

Barlybayeva S., Myssayeva K.

**The modern information
space of Kazakhstan**

The traditional division of media policy and the telecommunication policy become outdated. The digital, multimedia interactive communication technology expands the borders between the countries, becomes more accessible in different regions of the world. There is a merger between transferring channels both telephone, and cable networks. The sector of Mass Communication becomes exchange capable and inter additional. Change of nature of communication became feature of new mass media. It is difficult to distinguish the mass and personal form of communications. Consumption of new media has more individual and interactive character.

The rapid development of a blog sphere, civil journalism in Kazakhstan is a striking example. The number of users of social media is growing. Facebook became the most advanced social network in Kazakhstan, the second place takes on VK, and the third position belongs to a network of microblogs – Twitter.

Key words: mass communication, new media, information-communication technologies.

Барлыбаева С.Х.,
Мысаева К.Н.

**Қазақстанның заманауи
ақпараттық кеңістігі**

Ақпараттық және телекоммуникациялық индустрияның дәстүрлі бөлінісі тарих қойнауына кетті. Сандық, мультимедиялық интерактивті коммуникациялық технология мемлекеттер арасындағы шекараны жойып, әлемнің кез келген түкпіріне ақпараттың қолжетімділігін арттырды. БАҚ технологиясы конвергенциялануда. Бұқаралық коммуникация саласы ақпарат алмасу және өзара толықтыру алаңына айналууда. Коммуникация сипатының өзгеруі жаңа медианың басты ерекшелігі болып табылады. Жаңа медиа құралдарына сұраныс жеке және интерактивтілікке көшуде.

Блогосфера, әлеуметтік желілердің қарқынды дамуы Қазақстандағы азаматтық журналистиканың дамуына нақты мысал бола алады. Қазіргі таңда елімізде интернет тұтынушылар саны артып, «Facebook» – ең танымал әлеуметтік желіге айналса, екінші орынды «ВКонтакте» және үшінші орынды «Twitter» иеленуде.

Түйін сөздер: бұқаралық коммуникация, жаңа медиа, ақпараттық-коммуникациялық технология.

Барлыбаева С.Х.,
Мысаева К.Н.

**Современное
информационное
пространство Казахстана**

Традиционное разделение информационной и телекоммуникационной индустрии ушло в прошлое. Цифровая, мультимедийная интерактивная коммуникационная технология расширяет границы между странами, становится более доступной в различных регионах мира. Происходит конвергенция – слияние технологий, самих СМИ. Сектор массовой коммуникации становится обменоспособным и взаимодополняемым. Изменение характера коммуникации стало особенностью новых медиа. Потребление новых средств становится более индивидуальным и интерактивным.

Бурное развитие блогосферы, социальных сетей, гражданской журналистики в Казахстане является ярким примером. Количество Интернет-пользователей, социальных медиа с каждым годом растет. «Facebook» стал самой передовой социальной сетью в Казахстане, второе место занимает «ВКонтакте», а третья позиция принадлежит к сети микроблогов «Twitter».

Ключевые слова: массовая коммуникация, новые медиа, информационно-коммуникационные технологии.

THE MODERN INFORMATION SPACE OF KAZAKSTAN

The traditional division of media policy and the telecommunication policy become outdated. In a number of the countries come to a conclusion about necessity of development of a uniform communication policy though in distinction practice between concrete technologies (for example broadcasting and telephony) will remain.

Since 1980s last of XX centuries about the newest mass media to which carry cable-satellite TV, the Internet, the video text, a tele text, a cellular-mobile telephony, fiber-optical communication, the Internet, direct telecasting, high definition television, an interactive and digital broadcasting, began to speak as about independent mass media.

One of G.P. Bakulev's latest works in this area was devoted to world experience. First, the investigator noted that a considerable and constantly growing division of «manufacture» of the information and its distribution come from: the offer of information production and its consumption leave from under exclusive control of suppliers of the maintenance that allows alternative communication means to function innless centralized on comparison with «an old» broadcasting forms.

Secondly, huge, practically nothing the limited throughput of a cable, satellite and video, does opened for the consumer all information field of the world. Thirdly, it is higher degree of interactivity, communication with the consumer, the big flexibility of forms and ways, not peculiar traditional Mass Communication. Thanks to redistribution of functions and repertoire each of Mass Communication is used there where its unique natural advantages are in the best way shown. Radio, cable and satellite TV, despite all difficulties of interaction, coexist, supplementing, stimulating, changing each other (1).

