сайлау кезеңдерінің, жаңалықтар медиатекстерінің және аймақтық медиа кеңістіктің ерекшеліктерін зерттеуде пайдалы болуы мүмкін. Жұмыстың практикалық маңыздылығы оны Қытай мен Қазақстан Республикасындағы түрлі қоғамдық ұйымдардың, билік органдарының және жергілікті өзін-өзі басқарудың ақпараттық саясатын әзірлеу кезінде пайдалануында жатыр.

Зерттеу әдістемесі қазақстандық және қытайлық БАҚ баспасөз баспа-релиздерінің мониторингін, статистикалық көрсеткіштерді есептеуді және салыстырмалы талдауды қамтиды.

Ақпаратты тарату тәсілдерін өзгерту күн тәртібін анықтайтын зерттеу әдістемесін шұғыл жаңартуды қажет етеді.

Жүргізілген кешенді салыстырмалы талдаудың құндылығы ақпаратты таратуға ықпал ететін трансұлттық ынтымақтастық тетігін құру арқылы өңірлік интеграция мен ынтымақтастықты нығайту идеясында жатыр. Бұған аймақтық ақпараттық күн тәртібін бірлесіп әзірлейтін және ынтымақтастық пен үйлестіруді нығайтатын аймақтық жаңалықтар ұйымдарын құру арқылы қол жеткізуге болады.

Түйін сөздер: күн тәртібін қалыптастыру, жаңа медиалар, коммуникация, Қазақстан, Қытай.

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Информационная повестка дня в Китае и Казахстане: сравнительный анализ

Актуальность исследования обусловлена быстрым процессом информатизации современного общества, который оказывает влияние на процессы формирования, распространения и потребления новостного контента. Различные медийные, общественные и политические субъекты взаимодействуют друг с другом и влияют на формирование различных информационных повесток дня, что придает особую значимость проведению сравнительного анализа данных повесток.

Цель статьи – провести сравнительный анализ информационных повесток Китая и Казахстана, представить текущую ситуацию их формирования в этих двух странах.

Важность этого исследования заключается в теоретическом и практическом изучении процесса создания повестки дня в новых СМИ по сравнению с традиционными.

Теоретическая значимость исследования расширяет наше понимание процесса формирования информационной повестки дня в современном обществе. Исследование может быть ценным для изучения предвыборного периода, публикаций в новостных СМИ и местных медиа.

Практическая значимость исследования заключается в его применении при разработке информационной политики различными общественными организациями, органами власти и местного самоуправления в Китае и Республике Казахстан.

Методология исследования включает мониторинг пресс-релизов казахстанских и китайских печатных СМИ, расчет статистических показателей и сравнительный анализ.

В заключении авторы сделали вывод, что изменения в медийном ландшафте были вызваны появлением новых медиа. Для изменения способа передачи информации требуется обновление методологии исследования, ориентированной на задачи.

Ценность проведенного сравнительного анализа заключается в поддержке региональной интеграции и сотрудничества через установление системы трансграничного сотрудничества для обмена информацией. Этого можно достичь через установление региональных новостных организаций или сотрудничество со СМИ для совместного решения региональных информационных задач.

Ключевые слова: формирование повестки дня, новые медиа, коммуникация, Казахстан, Китай.

Introduction

Agenda-setting is a theory that examines the reconfiguration of the mass environment. Since 1968, when American communication scholars McCombs and Shaw began to systematically study the agenda-setting effect of mass communication, scholars around the world have conducted in-depth discussions on the topic and developed a number of theoretical hypotheses, including “attribute agenda-setting,” “agenda fusion,” “agenda setting by attributes,” “agenda fusion,” and “agenda setting by affiliated networks.” To date, the perspective of agenda setting remains a significant area of interest

for scholars seeking to understand the evolution of public opinion (McCombs, 2004).

Traditional media only covered a small number of public topics; in contrast, digital media offer a wealth of information, but access to trustworthy information is not always ensured. The likelihood of disseminating misleading information rises when the function of information intermediaries is diminished, which fuels the global rumor mill and opens doors for cybercrime. Furthermore, pornography has significantly impacted agendas in the Internet era, negatively impacting societal climate. The acceptance of such occurrences as normal can erode confidence in internet media. It is an issue that jour-

nalists in the field should be aware of. Microblogs and social networks worldwide struggle with providing entertainment that appeals to everyone.

