

Ibrayeva G.

**Concepts of images «past»
and identify the «real» in the
perception of youth events of the
twentieth century: the historical
media discourse**

In a period of serious political, social and economic transformation a new generation has grown in Kazakhstan. This generation has its own viewpoints, values, opinions and attitudes towards the world in which borders have become global. That is why it is important to study youth with regard to their temporal self-identification as they are perceiving this world through a prism of digital technology and are actively using up to 4-5 devices, social networks and have “friends” in different continents. “Is there a link between images of the past formed by mass media and images of the past which create the identifying basis of youth’s consciousness?” This hypothesis was previously suggested in an scientific project “Russia in 1917 in perceptions of modern youth: media discussion” under a leadership of an academic I. M. Dzyaloshinskiy, which become a foundation for the research of Kazakhstan’s youth [1].

Key words: social networks, images of the 20th century, the media, the barriers of information, historical consciousness.

Ибраева Г.

**XX ғасырдағы оқиғаларды
саралай отырып «өткені» мен
«бүгінін» жастар санасында
айқындалуы:
тарихи медиадискурс**

Қазақстанда елеулі саяси, әлеуметтік-экономикалық қайта құру кезінде өз көзқарастары бар, құндылықтары бар, әлемге өз ұстанымымен қарым-қатынастары бар жастар туып өсті. Олардың шекаралары жаһандық деңгейде болды. Сондықтан осы, әлемді сандық технологиялар призмасынан қабылдайтын, әлеуметтік желілерді меңгерген, сол арқылы дүниенің түкпір-түкпірінде достары бар жастарды зерттеу орынды. Бұл болжам алғаш рет ғалым И. Дзялошинскийдің «1917 жылдардағы Ресей қазіргі жастардың ұғымында медиакурсы» ғылыми жобасында жасалған. Осының негізінде Қазақстан жастары зерттеу нысанына айналды [1].

Түйін сөздер: әлеуметтік желілер, 20-шы ғасыр бейнелері, бұқаралық ақпарат құралдары, ақпаратты кедергілер, тарихи сана.

Ибраева Г.

**Концепты образов «прошлого»
и идентификация
«настоящего» в восприятии
молодежи событий XX века:
исторический медиадискурс**

В период серьезных политических, социальных и экономических трансформаций в Казахстане родилось и выросло новое поколение, со своими взглядами, ценностями, своей позицией и отношением к миру, границы которого стали глобальными. Именно поэтому изучение молодежи, которая воспринимает мир через призму цифровых технологий, активно использует разные дивайсы до 4-5, пользуется социальными сетями, имеет “друзей” на разных континентах, важно с точки зрения их темпоральной самоидентификации. “Существует ли связь между образами прошлого, формируемыми масс-медиа и образами прошлого, создающими идентификационный каркас сознания молодежи”? Эта гипотеза ранее была выдвинута в научном проекте «Россия в 1917 году в восприятии современной молодежи: медиадискурс» под руководством ученого И.Дзялошинского и стала основополагающей для исследования казахстанской молодежи [1].

Ключевые слова: социальные сети, образы XX века, медиа, барьеры информации, историческое сознание.

**CONCEPTS OF IMAGES
«PAST» AND IDENTIFY
THE «REAL» IN THE
PERCEPTION OF YOUTH
EVENTS OF THE
TWENTIETH CENTURY:
THE HISTORICAL MEDIA
DISCOURSE**

Introduction

A serious support for strengthening this hypothesis was a sociological research conducted (throughout 2014 – 2015) in Kazakhstan titled “Youth of Central Asia. Kazakhstan” organized with the help of Fund of Friedrich Ebert and an experienced sociologist B. Raki-sheva. Representatively of findings don’t arouse any doubts as they were gathered using a methodology of a famous European youth research conducted in Germany since 1953 called “Shell Youth Study”, which was adapted to conditions and special features of Kazakhstan.

Scope of research totaled 1000 respondents, 2 focus groups, 5 in-depth interviews with young people aged 14 to 29 years. It became evident that 74,9% of surveyed people are actively interested in international news. Events in neighboring Russia interest people much more, than events in USA, countries of Western Europe and even other neighboring countries like Uzbekistan, Tajikistan and others. It can be explained by the view that informational space in Kazakhstan is dominated by Russian mass media and that the leading language of broadcasting is Russian. A logical answer to a question about a country with which Kazakhstan should build close relations by young respondents was Russia (72%), European Union (36%), Kyrgyzstan (35%), China (30,7%), Uzbekistan (29,8%). Reserved relation should be held with USA (40%), NATO (34%), Iran (29,8%) [2].

According to results of this research it can be concluded that after collapse of Soviet Union Russia’s has remained its informational presence in Kazakhstan and it is very difficult for a new state to create its own media space.

Following objectives are set:

1. Is the presence of Russia’s mass media a “barrier” on the way of establishing a connection between “images of the past” and creation of “identifying basis of consciousness” of Kazakhstan’s youth?
2. Is there an informational space in Kazakhstan and how strong is its influence on historical consciousness of a it’s new generation?

