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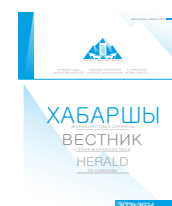
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САЯСАТ, ЗАҢ, ЭКОНОМИКА**

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ПОЛИТИКА, ЗАКОН, ЭКОНОМИКА**

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EXPLORING MEDIA COVERAGE OF ENVIRONMENTAL PROTECTION IN EASTERN ETHIOPIA

The study explored the coverage of environmental protection in Harari Mass Media Agency. It used exploratory design focusing on quantitative content analysis and qualitative textual analysis methods. A purposive sampling technique was used to selectively gather data pertinent to the study's objectives. The findings of the study revealed that Harari Mass Media Agency has given little attention to problems of environmental conservation. This is due to the fact, that the media didn't focus and considered the importance of these in the contemporary media discourse. In addition, the study indicated that nature protection issues are not included and conspicuously absent in the editorial policy of Harari Mass Media Agency. In addition, the source of news in the above-mentioned media was mainly from higher governmental officials. The media highly prioritizing government official narratives over expert perspectives. Thus, this contributed to a distorted representation of environmental articles. The study found out that the limited diversity in news sources hampered the media's ability to portray and provide an impartial and comprehensive coverage of nature problems. Moreover, the study revealed that the media does not have professional journalist who can do it. This deficiency significantly contributed to the minimal coverage of environmental issues in the media reporting. The study acclaims that the media should provide adequate coverage. Lastly, the study strongly recommends that the media should take proactive measures to enhance environment coverage by revising its editorial policy to incorporate it as a key focus area in the media.

Key words: ecological balance, editorial guidelines, public authorities, The Harari Mass Media Agency, media reporting.

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Шығыс Эфиопиядағы қоршаған ортаны қорғау мәселелерінің бұқаралық ақпарат құралдарында жариялануын зерттеу

Бұл мақалада «Харари» бұқаралық ақпарат агенттігінің қоршаған ортаны қорғау тақырыбын қамту мәселесі зерттелді. Мұнда мәтінді талдаудың сандық мазмұндық талқылаулары мен сапалы әдістеріне негізделген зерттеу әдісі қолданылды. Зерттеу мақсаттарына сәйкес келетін деректерді жинау үшін мақсатты іріктеу әдісі пайдаланылды. Зерттеу нәтижелері Harari Mass Media агенттігінің қоршаған ортаны қорғау мәселелеріне аз көңіл бөлетінін көрсетті. Себебі, бұқаралық ақпарат құралдары қазіргі медиа дискурста бұл мәселенің маңыздылығына назар аудармайды және жан-жақты қарастырмайды. Сонымен қатар, зерттеу қоршаған ортаны қорғау мәселелері Harari Mass Media агенттігінің редакциялық саясатында қамтылмағанын және анық түрде жоқ екенін көрсетті. Агенттіктің жаңалықтар көзі негізінен жоғары мемлекеттік қызметкерлер болды. БАҚ арнайы сарапшылардың пікіріне емес, үкіметтің ресми хабарламаларына басымдық береді. Осылайша, бұл экологиялық проблемалардың бұрмалануына ықпал етті.

Зерттеу жаңалықтар көздерінің шектеулі болуы бұқаралық ақпарат құралдарының экологиялық мәселелерді бейтарап және жан-жақты қамту қабілетіне кедергі келтіретінін анықтады. Тағы бір айта кетерлігі, БАҚ-та экологиялық мәселелерді қамтитын кәсіби журналистердің жоқ екені де анықталды. Бұл кемшіліктер ақпарат құралдарында экологиялық проблемалар туралы материалдарды өте аз жариялауға айтарлықтай ықпал етті. Зерттеу бұл бағытта агенттіктің нақты экологиялық мәселелерді тиісті қамту керек екенін көрсетеді. Сонымен, авторлар бұл агенттікке қоршаған ортаны қорғауды БАҚ қызметінің негізгі бағыттарының қатарына қосу мақсатында,

редакциялық саясатты қайта қарау арқылы экологиялық проблемаларды жариялауды кеңейту бойынша белсенді шаралар қабылдауға кеңес береді.

Түйін сөздер: экологиялық тепе-теңдік, редакциялық ұсыныстар, мемлекеттік билік органы, «Харари» бұқаралық ақпарат агенттігі, БАҚ-та жариялау.

