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**Features of the Kazakhstan high
rating TV channels**

In this article is about tendencies modern TV channels of Kazakhstan. These tendencies became to define the development of Kazakhstan's air. Authors are writing about specific of content TV channels of the country, doing accent to 3 main TV channels – this «Khabar», «КТК» and «31 Channel», on them information broadcasting priorities, languages policy.

Key words: TV channels of county, «Khabar», «КТК», «31 Channel», rating, information priorities.

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**Қазақстандық
жоғарырейтингілі
телеканалдардың
ерекшелігі**

Мақалада Қазақстандағы ақпараттық индустрияның дамуы, елдегі бұқаралық коммуникациялардың жаңа тенденциялары туралы жазылған. Бұл тұтастық пен ықпалдастық коммуникациялық жүйе мен бұқаралық коммуникация құралдарын өзгертеді. Нақты интеграциялану арқылы ақпараттық индустрия кеңістігі кеңейе түсіп, дәстүрлі БАҚ секторлары ығыстырылып шығарылады да жаңа медиалық жүйелер құрылады.

Түйін сөздер: ақпараттық индустрия, ғаламдастыру, бұқаралық коммуникация, Хабар, КТК, 31 арна.

Барлыбаева С., Лейман Е.
**Специфика казахстанских
высокорейтинговых
телеканалов**

В статье показываются тенденции развития современных телеканалов Казахстана. Эти тенденции определяют образ казахстанского эфира. Авторы отмечают специфику контента телекомпаний страны, акцентируя свое исследовательское внимание на трех ведущих телеканалах страны «Хабар», «КТК» и «31 канал». Изучают их информационные вещательные приоритеты и языковую политику.

Ключевые слова: телевизионные каналы страны, Хабар, КТК, 31 канал, рейтинг, информационные приоритеты.

FEATURES OF THE KAZAKHSTAN HIGH RATING TV CHANNELS

The new information and communication technology (ICT) erases the boundaries of time and space and become the principal "assistants" of globalization. And it, in turn, changes the traditional economy, and forms of social activity, and the mentality, lifestyle, habits. The process of convergence between different spheres of communication and information reinforces the transition to a new level of development even in those countries that are traditionally considered to be stable.

Information has become a global inexhaustible resource of humanity, entered into a new era of civilization – the information age. Information and knowledge become one of the strategic resources of the state. The increasing role of this factor as a means of accelerating the pace of global integration in the economy and a tool of influence on mass consciousness, culture and international relations allow the increasing role of information industry, state information policy in the social development.

Information is considered by a Professor, philosopher G.A. Yoga, as the most universal attribute of matter. Here the possibility and necessity of information approach are not only considered to the natural phenomena, but also to the historical process in general and, in particular, to the civilization phenomena. G.A. Yugai notes that there are different civilization regions, cumulative and convergent unity which consists of the global civilization, which occurs through the dialogue and collaboration of regional civilizations, historically appeared locally, and developing up to a certain period, independently of each other. But the origins of all locally generated civilizations has been a fundamental and in this sense, the global regularity – information [1].

The modern society is a society of boundless opportunities. It develops on the basis of modern communication systems and communications, it is able to accumulate and disseminate important scientific, technical, artistic and other information. These advances create opportunities for the development of information networks and integration into the global information space. The modern level of development of states is largely formed on the basis of using the new SMQ, ICT, based on the active production and the use of information. Not only the natural resources and material wealth, but also the telecommunication infrastructure and

information resources are a national wealth. "The scope of information is evaluated over a range of settings that include public access to the "old "media and communications – newspapers, television, telephone, and a new media – telecommunication infrastructure, cabling, computers, mobile phones[2]. At present, the mass media affect on our lives much more than anything else, here the rapidly changing valuable orientations and consumer demands. Many countries note the importance of ICT development, the need to invest in the information industry, the involvement in its private business sector.

The active introduction of new ICT expands the field of SMQ. Today the level of information technology development of the state determines its position in the international sphere, the nature of occurring in the socio-economic and cultural processes in it.

Cable networks, satellite television (TV), computerization, digital, interactive broadcasting, internet, united in a network – the new phenomenon of the information environment, which became the new means of mass communication.