About integration and even replacement of verbal types of information with the screen write not only researchers Mass Communication, but also writers, teachers. «In modern networks traditional publishing technologies are integrated with technologies audiovisual, uniting various types of the maintenance. Similar integration leads to that the information industry extends, erasing rigid borders between sectors of traditional systems Mass Communication and creating new open media systems» (2).

The newest IT have allowed to pass not only to large-scale transfer of the information saved up by mankind in the electronic form,

but also to creation of a great number of new information resources in electronic form: flash cards, CD-disks, DVD- disks, cartridges, diskettes and other data carriers. These forms of representation of the various audiovisual, multimedia information allow to organize processes of manufacture, storage and information distribution at qualitatively new level.

Now the digital, multimedia interactive communication technology expands the borders between the countries, becomes more accessible in different regions of the world. There is a merger between transferring channels both telephone, and cable networks. The sector Mass Communication becomes exchange capable and inter additional. «Integration of all kinds of communications on the basis of an optic-fiber cable in telecommunication structure serves some kind of «the central nervous system of all society» (3).

The merge of computer, broadcasting and telecommunication technologies is observed. This rapprochement and interaction will change communication system and a media landscape. Such use of a cable by the telephone companies already gives today effect in creation of information super highways. For last decade the scientific turn included new concepts which characterize modern lines new media, a new information epoch. So, for example, «digitalization» (from an English word – «digital» – digital, i.e. transformation of the maintenance of mass-media to the digital form), the increased interactivity of communication processes which has given a way to the intercourse form of communication, opens road to a personal, individual choice of audience which of the information consumer becomes the manufacturer of the new maintenance.

Special hopes are assigned to a fiber-optical cable which becomes the cheapest means of distribution of video signal. These thin glass wires possess surprising spaciousness for transfer of huge number of information channels. Fiber-optical communication lines can pass TV signals in many thousand times faster. Only the same volume of the information, as one ton of a copper cable can transfer 70 pounds of a fiber-optical cable. Not less important and that for manufacture of 70 pounds of a fiber-optical cable 5% of the energy necessary for manufacture of one ton of a copper cable are required only. Both on materials, and on power expenses manufacture of this kind of a cable is analog of new economy.

While uniform, all recognized definition of new mass media still doesn't exist yet, however many researchers come to general characteristics of new media. First, they «are adhered» to the screen. Sec-

ondly, they offer simultaneously the text, a sound, the video image, both a static picture, and moving images. New media are to some extent interactive.

In extending space media, the press, analog radio and television are perceived as «the old» mass-media, new channels of delivery of the information and the information itself, based on igitalization, defined as «new media». Other offered definition describes new media as «channels of digital communications in which the text, graphic and moving images, a sound are presented in uniform «a package» and which have various modes of production, distributions, reception and end-product storage» (4).

According to Professor E.L.Vartanova' opinion, to the mass consumer transition to an information society will facilitate not the computer, and digital TV. (5).The feature of the new mass-media became the character change of communication. In them it is difficult to distinguish the mass and personal form of communication, a mass and not mass news media. Consumption of new media has and will have more individual character. There is a process of «dema-sification». New mass-media increase possibilities of communication. Electronic new mass-media offer different interactive interaction of the user and the manufacturer, and also the distributor of the maintenance. New mass media give the chance to carry out interpersonal intercourse. The bright proof that– the Internet development. Interpersonal intercourse is possible thanks to e-mail or Internet phone. The Internet, satellite (space) television are one of the main components of process of globalization. They are global inherently. Consequences of evolution new Mass Communication are global also, their introduction and development already changes today forms of consumption of the information.

Analyzing history Mass Communication, Professor Denis Makkueil allocates four main elements which define a course of the history:

- It is a technology,
- A political, economic and cultural situation in a society,
- Kinds of activity, function and requirement of a society,
- The people representing different social groups and classes (6).

The American researcher Manuel Kastells adds to the existing factors, reflected technological development:

- A condition of knowledge in a society,
- Certain industrial and organizational «environment»,
- The skills, necessary for definition of a technical problem and its decision,

– The special economic mentality, helping to achieve profitableness in manufacture of the newest technical appendices,

– Presence in a society of a network of manufacturers and the users capable to communications in sphere of creation and use of these appendices (7).