Research methodology was based on a survey research, identical to the one conducted by a group of researchers lead by I.M. Dzyaloshinskiy – representatives of Higher School of

Economics, National Research University. Survey research is aimed on an analysis of a historical consciousness of modern youth in Kazakhstan. Students were asked to write their opinion on ten most significant events, which influenced the destiny of Kazakhstan in XX century. Furthermore, in the right column they were asked to rank these events from “1” to “10” by their importance. Pilot survey, conducted by the author covered more than one hundred students in the journalism faculty of Al-Farabi Kazakh National University [3].

Main body

Analysis of research findings showed that historical discourse of a youth’s consciousness in Kazakhstan covers all of the XX century starting from civil war, rebellion of 1916 in the Kazakh steppe, famine and repression of 1930’s, creation of Kazakh Soviet Socialist Republic, the Great Patriotic War, perestroika and establishment of an independent state – Kazakhstan.

List of important historical events is shown in the following table in which events are placed according to a ranking from largest amount of mentions to lowest.

№	Historical events
1.	Establishment of an independent state
2.	Inclusion of Kazakhstan into international organizations like United Nations, Shanghai Cooperation Organization, OSCE
3.	Election of country’s President
4.	Gaining of independence symbols: national emblem, flag, hymn, national currency.
5.	Constitution of the Republic of Kazakhstan in 1995
6.	Victory in the Great Patriotic War and participation of Kazakh people in this war
7.	Closure of nuclear reactor and cease of nuclear experiments
8.	December events in 1986 against the assignment of Moscow appointee into Political Bureau
9.	Creation of Nation’s Assembly of Kazakhstan
10.	Transfer of Kazakhstan’s capital
11.	First Kazakh astronauts and Baikanur
12.	Sporting achievements of Kazakhstan in Olympic Games

Slogans which students mention as having attributes of national consciousness are – “strengthening the status of Kazakh language”, “development of national consciousness”, “rehabilitation of forgotten representatives of enlightenment and culture”. As a feature of a sovereign Kazakhstan students mention “introduction of Kazakhstan’s products into international markets”, “development of private business”, “creation of a baking system”, “introduction of internet and social networks” and etc.

It is noteworthy to say that students generally accentuate events which took place in the period of formation of country’s independence, although there are separate mentions of historical facts. In particular there are references to names of notable Kazakh intellectuals and akyns, forgotten Kazakh batyrs and biy (judges) and repressed political leaders of “Alash” party.

One of the solutions to the problem of creating an informational space in Kazakhstan according to the “Governmental program of functioning and development of languages for 2011-2020” is an acquisition of Kazakh language by 60 to 95% of country’s inhabitants. This will result in the following ratios: amount of people speaking Russian will total around 90% and people speaking English – 20% [4].

Even now percentage rating of published newspapers and magazines in Kazakh started to dominate in the informational preferences of young people as well as a percentage rating of TV and radio programs in Kazakh and Russian languages.

For the last five-ten years ratio of Kazakh language content in the internet increased and many newspapers in Kazakh have transferred from print editions to online versions. It allows to combine material presentation with photo, video and text, construct an attractive design, use info-graphics,

data journalism, long-reads. Experts have started to notice the dominion of advertising not on television but in the internet.

Kazakh language content which was previously distributive and peaceful is now analytical and assertive.

New media for many young people in Kazakhstan is not only a mode for communication but for receiving information about the country's history, historical figures which defined the country's independent status one hundred years ago, about national culture, traditions, political and economic life. Names of many governmental and public figures once forgotten during repression of 1930's have resurfaced again.

Social networks have obtained opinion leaders who along with traditional mass media like newspapers, television and radio have become informal "channels of information" transmitting information in Kazakh and Russian languages. Most popular social networks among young people are "Moi Mir", "VKontakte" and also Facebook, Instagram, Twitter and etc. Preferences of Kazakhstan's youth (1500 people were surveyed) to use information from internet confirm results of a research "Media preferences of Kazakhstan's people" [5]. Therefore, new media along with traditional mass media play a significant role in identification of Kazakhstan's people as representatives of a singular nation. Nowadays it is habitual for Russian and Korean broadcasters to speak in Kazakh language, for musical groups with Eu-

ropean looking singers to sing traditional Kazakh songs. Famous sportsmen which receive gold and silver medals in Olympic Games position themselves as citizen's of Kazakhstan.

According to the Ministry of information and communication (reconstructed on 6th of May, 2016) "as of 1st of July, 2016 in the Republic of Kazakhstan 2763 active mass media are registered. Majority in the general structure – 86% - print mass media, 11%-electronic mass media, 3% - informational agencies" [6].

Conclusion

As can be seen from the above, the statement that, first-of-all, presence of Russia's mass media is becoming a "barrier" on the way of a link between "images of the past" and the created "identifying basis of consciousness" of Kazakhstan's youth is incorrect. Content of surveys confirms that Kazakhstan's youth adequately perceive current changes in the life of the sovereign state, despite the presence of foreign mass media in its media space.

Second-of-all, Kazakhstan has a powerful informational space which influences the historical consciousness of the new generation. Historical discourse of the analysis of youth's answers show that many progressive ideas realized the modern Kazakhstan were actualized already in XX century but were made true only now thanks to the gain of the country's independence.

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