Authors contends that it is also a sign of imprudent agenda-setting when serious matters concerning the nation, politics, and public welfare are marginalized and entertainment content takes center stage. The globalization of the agenda-setting process for media is expected to continue in the face of an ever more linked world. Global epidemics, cybersecurity, and climate change are examples of issues that transcend national borders and need for a concerted worldwide response. The global agenda will be significantly shaped by new media, which will also foster international cooperation and communication.

It will be crucial to preserve the credibility and integrity of journalism. To preserve the public's trust in journalism as a trustworthy information source, journalists must embrace ethical norms, own their biases, and be open and honest about how they set the agenda. These factors suggest that the future of agenda-setting in journalism will be shaped by developments in technology, shifts in how people consume media, the development of societal goals, and the continuing discussion about journalistic ethics and trust. Journalists will need to adjust to these changes while still playing a crucial role as stewards of public discourse and guides for informed civic engagement.

Agenda setting is one of the most important theories in communication science. It was first proposed many years ago, and in the intervening years, it has evolved into a fairly developed theory. Agenda setting has taken on new meanings in light of the times, from its original presumptions to its ongoing theoretical framework improvement and then to its further growth in the network era.

In the meantime, as new developments in the field of new media continue to emerge, scientists are becoming increasingly interested in the process of agenda construction as it is introduced into the nation. We can gain a better understanding of the current status of agenda formation processes in China and the Republic of Kazakhstan by comparing their information agendas. Scientists from both nations can use this comparison as a jumping off point and a way to get ideas for more research.

Materials and methods

The empirical basis of this work includes monographs and works of Kazakhstani, Chinese, and foreign researchers, as well as researchers and experts

in the field of media development in Kazakhstan and China. Press releases of Kazakh, Chinese, and foreign print media were used as a source of empirical data. The authors conducted a comprehensive study of numerous sources of information on various aspects of media releases.

Literature review

The research, based on the work of Chinese and foreign scientists in Kazakhstan, allows for a deeper understanding of the process of agenda formation in the context of new media, as well as the peculiarities of communication development in Kazakhstan and China. The contemporary investigation of the agenda creation hypothesis has benefited greatly from the work of Maxwell McCombs. He committed his time to researching the thematic and structural roles of mass media within the framework of the relationship between topics reported by the media and public opinion. The "Spiral of Silence" idea is likewise based on this methodology. Being one of the pioneers of agenda creation theory, his idea offers a fresh viewpoint on society and communication.

His research has significantly advanced our understanding of agenda formation theory. The work "On the Transformation of Communication Research in the Era of New Media" (Wei Lu Ding Fangzhou, 93) by Wei Lu Ding Fangzhou better combines the themes of new media research and focuses on the "cultural shift" in communication research brought about by the interpretative research paradigm. The paper highlights how, in China's ongoing social change process, the practice of communicating new media events has emerged as a distinct and significant issue. The dissertation shows how the dissemination of new media events has developed into a unique and significant phenomenon in China's social change process. It also describes how a brand-new communication tool that has surfaced in China's modern media landscape works. P. Bourdieu added the need that news blocks must go empty while the program was being prepared in 2002 to his theory of agenda-setting. For instance, if a sufficiently significant event did not occur during the day for a political block in the case of a standard scheme for filling a news release with the blocks "politics," "society," "economy," "culture," and "sports," it will cover insignificant political news from the perspective of public interest (Bourdieu P., 38).

The agenda theory was introduced in 2008 by researchers S.G. Aneto, S.O. Onabayo, and D.B. Osifeso (S.G. Aneto, S.O. Onabayo, and D.B. Osifeso, 59). They stated the following assumptions: 1)

The audience receives news from a limited number of sources and thus depends heavily on the media; 2) The news department, which consists of journalists, filters, selects, and forms news, making it reflect social reality; 3) Media programs, whose topics are chosen by professional journalists as the most significant, cause people to perceive the problems covered in them as important; 4) Due to their psychological need for context, the majority of individuals are willing to allow the media to influence the way they think (Duru C.W., 67.).

The “NAS model” gained prominence in the 2010s and explains why specific thematic nodes join when the general public becomes aware of the issue. Its main point is that the problems, things, and qualities that the agenda presents do not exist in a vacuum apart from one another. The links made between various media agenda nodes help the public develop an understanding of the issue. For instance, the media may often discuss foreign policy (object) together with features or properties (attributes) like terrorism, Islam, or other nations. Eventually, viewers of these media will develop a cognitive framework that connects various characteristics and objects to form a single, cohesive whole (Smith A.P.).

