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**MASS-MEDIA ABOUT PECULIARITIES OF EURASIAN
INTEGRATION AND PROSPECTS**

This article, setting itself a direct task of describing foreign policy aspects in relation to the Eurasian space, acquaints with the main materials covered in the world media where the appearance of the Eurasian space is given in detail against the background of the ongoing integration processes in the region. The result of the integration of regional economies has become the Eurasian Economic Union and its further cooperation with third countries allows us to talk about the prospects of this union. The possibility of such cooperation, the Republic of Turkey with the Eurasian Union, is one of the popular topics in media coverage. A leading role in these integration associations belongs to many post-Soviet countries that are interested in deepening economic integration and maintaining stable political, economic and cultural ties with other countries: Kazakhstan, Belarus, Armenia, Kyrgyzstan and Russia.

Key words: Regional integration, Eurasian Economic Union, media, cooperation.

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БАҚ еуразиялық интеграцияның ерекшеліктері мен перспективалары туралы

Аталмыш мақала Еуразиялық кеңістіктегі сыртқы саяси аспектілерді сипаттаудың тікелей міндетін қойып, әлемдік БАҚ-тарда баяндалған негізгі материалдармен таныстырады, онда еуразиялық кеңістіктің пайда болуы қазіргі интеграциялық үдерістердің аясында толық баяндалады. Аймақтық экономиканы интеграциялаудың нәтижесі Еуразиялық экономикалық одаққа айналуы және оның үшінші елдермен ынтымақтастығы осы одақтың келешегі туралы әңгімелеуге мүмкіндік береді. Осындай ынтымақтастықтың мүмкіндігі, Түркия Республикасы Еуразиялық одақпен бірге, бұқаралық ақпарат құралдарында жарияланған тақырыптардың бірі болып табылады. Бұл интеграциялық бірлестіктерде жетекші рөл экономикалық интеграцияны тереңдетеді және басқа елдермен – Қазақстан, Беларусь, Армения, Қырғызстан және Ресеймен тұрақты саяси, экономикалық және мәдени байланыстарды сақтауға мүдделі кеңестік елдердің көпшілігіне жатады.

Түйін сөздер: Аймақтық интеграция, Еуразиялық экономикалық одақ, БАҚ, ынтымақтастық.

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СМИ об особенностях Евразийской интеграции и перспективах

Данная статья, ставя перед собой прямую задачу описания внешнеполитических аспектов в отношении Евразийского пространства, знакомит с основными материалами мировых СМИ, где облик Евразийского пространства дается в деталях на фоне идущих интеграционных процессов в регионе.

Результатом интеграции региональных экономик стал Евразийский экономический союз, и дальнейшее его сотрудничество с третьими странами позволяет говорить о перспективе данного союза, в том числе и с позиции Турции. Геополитическое положение Турции открывает этой стране возможности для сотрудничества со странами Евразийского пространства, как в эконо-

мическом так и политическом плане. Возможности становления такого сотрудничества Турецкой Республики с Евразийским союзом являются одной из популярных тем в мировых СМИ. Ведущая роль в этих интеграционных объединениях принадлежит многим постсоветским странам, которые заинтересованы в углублении экономической интеграции и поддержании устойчивых политических, экономических и культурных связей с другими государствами, это: Казахстан, Беларусь, Армения, Киргизия и Россия.

Ключевые слова: региональная интеграция, Евразийский экономический союз, СМИ, сотрудничество.

