

**PROBLEMS
OF BROADCASTING
NEWS PROGRAMS**

Today's world is transformed into a single system. The entire universe is subject of the global system. Information space, which is associated with the emerging advanced technologies in the world significantly increased many times. Great powers using their achievements are trying to influence and act. Of course, Kazakhstan, where abundant natural and human wealth cannot stay away from the change occurring at the global level. The process of modernization of the information space of our country is based on the historical and cultural characteristics of the people on the national mentality and ethno-cultural and linguistic state, formed in the state. Recently, the information space of the country several times undergone an evolutionary upgrade. Information – a factor that increases the sensitivity and utility of journalism. Media offers only audience that has a great demand. This makes it clear that the position of « journalist in the audience » from the Soviet Union has no differences, as there is misrepresentation. The main difference lies in the fact that if all was well, and now – bad. That is, to offer the viewer required for him negative information ready even change the event, distorting facts.

In the nineties, when the country was experiencing a state of crisis, popularly rampant social processes such as continuous unemployment and poverty, angry people needed such journalism that would show the face of all the difficulties which the state can not prevent. And so, journalism has been criticized all around to satisfy the people's desire. So many spiritual genres of journalism disappeared, because on the review were only cons, aesthetic values of the human mind beginning to envelop shadow. Only dark information was allowed.

Unfortunately, the current state of the mass media has not improved. Channels began to show on the airwaves events that directly relevant to terrible crimes. Such a spectacle on the blue screen, developed in the minds of people, not only disgust for criminals, but cruelty. Due to the fact that viewers who watched this constant bloodshed over the air, there was a threat to the underworld look absolutely normal. As a result, in the mind of mankind gained a foothold the idea, that life is cruel, built on injustice. We can't forget that there are conditions which must be shown on television, and which must not. Firstly, it depends on the edition of journalists,

secondly, on the edition of the manual. If you follow rules of news coverage, you cannot show on the screen a lake of blood, the others cannot show the open face of the deceased. Another important rule is that in any case we cannot show suicide. But if a person who commits suicide is an important and respected person in the society, the situation will develop a little bit differently.

Nowadays it is impossible to deny that the psychology of emotion of viewers every day is moving away from the mind of journalists. For example, channel «KTK» does not take into account factors such as the fact that you cannot skip over the corpse abuse offender or in the close-up of those who are killed in the cruelest way. It is possible that this method is good for the fact that the channel on the rating field, but mind and nervous system of the viewer is most important.

The question of ethics of journalism in Kazakhstan – is one of the points of inherent information transfer. If you rely on the experiences of the world, in different countries, large electronic information media cleverly solved this problem by adopting a corporate code. Between journalists and the media in this guidance document diplomatic all the circumstances, that originate in the inner creative process all painted in detail: what can be removed and what is forbidden completely. In some states even about types of plans (large, in the distance), as well as about the intonation.

In 2012 the Journalist's Code of Ethics was adopted by the joint session of the Kazakhstan's Journalists Union and the Editors-in-Chief Club. The document was developed at the suggestion of the Head of State Nursultan Nazarbayev voiced in the article «Social Modernization of Kazakhstan: 20 Steps towards Universal Labor Society». The document contains eight articles that briefly outline the basic rules of a journalist's activity. It explains such concepts as professional duty, social responsibility, honesty and impartiality, reliability and credibility.

Kazakh journalists were against adopting a law on journalistic ethics. Such a code, they argued, if introduced by the law, would hinder the routine journalistic work and put up certain barriers to journalists. But the head of the Union of Journalists, Seitkazy Mataev told reporters that the Code is primarily «ethical guidelines», rather than an instructive document mandatory for compliance. «We believe that the Code is not a document of direct instructions. This is not a law, not a resolution, not an order. It is mostly moral and ethics guidelines», said Matayev. These words made it clear that adoption of the Journalist's Code of

Ethics would not change anything in the information area of the country. We even doubt that journalists read it. Therefore requiring them to match their actions with this document is inappropriate.

Unfortunately today journalists have lost trust of the audience. Nobody can not deny, that readers and viewers by reading an article or watching the news can not determine where the lies and where the truth. Process of losing of confidence started a few years ago. For example, there was a lot of gossip, when in the Atyrau region, in Zhanaozen and Shetpe happened a collision. Certain people who shared information say that about a hundred people died. In an interview given to foreign TV channels, an adult woman whose fully developed consciousness, says: «My daughter-in-law works at the hospital, and she said that their hands, she» closed her eyes «(ie, present at death), about a hundred people dying». Of course, information is given from the mouth of a specific person. That is, it was said that the media spread false information.

To this situation was not distrust journalist Murat Eszhan asked an elderly woman that introduced him to his daughter in law to find out whether the information is true. It turned out that this man had no daughters in law, working in the hospital. Journalist showed the man on the screen, using your method, and commenting that this is the man who spread false information. This step, on the one hand allows you to save the credibility of journalists, on the other hand makes it clear that you cannot trust any sources of information can only be authentic information, reading, listening only to the media.