G. Weimann has been rethinking the conceptualization of the agenda formation theorem in recent years by keeping an eye on the research of new processes, characteristics, and features of online media. The agenda formation theorem is conceptualized with special focus to how new features, qualities, and processes are developed that are relevant to online media. In their article “Tracing, evolution and prospects,” the authors of “50 years of the theory of agenda formation and research” (Shi Anbin, Wang Peinan, 15) examine the development of the theory of agenda formation over the previous 50 years from four perspectives: conceptual tracing, theoretical framework, research methodology, and current prospects.

Based on web analytics methods, they examine the potential applications and theoretical worth of the online theory of agenda development in the future. The large-scale effects of social systems are overlooked in these scientists’ research, nevertheless. Their conclusions cannot be applied in a vacuum to the evolution and modification of information agendas within Kazakhstani and Chinese modernization contexts. These studies mostly ignore the various agendas produced by various socio-cultural formations in favor of concentrating on the evolution of agenda-setting in the global context. They examine the online theory of agenda formation’s potential in the future and its theoret-

ical worth as it relates to web analytics. But the large-scale effects of social systems are not taken into account in the works of these scientists. Their conclusions cannot be applied in a vacuum to Kazakhstan’s and China’s modernization-related information agenda development and modifications. These studies, for the most part, concentrate on the development of agenda-setting in the global context, ignoring the various agendas influenced by various socio-cultural formations.

According to the data, the three phases of agenda-setting theory have been the subject of 148, 38, and 14 publications over the last five years, respectively. It is clear that the conventional method for analyzing the media’s influence is still to apply the classic agenda-setting hypothesis. It is interesting, nonetheless, that there is a growing body of study on online agenda-setting. Political and public policy research constitutes the mainstream of agenda-setting theory, according to a more thorough examination of the specific study content of the three levels of agenda-setting theory.

Discussion and results

With state-owned media having a monopoly on news and information distribution, China’s information agenda is heavily reliant on the nation’s public administration. As a result, media coverage objectives typically coincide with the goals and ideologies of the Communist Party in power. Presenting China’s international interactions through a prism that emphasizes its peaceful ascension, mutually beneficial cooperation, and endeavors to establish a common destiny for humanity is the country’s preferred image and current foreign propaganda. The “One Belt, One Road” plan and China’s place in global governance are discussed. Official communications in China are meticulously synchronized and coordinated across a range of media channels.

China Central Television (CCTV) and other state-run media, including Xinhua, frequently transmit monotonous messages that uphold the official stance of the government. A single media organization and a state-led strategy that places a premium on ideological cohesion, economic growth, and national stability define China’s communication agenda.

A number of documents on media merger have been released by the Chinese government and the State Administration of Broadcasting, Cinematography and Television (SARFT) since 2020 (Wang Yizheng, Mao Yunong, 12). These documents emphasize the need to deepen institutional reforms,

cultivate talent across all media, and create a basic model of public opinion. The documents also offer recommendations for strengthening new mainstream media, promoting deep media fusion, and developing and utilizing integrated media centers at the district level. The creation and integration of

new and conventional media is known as media integration. For instance, the rise of websites and mobile applications has had an impact on conventional media like radio, television, and newspapers. As a result, it either gradually fades away or gets integrated into the digital era.