Introduction

In the last decade of the twentieth and early twenty-first centuries. On the Eurasian continent, geopolitical changes took place, of which the collapse of the USSR is essential. After the collapse of the once powerful superpower new sovereign states began to appear on the geopolitical map of the Eurasian continent which were forced to integrate among themselves, referring to general economic standards and directly to a common language. The result of the integration of regional economies has become the Eurasian Economic Union (Treaty, 2014), and its further cooperation with third countries allows us to talk about the prospects of this union including Turkey's position in the Eurasian space. After the collapse of the USSR new players began to appear in the region each of which tried to promote its interest and take its niches. Particularly we can note the activity of the USA and Turkey in the region. If Washington was primarily concerned about the nuclear potential and natural resources of former post-Soviet countries, Turkey has common Turkic roots with most Central Asian countries (Kylichbeyli, 2004). The geopolitical position of Turkey opens this country to cooperation with the countries of the Eurasian space, both economically and politically. The possibility of such cooperation, the Republic of Turkey with the Eurasian Union, is one of the popular topics in media coverage. Already post-Soviet countries like Russia, Kazakhstan, Belarus, Armenia and Kyrgyzstan are interested in regional integration.

The sanctions imposed by the West against the Russian Federation showed that Turkey alone can continue to cooperate with Russia in the economic sphere, despite the fact that it is in the process of integration with the Eurozone. Some Turkish specialists note that Turkey, like other countries that are interested in creating a free trade zone with the EAEU countries, can also follow this path, from which the political dialogue with Russia which Moscow and Ankara need to some extent may increase. The participation of Turkey which claims to be a regional power in the Eurasian integration is

relevant especially in the formation of a “polycentric” world. Against the backdrop of these historical events it is also important that the conflict in all parts of the world is rapidly growing. And to a large extent the responsibility for this lies with the media. Popular social networks often especially in a crisis situation turn from a platform of communication into a field of verbal abuse mutual accusations and incessant hysteria. Enough view news feeds events in Ukraine have generated a tsunami of disinformation, the lion's share of which is spread through social networks and blogs. After all reflections of military conflicts in the media are among the complex socio-political problems. In recent years they have attracted increased attention of representatives of social and humanitarian knowledge, including historians, philosophers, sociologists, economists, etc. And this is not accidental. Perhaps there is not a single journalistic subject that has been devoted to such a huge amount of material – publications, documents, transcripts of press conferences, author's articles – detailing the whole spectrum of military operations and analyzing the entire social aura associated with them. Recently information about contemporary conflicts is increasingly becoming available to the public without any filtering without limitation by any framework or placement in some special context. However the laws and customs of war disappoint us by contradicting our intuitive understanding of what is happening. And journalists who cover military conflicts, “we know how often they are forced to act on unexplored territory. To be able to understand among havoc confusion and misinformation to understand what is happening is not a simple matter. Meanwhile almost nothing in their education prepares journalists for the ability to distinguish between legitimate illegal and criminal acts. And in conditions of such a legal vacuum journalism has acquired a new if not clearly defined dimension. Difficulties of journalism in our opinion consist in the need to combine high quality creative material about the current situation in the conflict with new values. There is a certain lack of understanding of humanitarian law by the public which places an additional burden on the shoulders of jour-

nalists who write on the topic of military conflicts. And the parties to the conflict in particular those accused of reprisals from the press in the commission of war crimes can play whole performances in the course of an unscrupulous propaganda campaign aimed at winning sympathy and political support showing cruelties against them – with witnesses, photographs and video recordings. The society came to the conclusion that coverage of war is a thing too important to not critically present to its media. And attempts to determine the nature of the reflection of military conflicts in the domestic print media and made the ideas and conclusions of domestic and foreign scholars on the place role and functioning of the media in explaining the causes of the essence, content, specifics and coverage of armed conflicts in various regions as well as ways exit from them.

Theoretical and methodological basis. May 29, 2014 we witnessed the historic moment of signing the Treaty on the establishment of the Eurasian Economic Union (EAEU) in Astana at a meeting of the Eurasian Economic Council at the level of the heads of state. And this event became the top news of the world media. And if one of the first lighters of this epoch-making event is to take Kazinform, then key materials published in international media were distributed here. For example, ASTANA, May 29 – RIA Novosti reported: “... The agreement on the EAEU satisfies all sides, Nazarbayev believes and according to him the document” has historical significance for the future of Russia, Kazakhstan and Belarus. “ “The agreement turned out to be balanced, competent, taking into account the interests of all states,” Nazarbayev said. He recalled that the work was great, “there was a consensus that satisfied all sides.” “It reflects all the basic aspects, fixed all principles of equality of states, their territorial integrity, as well as respect for the specifics of the political structure of the member states of the Union,” Nazarbayev said.