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Аспекты освещения в СМИ вопросов охраны окружающей среды в Восточной Эфиопии

В данном исследовании изучена практика освещения темы охраны окружающей среды в агентстве массовой информации Harari Mass Media. Авторы сосредоточились на исследовательской концепции с акцентом на количественный контент-анализ и качественные методы текстового анализа. Для точечного изучения и выборочного сбора данных, соответствующих целям исследования, использовался метод целенаправленной сегментации. Результаты исследования показали, что агентство Harari Mass Media уделяет недостаточно внимания вопросам охраны окружающей среды. Это связано, по мнению авторов, с тем, что СМИ редко фокусируют внимание аудитории на важности вопросов охраны окружающей среды в современном медиадискурсе. Кроме того, исследование показало, что вопросы охраны окружающей среды не включены и явно отсутствуют в редакционной политике агентства Harari Mass Media. Кроме того, источником новостей в агентстве Harari Mass Media становятся, в основном, высшие правительственные чиновники. СМИ чаще отдают приоритет официальным сообщениям правительства, а не мнениям экспертов. Таким образом, формируется некорректное представление о реальном положении дел в сфере экологии.

Исследование также показало, что ограниченное количество источников новостей препятствует СМИ беспристрастно и всесторонне освещать экологические проблемы. Кроме того, в ходе исследования выяснилось, что в СМИ Восточной Эфиопии нет профессиональных журналистов, освещающих экологические проблемы. Этот недостаток в значительной степени способствовал минимальному освещению экологических проблем в СМИ. Исследователи подчеркивают, что СМИ должны обеспечить адекватное освещение данных проблем. И наконец, авторы рекомендуют СМИ принять активные усилия по расширению освещения экологических проблем путем пересмотра редакционной политики с целью включения охраны окружающей среды в число основных направлений деятельности СМИ.

Ключевые слова: экологический баланс, редакционные рекомендации, органы государственной власти, Агентство массовой информации Harari Mass Media, освещение в СМИ.

Introduction

Precipitably, environmental issues has become the concerns of every country nowadays. According to Roba (2012), people should have a common understanding of reducing environmental deterioration. Everyone has a responsibility of protecting the environment through cooperation and active participation in making the earth pollution-free. The media have a social responsibility in establishing and crafting an agenda on environmental issues, and they should pay attention to raising awareness among people and saving lives. The main function of the media is as a tool for public information and awareness. It plays a crucial role in promoting public opinion and policy on issues that have a significant impact on people's lives (Teklesilase, 2015).

Nowadays, it is known that every country in the world is affected by environmental problems. Most advanced countries became prosperous at the cost of the environment. Thus, the issues of environmental protection needs action at the global level. These countries' concerted efforts to pursue sustainable socio-economic development through the protection of the environment are integrated at local, regional, and international levels (Roba, 2012). They also highlighted that discussion about global warming, deforestation, and pollution of the oceans is disturbing attitudes related to economic growth and development at local, national, and international levels.

This study aimed to address the gaps within Harari Mass Media Agency, particularly focusing on the obstacles in media coverage of environmental protection issues. Henceforth, this study to answer the following research questions:

- What are the primary challenges faced in reporting on environmental protection?
- Has the Harari Mass Media Agency set environmental protection issues as one of the major topics on the public agenda?
- Has there been sufficient attention devoted to environmental protection issues in media coverage?

Literature review

In Ethiopia, the mainstream media has not given due attention to environmental protection issues (Teklesilase, 2015). Teklesilase further states that the quality and quantity of media coverage on environmental protection issues seem under expectations. For instance, Content analysts typically find gaps in media coverage due to episodic coverage of dramatic events, and to focusing superficially on human interest and economic impacts, while overlooking systemic concerns. Shanhan (2011) notes that media coverage of environmental issues remains disproportionately low compared to the scale of the problem. Scholars in Ethiopia claims that there is insufficient representation of environmental issues in grassroots media and community outlets. In addition, there is a lack of research investigating the media's role in raising environmental awareness, unlike studies on other development and political topics. Even though, the media have a significant role in disseminating environmental information and creating public awareness, little is known about their contribution and impact mainly in Ethiopia. Therefore, investigating the coverage of environmental issues in media warrants attention.