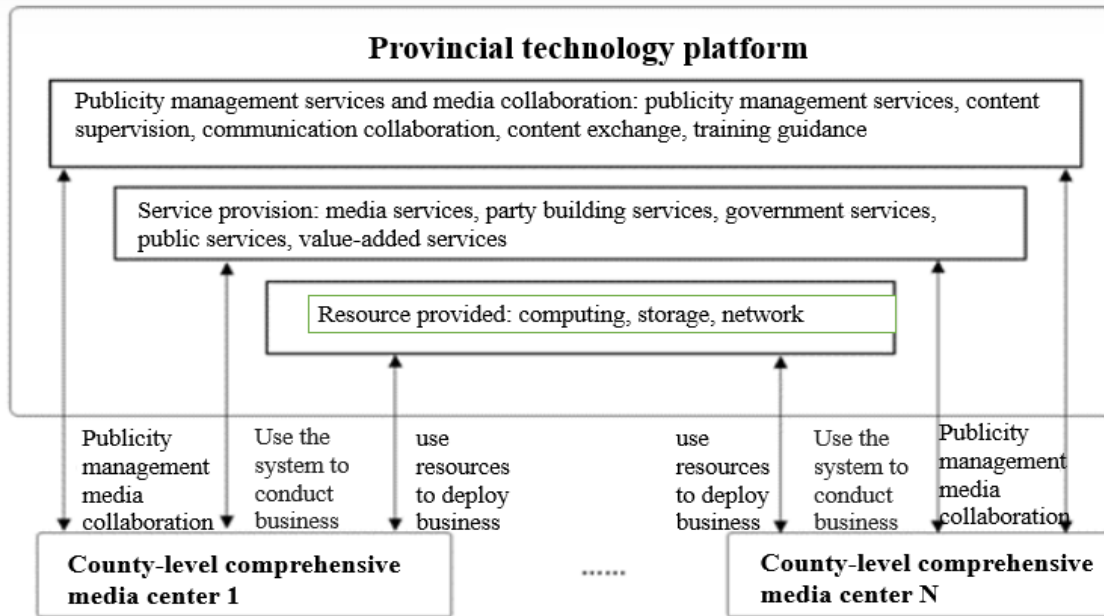


Figure 1 – China’s integrated media structure

During its fourth meeting, which took place in August 2014, the Central Group for Comprehensive Deepening of Reforms discussed and approved “Guiding Opinions on promoting the integration of traditional and new Media.” This signaled the start of integrated media development, which has subsequently experienced significant transformations. From the time integrated media was first conceptualized to the present, it has undergone multiple phases of “integration promotion,” “promotion acceleration,” and “deep integration.” Furthermore, the relevant cultural propaganda units at all levels have established an integrated media front of their own and are increasingly gaining access to district-level radio and television groups.

As the concept of media integration gains momentum, it is obvious that all enterprises related to culture and media in China now use the term “media integration”.

China has been producing a high-level plan for media mergers on a regular basis since 2020. This plan lays out the guidelines and conditions for institutional media mergers. China is continuously

updating and strengthening its Internet platform regulations. It is likely that China will continue to regulate Internet platforms continuously for some time to come (Wang Yizheng, Mao Yunong, 14).

Regarding the function and impact of media in contemporary society, Professor Zhang Zhian brought forth some very significant points. His remarks highlight the close relationship that exists between the media and people’s lives, particularly in China, where the advancement of digital technology and media integration are major factors in societal change. “Life has Media” highlights how essential media is to our everyday lives, acting as a bridge between people and as a window into the outside world. “Life in Media” depicts the shift to a world where media has a strong hold on society and where mobile devices and the mobile Internet have taken center stage as the primary means of information access and communication.

“Media is life” refers to the merging of virtual and real worlds, where new forms of existence and interaction result from the mediatization of people and objects as well as from immersion and involve-

ment in information situations like the metaverse. These ideas emphasize the ways in which media is changing the way we see and engage with the outside world, as well as the ways in which technological advancements like the Internet of Things and the metaverse may impact our future. To comprehend how these shifts will impact society and culture going forward, it is critical to keep investigating and debating them.

This medium is the mainstream media, which includes radio, television, and newspapers. It serves as a bridge between us and our social connections and is the primary carrier, window, or space through which social reality is constructed (New Media Blue Book, 25).

Humans have transitioned from “living in the medium” to “living in the medium,” that is, the deeply mediated society that lies behind the mobile phone, or the networked society. The medium of “living in the medium” is primarily the cell phone and the mobile Internet behind it. This shift occurred in the decade around 2010. Particularly after the mobile Internet’s accelerated development in 2012. “Living in the medium” refers to the highly networked and mediated society that is supported by cell phones.

The meta-universe that has gained a lot of traction in the last year or two, which includes ChatGPT, the current big model, and the Internet of Things made possible by 5G, is really more about the blurring of the lines between reality and virtual reality, the data-mediated human, and the media-mediated everything. Numerous academic arguments have been sparked by the datatization of people and things, as well as the immersive and interactive information scenarios brought about by the meta-universe. Dialog, for instance, might be thought of as a platform, an interface, or a scene of human-machine symbiosis.

People are always considering what it would be like to “live in the media” in the future and what media technology iteration will happen next. There’s a saying these days that goes, “Media is life.” “Media is life” refers to the processes of mediatization, media-based connections, data-based intelligent connections, and media-based blending of virtual and actual barriers, all of which are fundamental to daily interactions and lifestyle.