The collapse of the Soviet Union in 1991 was one of the significant events of the last century as a result of which a deep crisis began in the entire post-Soviet space. And the signing of the document at the meeting of the Supreme Eurasian Economic Council means the emergence of the largest in the world after the European Union economic union which will be spread over a vast space with a population of almost 170 million people. Vladimir Putin noted earlier that the signing of the agreement on the EEU will be the central event of the year for Russia, Belarus and Kazakhstan. Work on the 900-page document on the creation of the Eurasian Economic Union lasted almost 3 years. On November 18, 2011, at the first

summit of the Supreme Eurasian Economic Council, Vladimir Putin, Alexander Lukashenko and Nursultan Nazarbayev adopted the Declaration on Eurasian Economic Integration. The document fixed the task of creating the Eurasian Economic Union by 2015. The Treaty entered into force on January 1, 2015. Then the Eurasian expanded – it was joined by Armenia and Kyrgyzstan. It should be noted that the President of Kazakhstan Nazarbayev repeatedly stressed that the EAEU is an exclusively economic project and to stop the talk about the fact that under the guise of the establishment of the EAEU the USSR is reviving, he even offered to admit Turkey to the Union. “World experience shows that integration is first of all long-term stable conditions for the development of the economy, new opportunities for the well-being of citizens,” he added, RIA Novosti-Kazakhstan reported. According to the review materials of Irina Isakina we get acquainted with the interpretation of foreign media that the news about the signing of the treaty in Astana became “top” in terms of the largest international news agencies and publications. “The leaders of Russia, Belarus and Kazakhstan are creating an economic union” – with this headline the news was released by the Voice of America. In the article – dry fact, a few calculations about future prospects and one quote.

The New York Times began the story of Eurasian integration from the Ukrainian accent: in the expanded article which was illustrated with a photo of the three presidents for American readers it was clarified that the formation of the EAEU occurred without the participation of Kiev. With German pragmatism the economic news from Astana came up in the Deutsche Welle: it is noted that “the participating countries intend to implement a coordinated policy in key sectors of the economy.” Kazakhstan, Russia and Belarus, according to the newspaper are pursuing the goal of competing with the European Union. The birth of a new economic education for 170 million people and reputable Reuters and Euronews have not left their attention. An article on this topic from USA Today translated for Russian-language readers Gazeta.ru: the American press is more interested in the political rather than economic and political here is the heading: “The EAEU is promoting Putin’s ambitions to reunify the former Soviet republics.” The Russian mass media having worked out in detail all the nuances of the creation of the EAEU bilateral agreements, the positions of Kazakhstan, Russia, Belarus, in detail on Thursday, say that the State Duma of Russia is ready to work in the format proposed by President Nazarbayev and ratify the treaty as soon as possible. The visit to Astana

by President Alexander Lukashenko was yesterday the main news in Belarus. He was actively quoted a few days before his trip to the Kazakh capital when the head of state explained the principled position of Minsk regarding the union prospects. The key theme of Eurasian integration is for the Kyrgyz and Armenian media. The request of President Serzh Sargsyan to accept Armenia in the Eurasian Economic Union in two weeks – on the front pages. So it served as the motivation for creating such a violently discussed Union and certainly look into history ... 25 years have passed since the collapse of the Soviet Union. A quarter of a century is usually an ample time period for assessing the significance of any historical event. The cause of the collapse can be called a crisis which began with internal contradictions. With the breakup in the region a number of problems have started: interethnic conflicts the collapse of economies in the countries that were part of the USSR, high crime etc. Today the economic situation in the post-Soviet countries is quite different. From the crisis the countries of the former USSR came out only by the beginning of the 2000. The economies of the post-Soviet countries are developing differently to this day. It is important to note that only three Baltic countries that were part of the USSR correspond to the basic principles of a market economy.