Griffin (2006) suggests that the media plays a significant role in shaping our perceptions of importance by emphasizing certain issues over others. As a result, audiences often prioritize these highlighted issues, considering them more significant due to the influence of the media. Additionally, the media constructs the meaning of these issues by presenting a framework for interpretation, which involves choosing, highlighting, omitting, and expanding on specific aspects of the news content. The media's role is not only to report the facts but also to frame them in a certain way. In addition, Griffin noted that media affects how people perceive some issues as more relevant than others. In addition, people pay more attention to those issues and consider them more important because the media influence our thinking. It is stated by various researches that the media has not given due attention and neglected the environmental protection issues. Although certain media are

covering environmental issues, the contents of the media lacks of thorough investigation (Wyss, 2018). According to Teklesilassie (2015), the media portrayal of environmental concerns in Ethiopia are susceptible to personal opinions and bias. A recent research conducted by Gerrath et al. (2024) notes that message warmth virtual influencers are more reliable sources to promote pro- environmental and sustainable behaviour.

The use of the Agenda-Setting Theory in this research aids in establishing a robust perspective on the influential impact of mass communication and the media's role in setting agendas. McCombs and Shaw (1995) stated that the mass media determines what is important in people's minds. The agenda-setting theory suggests that the prominence of issues in the mass media can influence the importance attributed to those issues by the media audience, such as newspaper readers. It implies that audiences may perceive issues with the same level of significance as portrayed by the media. This theory posits that the media indeed have a cognitive impact. The media can tell the public what to focus on. People with higher education levels are more prone to the agenda-setting effect (Craig, 1995). People who have a high need for orientation on a certain topic are also more likely to be affected by the media. The media may also influence each other, as well as be influenced by public relations and public opinion. The interactions between media, the public, and policymakers are characterized by mutual influence across various channels. The public impacts both the media and policymakers, while policymakers influence policy, the media, and the public. This dynamic interplay underscores agenda-setting as a social phenomenon involving active, simultaneous, and multidirectional roles of policymakers, news sources, media platforms, and the audience. The relationship between media and society is very immediate and widely discussed. Trivedi et al. (2018) highlighted that the media has been seen not only in influencing political opinions but also it also works on environmental concerns and attitudes. And, this study explores the effects of agenda setting on environmental protection issues and how the media influences public opinion regarding environmental protection issues.

Research methods

This study employed both quantitative and qualitative approaches including content analysis, audio textual analysis, and interview instruments were used in a step-by-step progression, which is

termed a sequential approach in mixed methods (Morse 2010). First, the researchers collected and analyzed the stories from the selected recorded audio through content analysis used quantitatively. Then, by setting some criteria, the researchers continued to select some stories from those already collected from the recorded audio by using the nested sampling technique in which the samples are a subset of those participants chosen for the other investigation in the same study (Onwuegbuzie et al. 2007 & Moges, 2017). This step was undertaken to conduct audio and textual analysis.

Finally, the researchers interviewed four editors and senior reporters who have experience in reporting and editing environmental issues in the Harari Mass Media Agency. Using different instruments in a single piece of research makes both the data collection and analysis strong, and it narrows the limitations of each method used across the study (Tashakkori, Teddlie, 1998). These scholars have reasoned that employing a single method alone may be both broad and thorough. There are other advantages when using multiple research methods. "All methods have inherent biases and limitations, so the use of only one method to assess a given phenomenon will inevitably yield biased and limited results" (Greene et al, 1989).

In research conducted on assessing the scope of coverage regarding environmental protection in Harari Mass Media Agency, content analysis was employed to count the breadth of coverage concerning environmental protection. It did not give answers to questions about how the stories were framed and why this extent of coverage was given to the issue in content analysing. Of course, this is the drawbacks of content analysis. Also, it does not tell how and why something is covered (Wimmer & Dominick, 2006). To address these gaps, audio-recorded analysis examined how stories were framed, while interviews with key informants from HMMA aimed to explain the framing and coverage. These interviews were crucial for understanding how environmental protection stories were crafted in the selected media. By using multiple instruments, the study aimed to complement each method's limitations, ensuring a comprehensive analysis. The combination of qualitative and quantitative data offers a thorough understanding of environmental protection reporting in HMMA.

