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ИНФОРМАЦИИ**

Section 4
**ELECTRONIC MASS-
MEDIA**

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**The modern TV audience in
Kazakhstan**

In this article the author considers the impact of television on the modern TV viewer. The author defines factors that affect the change in the psychology of modern television audience and the major changes that occur in the psychology of the recipient. Also the author considers such problems as reduced concentration of attention, violation of clear thinking and change processes of remembering.

Key words: TV viewer, attention, globalization, modern TV viewer, TV audience, recipient, visual memory.

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**Қазақстандағы заманауи
телекөрермен**

Мақалада автор қазіргі теледидардың телекөрерменге әсерін зерттейді. Реципиент психологиясында болып жатқан негізгі өзгерістер және заманауи телеаудитория психологиясындағы өзгерістерге әсерінің факторын анықтайды. Есте сақтау және дұрыс ойлау қабілетінің бұзылуы, зейін қою қабілетінің төмендеуі сияқты мәселелер қарастырылады.

Түйін сөздер: психология, телекөрермен, зейін, жаһандану, заманауи телекөрермен, телеаудитория, реципиент, көру қабілеті.

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**Современный телезритель
Казахстана**

В статье автор исследует влияние телевидения на современного телезрителя. Определяются факторы, которые влияют на изменение психологии современной телеаудитории и основные изменения, которые происходят в психологии реципиента. Также рассматриваются такие проблемы, как снижение концентрации внимания, нарушение ясности мышления и изменение процессов запоминания.

Ключевые слова: психология телезрителя, внимание, глобализация, современный телезритель, телеаудитория, реципиент, зрительная память.

THE MODERN TV AUDIENCE IN KAZAKHSTAN

Introduction

Recent happening global changes have radically changed spectator audience of TV channels. New technical opportunities allow and even force people to be the TV viewer nearly 24 hours per day, being at work, at home or having a rest. In any case, people don't search information, though information finds people. New cultural features not only change TV viewer's demand, but also make influence on the formation of totally new audience. A variety of media, a large number of information sources, and their convergence TV causes big changes in viewers' audience.

To be competitive the TV channels must have a good knowledge of the psychology of its audience. The assessment of the TV viewers is necessary for future growth of television.

It is obvious that globalization has the most powerful impact on psychology of the recipient. People's participation in the global changes is implemented beyond their control. Therefore the humankind starts living in the world without any borders with virtualization of all information processes. In a word, people constantly face innovation necessarily.

During this process, a person's tastes, interests, not only expanding demand, as well as his mental condition will also be changed. And these changes conduct to change of human needs, motives and values and contribute to the change in the world to receive information about the system. The modern spectator audience demands from mass media changes joint with it. That is why television has to change together with the viewer [1].

The most important changes in perception of television are connected with development of technical capabilities. The difference between previous century TV viewer and present century TV viewer is great. If in the last century TV was considered as a luxury, in the new century it is only one of the mass media tools. Today we notice that television starts to work in the background. Spectators leave the TV on, and do other things. Thanks to the Internet today's audience doesn't afraid to miss their favorite programs, so it doesn't pay a special attention and time to the TV. The viewer even watches some programs at the same time changing 2-3 or more channels [2].

Main body

There are lots of several available channels nowadays. Increasing of their quantity also influences on a change of audience's demands and tastes. About ten years ago people watched only 3-4 domestic channels, but today in Kazakhstan there are set of specialized TV channels. For example, «Балапан», «Спорт.kz», «Білім және Мәдениет», musical channels like «Muzzone», «ХитTV», «Гэку». It means that TV viewer has a big opportunity to choose any channel relying on the tastes and requirements. That is the reason it is possible to win in competition of TV channels only being guided by psychology of the viewer.

In the modern prompt world human mentality appears under pressure of many factors. These factors are so influential that modern people change lifestyle, its purposes and values. The television as a unique type of communication may change people's personal position, direction and interests [3]. Today's television seeks to collect a large number of viewers and raise a rating, but not to form own audience. Therefore, they use an outdated way of attracting viewers. It means that TV shows offer what the audience wants to watch. In a result, TV is full of programs, films, soap operas and news which propagandize cruelty and violence. Of course, it influences on recipient's psychology.

We can determine three main changes in psychology of modern TV recipient. They are decrease of attention, disturbance of clear thinking and change of remembering process.

Decrease of attention. According to psychologist and philosopher William James, attention «is the taking possession of the mind, in clear and vivid form, of one out of what may seem several simultaneously possible objects or trains of thoughts» [4]. In other words, attention is a psychophysical condition of the person which describes dynamic feature of informative processes [6].

The main features of the attention are:

Stability – the ability to keep paying attention to any object for a certain period of time.

Concentration – person's ability to pay his attention only to a certain object, by ignoring other factors that hinder him.

Switching of attention – the ability to transfer attention from one object to another.

Attention volume – volume of information, that person can absorb while paying attention to something [5].

We should take into account that nowadays people's thought is changing.

Particularly, above mentioned features in the

properties of the attention and focus is getting increased while constant attention and concentration level is getting decreased.

For example, every day citizen of busy and noisy cities starts his day from turning on the television. Even if the TV is turned on, person reads news from his smartphone and laptopsimultaneously answering phone calls. Leaving homereads lots of advertisements on the streets, receives that information. In other words, due to the abundance of information we notice that people get adapted to transfer the attention of one object to another immediately. On the other hand, there is a lack of constant focus and complete concentration on a specific object. Audience in front of television is like an above mentioned example of a person on the street: watching several channels at the same time, receive totally different information. Today, the ability of modern viewers to pay attention to several objects is developed in its entirety. Because nowadays person's psycho-physiological capabilities allow him take a wide range of information [6].