Significant shifts in the Chinese media business and its push toward digitization are evident in the observations. Building resource banks, media think tanks, and content aggregation platforms is a component of a larger plan to improve the relationship between the media and public administration. This

fits with the worldwide trend of digital transformation, which includes the creation of new management platforms through the integration of government, life, and consultancy services. accelerating the real sector’s integration with the digital economy, which raises the latter’s proportion of overall economic activity. Planning, editing, and publishing of traditional media are being digitally transformed through the use of 5G, big data, and cloud computing.

Building an architecture for an AI center that fits application scenarios and business operations. Internet thinking is being incorporated into the media sector, making it easier to move from conventional advertising models to new ones that are more traffic-conversion-focused. conventional advertising models to new ones that are more traffic-conversion-focused.

According to data from 2023, 32% of Kazakhstan’s population is under 30, while the country’s average age is 32. This shows that the youth population is becoming more and more influential in society. Youth engagement and economic growth in Kazakhstan have the potential to be key factors in the nation’s social stabilization and advancement. This demonstrates the value of incorporating the younger generation in management and decision-making procedures, as doing so can result in novel ideas and societal transformations.

Kazakhstan has entered a more pluralistic and open media era in recent years. Young adults in their 30s and 40s who grew up with these cultures have also become increasingly influential in various parts of the country and are the main force behind current trends. They have also pushed the mass media to effectively dominate public opinion when it comes to setting agendas (Anthony Giddens, 245).

Remark highlights noteworthy shifts in Kazakhstan’s media environment. The plurality and openness you highlighted are essential features of the contemporary media age, in which young people between the ages of thirty and forty are influential in determining public opinion and the course of national development.

These young adults, who were raised in a time of globalization and cultural influence, now have a big say in many areas of Kazakhstani life, including: Influence of culture: Young people who grow up in culturally diverse environments help to spread novel concepts and viewpoints, which can result in a greater acceptance and blending of global cultural traditions. Social impact: They operate as the catalyst for social change, fostering the growth of civil society and taking part in public life.

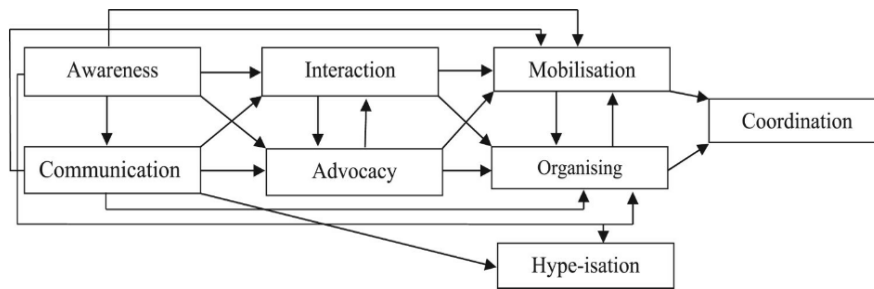


Figure 2 – Eight ways in which new media assist the political participation of young people in Russia and Kazakhstan.

Economic impact: By bringing creativity and an entrepreneurial spirit to business and technology, young people also contribute significantly to economic progress. Media influence: By determining which subjects receive public attention and discussion, young people in the environment of mass media contribute to setting the agenda. These shifts emphasize the significance of youth as the primary force behind contemporary society, which Anthony Giddens describes as having the ability to effectively use the media to set the agenda and mold public opinion. To comprehend how these trends will impact Kazakhstan’s future and its standing in the international community, it is critical to keep an eye on them.

Conclusion

Scholars from all over the world have conducted extensive discussions on the agenda-setting effect of mass communication since 1968, when American communication scholars McCombs and Shaw started to systematically study it. Based on their research, these scholars have expanded the concepts of “attribute agenda-setting,” “agenda fusion,” “agenda construction,” and others. With an emphasis on the traditional agenda setting study, the ensuing section will look at how agenda setting has changed in the context of new media.

Media Ecology: Traditional media, including radio, television, and newspapers, dominated mass communication in the 1960s, which is when agenda-setting theory first emerged. However, online media has become the primary means of communication with the development and spread of the Internet. Due to their different historical media settings, China and Kazakhstan have had different agenda-setting developments. The study uses a multi-method approach to examine agenda setting in the two countries’ present new media environments, includ-

ing survey, content analysis, and comparative methodologies.

In the age of interconnectivity, the traditional method of information distribution has completely changed, and a two-way flow of information has been developed. This represents a total reversal of the operational mechanism. There has also been a shift in the agenda-setting power structure. The conventional media’s one-way agenda-setting from the public to the media has progressively changed into a multi-directional flow involving individuals, news aggregators, social media, and traditional media.