In Russia and Kazakhstan, the market is distorted to a certain extent by various administrative barriers (Nazarbayev, 2008). In 1991, countries that once were under a single “roof” chose their future directions for development. The Baltic Three did not want to integrate and consist in a single bloc with other post-Soviet countries wishing to integrate in the European direction. As a result in the 2000s Latvia, Lithuania and Estonia became part of the European Union joining NATO and the EU. The remaining 12 post-Soviet countries created the Commonwealth of Independent States with the aim of integrating among themselves. It is clear that it is difficult to talk about the development of any country without integration. In this regard former post-Soviet countries began to look for ways and ways of integration among themselves citing common economic standards that had been laid down since Soviet times and a common language. The first step around which most post-Soviet countries began to gather was the creation of the Commonwealth of Independent States (Agreement, 1991). Here it should be noted that after the collapse of the USSR countries from the former union began to take an active interest in other countries.

The most active activity was conducted by the USA and Turkey. The first was mainly interested

in the natural resources of the countries of Central Asia and the second stated that it has common Turkic roots with the countries of Central Asia. Perhaps the emergence of other players in the region also played a role in the formation of the CIS. As you know Eurasia is a huge space occupying Europe and Asia where countries such as Russia the countries of Central Asia the Caucasus and Turkey are located. The appearance of the Eurasian continent has changed significantly in recent years in connection with the integration processes in the region. The historic event of course is the creation of the EEC in 2014 which has become a huge achievement for the post-Soviet countries that have become part of it. If we take a little step into the prehistory of the creation of the Unified Energy System the concept of the Eurasian Union was proclaimed by the President of the Republic of Kazakhstan N. Nazarbayev in the spring of 1994. ON. Nazarbayev voiced this idea in Moscow during his speech before the professor of Moscow State University. M.V. Lomonosov. And as the political politician E. Ertysbayev later wrote: “... this concept was a logical consequence of the official Kazakh doctrine of the Eurasian bridge. Nazarbayev called for equal contacts with all countries of the world and for the political and economic partners to be chosen only on the basis of the coincidence of real interests and common destiny ...” (Ertysbaev, 2001) From history it can be seen that the post-Soviet space has always been a world linking the East with the West. However after the collapse of the Soviet Union instability was observed in the region. The civil war in Tajikistan the color revolution in Ukraine territorial disputes, ethnic conflicts, separatism and other conflicts have affected the interstate relations of the region. The Republic which recently proclaimed its independence to a certain extent separated from each other. The beginning of the 90’s in the post-Soviet countries was accompanied by the struggle of elites for power the deterioration of the quality of life the growth of crime, territorial disputes, the decline of industry, unemployment, etc.

In the former Soviet Union countries there was and still is another significant problem. Inefficiency of the executive power as a result of which corruption develops. Although to some extent people also contribute to the development of corruption. You can not mention the brain drain abroad. Many experts of their work immigrated to Western countries in pursuit of better conditions for life. This was due to some degree of technological backwardness and not willingness to offer good working conditions for

good specialists from different fields. Some countries reoriented towards the raw material economy as a result of which they did not pay due attention to the development of modern technology medicine and science. This also contributed to the fact that highly qualified doctors engineers and scientists went abroad. The reorientation towards raw materials activities entailed a number of environmental problems in the region some of which are exacerbated now. The creation of the largest production facilities could not but affect the environment of the region. Large damage to the environment was caused by nuclear tests at the Semipalatinsk test site of the times of the Soviet Union, the Chernobyl disaster, the problem of the Aral Sea, etc.

Types of integration behavior can be divided:

Constructive: Kazakhstan, Belarus and Armenia

Destructive: Moldova, the Baltic Three, Ukraine, Georgia (in connection with the August events of 2008)

Pendulum: Azerbaijan, Uzbekistan and Ukraine (Orazbekova, 2017).