The Global information process strongly influenced to the development of national mass media nad mass communications. The liberalization and globalization of information markets are going on all over the world. Simultaneously with these processes three is the merger of computer, telecommunication and broadcasting technologies, convergence. This integration leads to the fact that the information industry is expanding, blurring the rigid boundaries between the sectors of traditional systems of mass communication and creating a new media system. Historically, these sectors have evolved separately, but now, thanks to technological advances, the boundaries of these sectors have become blurry, is an active process of their integration. The integration process a much greater extent covers technology and information delivery systems Broadcasting sector depends on the socio-political situation of different countries; it develops, though the global telecommunications system eliminates all more programmatic content of the national channels.

"There is need to say good or not at all about local TV", – there is such opinion. It should be noted that in the context of globalization and active convergence process of upgrading the TV system is very slow. The channels representing 100 percent domestic content, are in the vast minority. First and foremost, the organization of activities of any media, it is necessary to systematically study the interests of the target and potential audience. Based on these data, the editorial policy led by the founder of

the publication formed of the content, but because the methods and technology of further production.

Turning to the content, not the form, is to give an example of the interview of Sergey Kiselev (Director General of the First channel "Eurasia") to the ka newspaper "Capital" (16.12.2012). "If you look overall, at the moment more popular entertainment shows, rather than analytical. The next popular in Kazakhstan go information transfer. While our audience is watching more foreign content, and it is not only Russian programs but also Turkish and Korean series. Meanwhile, the trend that began in 2008, is that there is growing interest in Kazakhstan to the domestic product. Another thing is that our market is not always able to offer a quality product, and this emptiness fills foreign. However, I think that in the near future, and everybody understands it, when the attention to this issue both by the state and by private companies, which today exists, the Kazakh content will prevail. This is a common trend in this direction-the national TV". [3]

It should be noted the publication of Margarita Bocharova on the infotainment portal Vlast.kz. There long and fiercely discussed round the table in the Club of the Institute of political solutions held far in 2013. Interestingly, in the framework of this event, a survey was conducted. Respondents identified the quality of television content.

Quite interesting was the distribution of answers of respondents to the question about what is lacking in domestic TV: 22,5% of respondents believe that the Kazakh TV lacks the usual journalistic integrity and objectivity. By the way, only 9% of people in Kazakhstan do not have enough "local content" and "expert depth and analyticity" on TV.

Blatant discontent of the speakers called Kuklina bold proposal that commercials at age thirty simply to close Kazakhstan's information space from Russian and foreign TV product, surely to provide "smotribelnoy" Kazakhstan content. Journalist Boris Stadnichuk called the move as "unfair competition", and generally lamented the fact that he as an educated person to watch on TV today is nothing, although he, like the viewer, has the full right "to have some little corner in your heart." [4]

The rapid development and diffusion of new information and communication technologies brings with it a fundamental change in the way of life of the people, and Kazakhstan is not an exception. But however, TV still remains the most significant channel of communication, the most popular media: almost 100% of Kazakhstanis have TVs, they have become an integral part of life of every Kazakhstan family, with a lot of people watch TV every day.

In the Republic of Kazakhstan worked out some mechanisms of state financial support for media, including the functioning of the system of state order for coverage of socially significant and important themes in society.

National (Kazakhstan) information market in its current nature can be defined as uncompetitive because it does not apply in full the principles of market economy [5].

In this regard, in the information market there are a number of phenomena of a negative character:

A) the lack of a sufficient number of professionals that meet the requirements of the modern information market, managers, artists, journalists, analysts, broadcasters, stringers, technicians, lawyers and others;

B) weak technical equipment of the subjects of the information market, primarily the media, which is caused by a lack of modern material and technical base for the production and distribution of information products; limited access to telecommunications and distribution channels, especially in the regions;

C) the subjects of the information market, primarily the media, are operating with very low profitability, in many cases, are in direct financial dependence on the state and/or financial-industrial groups and often

In Kazakh legislation, adoption of a rule in accordance with which in 2015, 50% of the content of any domestic TV channel to be produced in Kazakhstan. The study, conducted by J'son&Partners Consulting, in 2014[4], have reported on the informative equilibrium from the point of view of the national (Kazakhstan) and foreign content at the Kazakhstan channels.