Macroeconomically speaking, it is necessary to highlight and appreciate the differences in the two nations’ national features (such as their political and media systems) as conditioning factors. How well the relational network agenda-setting based on the Chinese and Kazakhstani communication venues works is still to be seen.

The kind of topic, the media, and the public’s characteristics are all significant intermediary variables in the success of agenda-setting at the micro level. There are parallels and distinctions between Kazakhstan’s and China’s approaches to establishing new media agendas. Coverage of internal concerns, including social issues, economic development, and government policies, is generally given priority in Chinese media. On the other hand, Chinese perspectives on international events highlight China’s interests and influence in the world. Chinese new media writings usually cover a broad range of subjects, such as politics, technology, entertainment, culture, and both local and foreign news. Government censorship and regulations have a significant impact on the content of media in China.

With an emphasis on regional developments and Central Asian concerns, the media in Kazakhstan covers a wide range of national and international topics. Topics pertaining to Kazakhstan’s geopolitical interests, such as its connections with major

powers and bordering countries, are often given priority in international news coverage. While new media writings may address related topics, they primarily address concerns pertaining to Kazakhstan and Central Asia. Regional politics, economic growth, and cultural topics are frequently highlighted. Mandarin Chinese is the primary language of Chinese new media writings, while they are also available in other languages like English. Formal and casual styles differ based on the platform and target audience. Because of Kazakhstan's linguistic variety, new media texts are usually written in either Kazakh or Russian. The target audience determines the style, with certain platforms appealing to a younger, more urbanized audience.

The agenda in China is usually established by state-run media, such as People's Daily and CCTV, with subjects that correspond to the priorities of the government. Moreover, platforms must go by rules established by the Communist Party, and policy supervision extends to new media activities. Sensitive content is frequently banned. Although there are laws in Kazakhstan as well that govern media content, they might not be as strict as those in China. The media is fairly pluralistic, with independent and state-owned outlets both pushing the same narrative. Nonetheless, the government retains the authority to mold the story and restrict coverage of particular subjects, particularly those thought to be politically delicate.

China's new media agenda is still greatly influenced by traditional media, including radio, television, and newspapers. Online platforms are becoming more and more popular, yet state-run traditional media still play a significant role in spreading official narratives and propaganda. In Kazakhstan, agenda-setting is also influenced by traditional media, particularly among elderly people and in rural areas with limited Internet penetration. But as internet platforms gain popularity, conventional media's influence is progressively waning. WeChat, Weibo, Tencent QQ, and other domestic digital media platforms and content ecosystems are where most Chinese people consume news and social media material. These platforms provide a wide variety of interactive features and multimedia material.

Among the most widely used platforms in Kazakhstan are Instagram, WhatsApp, and VKontakte (VK). Trends in Kazakhstan are impacted by both national and international social media usage.

Chinese new media often showcase traditional festivals, cuisine, art, and literature, reflecting the nation's rich cultural legacy. On the other hand, globalization's contemporary effects are equally noticeable. With aspects of Kazakh, Russian, and other ethnic traditions, new media in Kazakhstan may showcase the nation's pluralism. Identity and cultural preservation are significant topics.

The content of Kazakhstan's and China's new media agendas may be similar, but the ways in which ideas are conveyed and spread in each nation are different due to linguistic, political, and cultural factors.

The media's ability to set the agenda can affect how public opinion is disseminated and shaped on important issues. The phenomena of agenda-setting endures and is still relevant in the new media age, despite the progressive generality of agenda-setting topics and the growing complexity of agenda-setting behavior.

The media ecology has changed as a result of new media's introduction and widespread use. Further investigations into the agenda-setting theory's communication impact could gain from a more thorough application of big data mining tools for gathering, analyzing, and presenting vast amounts of social media platform data. This methodology has the potential to enable a more sophisticated comprehension of the dynamic interplay between users and published material across various themes and time periods.

These observations may help shape future studies on agenda-setting's communication impact in the age of new media.

The mode of information dissemination has changed significantly from a linear to a reticulated mode in the Internet era, which is marked by the proliferation of diverse information sources, the practice of crowdsourcing information production, and the fragmentation of information consumption. This calls for the methodological application of social network analysis to investigate the structure and range of individual relationships. Simultaneously, the increasing impact of social robots has forced journalists to use data mining, sentiment analysis, natural language processing, and other analytical tools at the computational communication frontier in order to differentiate agenda-setting sources from subject identities, allowing for more effective analysis.

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