It turns out that journalists sometimes go to exaggeration for the purpose to attract a large audience. For example, the famous «blooper» channel «Fox News» that used elements of the events of what happened in Greece, in the subjects related to rallies in Moscow. It shows in the format «no comment», without using any audio in the plot elements. That is, to make their rating information, journalists are using different methods. But the information is transmitted to the people, in any case should not be distorted and lose the appearance of truth.

For example, we will never forget the situation in Ukraine, that shook the whole world. On the Internet, and some TV channels showed footage of that did not exist on the Maidan. This was told Kazakh TV journalist for news of Eurasia (03.02.2014). Also we remember that in the documentary «Arab Spring» footage was overly distorted, as said reporter of channel «Al-Zhazira». These actions violate ethnic journalists ethics injected panic. It is obvious that such plots bought influential political forces and stakeholders.

It is a reality, when the news and entertainment communicate with each other, although they are opposites. Therefore, formed the opinion that the viewer does not need simple, objective news. Ability to fine channels, it can reach out to millions. Especially the younger generation it seems too trivial. If today it is difficult to accept the word or sentence journalists who came from the creative negligence, then tomorrow, because its several repetitions in the air, it can turn into «an example.» That is, if today you hear strange and unpleasant, then tomorrow it could become a common word from the lexicon of many.

To date, information transmission, which have a permanent place in Kazakhstan live TV channel is more important than the other transmission direction. For example, the higher the socio-economic standard of living, the more the viewer's interest, which closely monitors the processes taking place in the country. In addition, today, when permitted by the Constitution, freedom of speech and pluralism, does not abate the demand for information transmission, which turned into a kind of object of democratic values.

Building brand information transfer – is, first and foremost – increasing of viewing posts. Since production of news programs is divided into real and virtual, we noticed that the public and commercial channels to disseminate information based on the position information of news. That is a clear example of virtual news – is an example of the dissemination of information in accordance with the actual event or action of life. And so the information policy of Kazakh TV channels won a place on the traditional functional layout of news (politics, economics, friendship among peoples, etc.).

Scientists Jameson Campbell identified five important features of any important event, yet even two or three features are the «foundation» of any TV news story. However, the more features in the video material, the more interest from the media.

1. In each news should be the protagonist. If there is such a character that the audience has the opportunity to compare it with. It is through this way the viewer can fully accept complex or conflicting information. This method, which proved itself well in the preparation of the interview and photo now is widely used in Kazakhstan channels. For example if the Minister of energy is talking about the high cost, in the program will be showed a taxi driver who complains about the low income.

2. Important event may touch of drama, conflict of interests and even violence. Usually, despite the content of the message, television perceived as if it

must serve as a distraction. Accordingly, a good plot for a TV news report about the considered police officers who are expelled from the area of the rebels, rather than report on the fiery debate in Parliament. Since both the stick has two ends, then it has a negative side. Information transmission, which tirelessly show violence and the like, leading to a feeling like it's the way it should be. For example, the result of the film «brigade» of Moscow's famous director. Director's son was behind bars, imitating the actions that appear in the film.

3. Thirdly, every important event must be an active attempt to attract the attention of the viewer. This news face often used as a «hook» that catches the most abstract information content. For example, the falling of tenge rate against the U.S. dollar can pass such reports, as people express their dissatisfaction with the high prices in the shops.

4. Fourthly, event is an important sign of novelty and deviations from the general level of the accepted norms. Usually the events that are going to disrupt the social structure are also considered a deviation norm. For example, you can give an example: the events of September 2001 in the U.S., to be exact – aircraft collision with buildings terrorists' twin. In Kazakhstan, events such as the death of Zamanbek Nurkadilov and Sarsenbayev evaluated as an attempt to breach of discipline.

5. The last character of an important event is the ability to identify topics that are being discussed in the media. Some of these topics are for a particular society forever. For example, if we consider it in the global perspective, it is possible to bring the famous «Watergate affair.» In Kazakhstan the media often discussed the matter with the «Nurbank».

It is important to note, that cyclic themes are crucial, even if the news program they use is does not have a great success. Core information – it's tempo and feature information genre. This is now. The way, when a journalist adapted and interpreted only write about one topic is unprofitable. Because a journalist who is only in one area, is uncompetitive. It is obvious, that each area has its own language, own terminology. But journalists should write text in easily understood language. During manufacture of the program they should try to stick to the rules, which were formed in a few years: truthfulness, completeness of messages, mobility, the relevance of facts, systematization – saving rate issues, the composition of the material event, which is based on real events. But by following the setting journalists must try to save the uniqueness. Because uniqueness is always in trend.

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