Kazakhstan was able to achieve pragmatism in foreign policy and also managed to build good relations with the post-Soviet countries with the Middle Eastern countries and with the Islamic world. At the same time it is important to note that Kazakhstan has resisted the temptations of Pan-Islamism and Pan-Turkism. Constructive behavior of Kazakhstan is a merit of President N.Nazarbayev who initiated the existing format of Eurasian integration. The pendulum type can include Azerbaijan, Uzbekistan and Ukraine. This type refers mainly to those countries that change their political course depending on the authorities in the country. Here we attributed Ukraine to both the destructive and the pendulum type of behavior. This can be explained by the fact that Ukraine in relation to the CIS countries can be attributed to the pendulum type since the power in the country determines the political course of the country. Regarding Russia in the first years after the collapse of the Soviet Union the priority region for Moscow was not the Commonwealth countries but the European ones. Therefore, in relation to the CIS, Russia can be attributed to a destructive type of behavior. With the coming to power of Vladimir Putin great emphasis is being placed on rapprochement and cooperation with the post-Soviet countries and here Russia can be attributed to a constructive type of behavior. From the Concept of Foreign Policy of the Russian Federation one can see that the priority area of the foreign policy of the Russian Federation is the member states of the Commonwealth of

Independent States. Fedulova NG notes that at the time of the collapse of the Soviet Union it was the Commonwealth of Independent States that managed to develop important functions of the integration association. In particular the disintegration of the nuclear power was prevented it was possible to localize interethnic conflicts which resulted in the way to negotiations (Bazhanov, 2009).

The conclusion. The role of the media in the long-playing integration process can not be overestimated. It is necessary to transform the perception of the population of the EEU countries into information about real dividends of Eurasian integration (Orazbekova, 2017). For this it is necessary to adapt the information product for the best perception simultaneously from several sources for example from print media. After all according to many one of the main problems in the knowledge and dissemination of qualitative information about the EEMP is a small amount of really new, relevant information as headlines change – texts are compiled and the consciousness of the consumer of information already selectively reacts to the information shaft. Only a really high-quality information product can influence social behavior and be used by the consumer in everyday life. A clear problem of journalism among the countries of the Unified Energy System is the uneven involvement of the media in the process of covering the Eurasian integration. In this regard an obvious reserve is the involvement of regional media of the RK and RF in the process of joint information work the establishment of direct communications. It is worthwhile to think about the implementation of direct interaction between Kazakhstan and Russian regional mass media. And it is possible and necessary to talk about the EAEC as an integration association working on the basis of an equitable distribution of income from the functioning of the joint economies of the participating countries and it is necessary to create an optimal model for positioning the Eurasian Union in the mass media. The topic of the EAEC needs to be actively promoted in the information field.

The EAEC should take an example from European structures that are not shy about demonstrating their successes and focus on the fact that rational arguments not abstract ones are needed for this. For example it is necessary to emphasize phenomena such as the crossing of the Russian-Kazakh border accelerated to 25 minutes, the opportunity to get a job in any country of the Unified Energy System with the most favorable conditions, mutual recognition of diplomas, the cancellation of roaming, the reduction

in food prices due to duty-free importation of food to Russia from Belarus or Kazakhstan. And from this perspective social networks and the blogosphere should be considered as a resource for informational support for the activities of the EAEU. After all it's no secret that there is a certain lag in the work of the blogosphere on covering the Eurasian integration. The answer is clear: it is necessary to create new official accounts in social networks that would be able to outline the prospects of Eurasian integration and it is necessary to work on updating the topic of Eurasian integration at all levels. This is the work with experts (their preparation) the involvement

of the media in information work the building of a dialogue between the regions of the RK and the Russian Federation etc. And also the need for systematic work on information support of the EAEU project including at the level of regional media and enhancing the role of cross-border cooperation in the context of Eurasian integration; development and implementation of new standards for political analysts and journalists from the EAEU the formation of a single journalistic pool, painstaking work in social networks and the establishment of direct communications between frontier expert environments.

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