The "most active in raising the foreign content in the air of three TV channels: 31 channel (69,5%), Astana TV (68,4%) and 1 Channel Eurasia (65%), which continue to offer viewers foreign feature films and television series"[6].

Next, research the company leads the statistics of the distribution of national and foreign content for each channel. As in our study, we studied the content 3, from the entire sample population were selected indicators of the channels KTK, Khabar and channel 31.

Most actively promoting foreign content guide 31 channel – 69% of filling airtime. The range of national TV product takes a third of airtime is 31%. The information policy of the TV channel "Khabar" on the contrary, are directed towards dominance content produced in Kazakhstan. The ratio of domestic and foreign content is mirrored in the indicators 31 channel – 72%/28%.

In the structure of the television channel KTK and channel 31 is set relative information equilibrium. Thus, the ratio of the share of the national and foreign (including Russian) the CPC was 57%/43%, 31 channel – 59%/41%. Characteristically, the CTC actively broadcasts of Russian TV programs – up to a third of airtime. While for 31 canal became the characteristic is equal to the ratio of shares of Russian and other foreign content – 21%/21%.

Quite another principle is in mesh broadcast swag: it is dominated by domestic content up to 80% of airtime. Russian content is 16% of airtime, and other foreign – 5% of the total broadcast time.

In the framework of the genre structure, it should be noted that half of the broadcast by the TV channel CTC TV series produced in Russia – 48%, more than a third of TV series produced in other foreign countries – 40% with only 12% of the series of domestic production. Entertainment content content is predominantly domestic – up to 83% of all transmissions.

Information priorities 31 of the channel initially focused on entertainment content. Entertainment programs dominate the domestic production – 90%. All feature-length films of foreign manufacture. Less than half of all the series of domestic production – 46,2%, more than a third of 38.5% is produced in Russia. The share of other foreign TV series amounted to 15.4 per cent.

In respect of Khabar observed the following picture: entertainment content mainly domestic – 97%. Predominate feature films of domestic production is 60%. Recorded the same proportion of Russian and other foreign films– 20%.The domestic content of the content of the TV series 40%, foreign – 36%, Russian 24%.All the cartoons exclusively foreign production – 91%. [7]

The content of the CTC is designed primarily for Russian-speaking audience. Most television genres: children's, scientific, cultural programs, feature films, broadcast is broadcast in Russian. With the exception of television series and entertainment programs where observed the linguistic balance.

The structure of the language broadcasting TV channel 31 has its specific features. News items in the two languages come out one after the other, focused on two segments of the audience: Kazakh and Russian. Television series and feature films mostly broadcast in the Russian language. Most entertainment programmes on Kazakh – 90%. Documentary content broadcast exclusively in Russian.

Language policy of the television channel Khabar aimed at the dominance of national content and, as a consequence, the state language. Scientific

ic-educational programmes are broadcast only in the Kazakh language.

Grouping results with respect to the investigated TV channels showed the different ratio they have educational, informational and entertainment programs. Compared to other stands out more than just entertainment-oriented gear 31 of the channel is 90%. Educational and information content is 3.4% and 7% of the total transmission, respectively.

As for the KTK TV channel, about half of the programs – 47.5 per cent – is entertaining. Information content represented 25% of the transmission. Every tenth transmission is cultural and educational in nature.[8]

As you can see the results of the study, the TV series take the lion's share of Kazakhstan content of any channel. With most TV shows that are broadcast in the local electronic media – foreign, i.e., not domestic production.

In the mass media, there are trends that are manifested in a sharp increase of information flows, the emergence of new independent media, media organizations, new members of the information process, the emergence of electronic newspapers, Web-publications in the formation of the new information markets and services.

The information processes are global in nature, but they have the national specifics of the State in which they occur. In Kazakhstan, with the acquisition of sovereignty, a new system of mass communication. De-monopolization of telecommunications, broadcasting sector was carried out. Denationalization of television, the emergence of private equity radio companies make it possible to enter in the audiovisual market quickly and easily, which constantly feels the need for information resources in the broadcasting exchanges.

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