The information industry extends, erasing borders between sectors of traditional systems of mass-media and creating new CMK and information. At a certain stage of development of information technology, especially in 1980-1990s appear new CMK (global computer networks, the Internet, satellite and cable TV, a fiber-optical, interactive, digital broadcasting, systems of the video text and others) that was an incitement in research of these new kinds of communications.

As the Dean of Journalism Faculty of M.V. Lomonosov Moscow State University Professor E.L. Vartanova marks, «in despite of considerable progress in the international cooperation, an information society is represented today more likely national, than the international project. And the new media is also the phenomenon not only and not so much technologically, how many national caused. The concrete practice shows that each state rather individually approaches to the consideration and decision of the given problem» (8).

At the beginning of XXI century the new democratic understanding of freedom of the information in the spirit of a priority of universal values, laws and norms of international law in information relations of the countries was developed. From extremely wide understanding of a way of the message as messages on achievements of progress theorists even more often address to discussion of concrete questions on national priorities, cultural traditions and even mentality of perception. These discussions with the appearance of satellite television have especially become aggravated.

The new Mass Communication have made the acquisition of knowledge easier, have provided access to funds of libraries, universities, museums, have accelerated the post reference both other national and transnational information-cultural services. Unlike traditional mass-media Internet users from passive recipients of the information turn in its active converters, founders and distributors. The Internet gradually comes to different corners of the world, opening new possibilities for development of economy, culture, formation, a science, public life and business.

The official birthday of the Internet for the Post-Soviet States was on September 19, 1990, when the top level domain. SU has been registered (from

Soviet Union), which right of administration it has been delegated to the Russian Scientific Research Institute of development of public networks.

In December, 1993 the largest European network EUnet/Relcom to which has been connected «RelcomSL», has been registered in NSFNET – a basic network of the USA that it is necessary to consider as the beginning of the Kazakhstan official presence in the Internet. On September 19, 1994 in the International network information center (InterNIC) the top level domain.KZ has been officially registered. From this moment Kazakhstan independently has been establishing the rules and procedure for registration of domain names of the second and the subsequent levels regarding domain KZ, in strict conformity with existing standards and rules of delegation of domain names of the Internet.

In the middle and in the end of 1990s the new Internet-service began to receive popularity at the population of Kazakhstan: WWW. At that time there were not so many Web-servers in the republic. Basically they were the servers of computer firms which have been concentrated in Almaty. At the beginning of XXI century placing of the organizations, companies, firms on servers of the Web-pages had already became the widespread phenomenon. Each company, every mass-media creates its own Web-page.

There is a rapid growth of users of a network the Internet in Kazakhstan. So, from 2000 for 2003 their quantity increased by 200% annually. From 2000 till 2009 the number of Internet users has increased in Kazakhstan from 70 thousand to 2,3 million people (increase in 30 times). According to the Ministry of Communications and information of RK on the beginning of 2011 in the country was 4 million 300 thousand Internet users, already by the end of 2014 – was 12 million Internet users.

Now the new Mass Communication is rapidly developing and, in particular, social networks all over the world, and Kazakhstan is not an exception. The number of the Kazakhstan users of a social network exceeds for 2 million people. M. Elshibaeva marked that in those regions of Kazakhstan there are strong local TV, activity of mass-media on the Internet is less. And there, where the traditional media doesn't satisfy the requirement of audience for the information, for the Internet life is in full swing. So, in Karaganda, Shymkent and Kustanai broadcasting companies «will give odds to any Almaty and Astana TV channel». And in the western Kazakhstan, in its opinion, TV concedes to channels from the cities' set forth above, but there mass-media are well presented in social networks. In a whole, not all the Kazakhstan mass-media are presented in social net-

works. Many weights of media, successful in «real» space, still don't feel necessity for interactive dialogue for the Network. However, in the conditions of rapid development new Mass Communication, the situation can be changed (9).

The New mass media gives the chance to carry out interpersonal intercourse. The bright proof is Internet development. Interpersonal dialogue is possi-

ble thanks to e- mail or Internet phone. The Internet, satellite (space) television, a mobile telephony are one of the main components of globalization process. They are global inherently. The consequences of the new evolution of Mass Communication are global also, today their introduction and development has already changed the forms of onsumption of the information.

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