However, person is becoming vulnerable to focus his attention only to one object for a long time. Also TV experts soothe the demanding audience with the visual effects [7]. Working on the ratings even some Kazakh TV channels use the method of mixture of "interesting" and "boring" of programs not to lose audience's attention. For example, on the program "Kazakhstan" national TV on March 16, at 15:04 there is a talk show "Әйел бақыты", and then at 16:10 there is an Indian soap opera "Келін". After this highly rated programs up to time of the news there is a patriotic program «Менің Қазақстаным». In other words, they insert low demanded programs between highly demanded programs. As modern viewers select only the most interesting programs to themselves or public, TV channels are forced to use such methods. Because nowadays there should be several visual images in one plot to attract viewers' attention.

What are the advantages of new media? First, it ensures that a larger number of your audience will be able to absorb information. Second, social media actually involves the audience in the process of generating media content. The modern user is becoming both a consumer and producer of news. The origin of the word convergence has Latin base «converge» which means «bring together». In a broad sense convergence can be understood not only like interference phenomena, but also as interpenetration of technology, washing and merging the boundaries between them. In English, convergence means "descent at one point." Pavlikova M. gives the

following definition, referring to the Canadian media and communications researcher Dennis Makueyla: «This propagation of the same meaningful product through various channels, with different remedies». There are three types of converged media editions [8].

Multimedia Editing – the process in which the key thing is to have special prepared editors for each level of publisher. This refers to the separate editorial units that operate together for the printed and online versions of the publication.

Integrated Editing – the process in which united all news flow, coming through the main technological course of a publishing house. That happens at the level of planning and production, providing content, containing all the information channels. In that kind of editorial office there is not one person who can be responsible for specific information channel. Responsibility for covering news on printed and digital platforms lies on the editor's shoulders in each thematic department.

Cross-media Editing – the process based on the principle of mutual exchange of information. This includes the creation, processing and distribution contents, which are produced for all editorial platforms. In this process workers from different thematic departments create content for print and online version of the edition. That helps to provide web resources with audio and video content.

So let see how it looks in practice. If we are speaking about Business Resource media holding firstly let's just define its type. It is a cross-media edition. It is including publishing newspapers «Бизнес&Власть», «Қазақстан іскері», magazine «РБК Центральная Азия», TV programs «Азбука капитала», «Бизнес.kz», «Сеть», «Социальный Казахстан», «Территория тенге», «Казахстан и мировая экономика». Meanwhile it consists of two web sites: www.and.kz, www.profinance.kz, and PR-consulting. In the process of creating content journalists prepare it immediately for the three different platforms: TV, online and newspaper. The editors of different departments are sharing this information and content. For example, the material from the round table about the current situation in the insurance industry was published in three different platforms. A journalist wrote the article for newspaper «Бизнес&Власть», for web site: www.profinance.kz, and made a short video with a few comments reported for TV. Interestingly, that in site the article was viewed by about 1,500 users, in newspaper it was readied by 15,000 people and in TV it was seen by 2 million people. The survey shows that TV is still one of the most popular media among people however there is a question about the audience demographics. The newspaper «Бизнес&Власть»

is being read by businessman, but the web site is primarily being read by experts and market players [9]. All of them comprise a strategic circle of people who can become future partners to each other, whereas millions of other readers can be their potential clients. Two different audiences receive information through one converging channel [10].

The process of writing online texts for different platforms takes some time. It depends on the quality and skills of journalist. This way of working gives a real opportunity for news being delivered for different types of media and different group of people what makes news unique. At the same time the possibility of web resources and its variety of functions such as storing user information, downloading audio, video, and text makes websites much more attractive than classic TV and printed media. [11]. Also, we should consider that journalist need special skill of writing for different communication channels. That can be challenging for a correspondent, but the reality of today's multimedia environment is that you have to be a universal journalist. The idea of a universal journalist, or new journalist focuses on a journalist's ability to determine the best format of providing information. New journalists working in convergence editing have to know:

- To write news material for web sites
- To download audio and video podcasts on the internet
- To record video reports and how to convert them
- To make photos and work in Photoshop
- Work fast on a computer
- To make news via sms
- To provide information through Wi-Fi immediately to issue or site
- To have blogs and accounts on social networks

Disturbance of clear thinking. Thinking is an objective view of the environment. As in the above mentioned example, today people tend to make lots of decisions in one minute. Person tries to choose the easiest among that excessive much information. For the same reason, modern television must offer understandable and clear information to its viewers. Only then, the audience will be ready to receive the information, or watch TV. That's why television experts use any methods to simplify any critical information. Before presenting statistics use info graphics, tend to use modified music design, video effects.

Change of remembering process. This change is also closely related to the increase in the speed of life. Therefore, modern person's life is full of

events, he memorizes only the most exciting, the most striking and sensual moments. That's why today visual memory is wide-spread among people, because modern world's people will only remember images than comprehensive thoughts and serious comments. Attempts to reproduce what they see rather than what they listen or learn.

Results

TV – one of the main weapons in the formation of public opinion. It changes people's behavior and rules of life. Taking into account advocacy power

of the TV it should serve to promote the population of the national tradition, patriotism, intellectual knowledge, ethical principles. Unfortunately, the Kazakhstan TV channels cannot get rid of the majority of Russian expansion. At the time, Kazakh journalist S.Mağzumov: «Spectators are not empty barrels that fill itself with slops and garbage. They also have aesthetic tastes, their own thoughts, high demand, the degree of education» told an opinion. But today, on the contrary, we have to describe viewers as «empty barrels».

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