Content analysis is a method used to evaluate how environmental protection issues are covered in HMMA. It primarily involves analyzing the media reports within the study. Berelson (1952) asserts that content analysis focuses on what is being

communicated rather than the subjective nature of the content or people's reactions to it. This means that the content analyst codes the stories only as they appear, not as what they are intended to be or what they are intended to mean. As one of the first steps in this study is identifying what was reported in the selected programs, content analysis becomes very important.

Scholars have argued (Weber, 1990, 2010; Wimmer & Dominick, 2006) that content analysis can help to offer broader implications to given content and can reach valid results that are based on the observed values. This may be the best instrument used to collect broader data quantitatively. Henceforth, with an interest in collecting broader data systematically and making general inferences, the content analysis tool was employed here. The researchers followed the ensuing steps to manage the content analysis of environmental protection stories, code them, and process the data) and to collect the relevant data from HMMA within a specific sampling time and systematically. These, in turn, became useful in maximizing the reliability of the data. The data were gathered within three months, from the time May 1, 2020- July 30, 2020.

The primary aim of this research is to assess both the volume and caliber of environmental topics addressed within HMMA. However, due to constraints such as time and resources, it isn't practical to analyze every Eastern Ethiopian media outlet. Consequently, HMMA was chosen as a key focus of the study. This decision was based on its substantial audience reach within the West and East Hararghe Regions, as well as its extensive geographical coverage. The study involved the participation of four individuals, including two editors and two senior reporters from HMMA.

Archived radio news files and newspapers were used as the main sources. A coding book was prepared to collect relevant data used for the study. Coding was carried out by the researcher and one reporter from HMMA. Besides, in-depth interviews were held with editors and reporters working in the newsrooms of target media outlets to gather qualitative data used to back the findings of the quantitative data. Content analysis of in-depth interviews were held with editors and reporters.

In the content analysis, the themes, subjects, or issues to be studied can be categorized into different subcategories. In this study, the researchers have defined categories to analyze significant content. This is because every unit should not be analyzed unless it has some sort of importance or relevance to the aim of the research. Based on this technical

assumption, the researchers have developed a coding sheet consisting of 7 major content categories which were applied for the coding of sample news editions in general and environmental stories in specific, too. The content-coding categories are enumerated and explained as follows.

Kinds of Environmental Theme(S) the News Story Deals with- this content-coding category was meant to gather data used to know about the thematic focus of news coverage by the media studied regarding various environmental issues categorized as:

- News stories categorized under “Environmental problems/Challenges” pertain to topics discussing the causes or consequences of environmental issues, such as deforestation, soil erosion, pollution, and global warming/climate change.

- “Environmental Protection/Conservation” content category encompasses news articles concerning activities aimed at preserving the environment, such as tree planting initiatives, river basin development projects, and soil and water conservation practices.

- “Environmental events & campaigns” content category comprises news articles covering environmental initiatives or celebrations, such as World Environment Day or World Biodiversity Day ceremonies and campaigns.

- Environmental Research Findings, Innovations & Solutions: This category encompasses news articles highlighting recent scientific discoveries, technological advancements, and innovative solutions related to environmental issues, such as projects focused on green energy development.

- Others: This category includes environmental news stories that do not fit into any of the predefined environmental issue categories.

- Placement of environmental stories: This coding category examines where environmental issues are positioned within news editions. It aims to gather data on the level of attention, significance, or priority given to environmental stories by the media. For radio news, this is categorized as either among major news stories or among common/inside-page news stories. For newspapers, it refers to whether the stories are featured on the front page or inside pages.

- Origin of Environmental News Stories: This content-coding category is designed to track the origin of environmental news stories covered by the media. It categorizes stories as either originating from local/domestic sources or from foreign sources.

- News sources: This content-coding category is utilized to collect information regarding the primary

sources relied upon by the media for environmental stories. These sources can include government officials, community members, NGOs, experts, documents, conducted research, internet sources, etc. Understanding the predominant sources used by the organization aids in assessing source diversity and credibility. News sources are categorized as Government officials, Experts/scholars, Community members, Environment Groups/NGOs, private companies, Press Releases, and New Research Findings/Reports.

- Nature of environmental news stories: This content-coding category is employed to gather data about the characteristics or types of environmental news stories covered. These stories are categorized as investigative when they are well-researched and delve deeply into environmental issues with high-quality reporting, or event-oriented when they cover meetings and related programs focusing on environmental issues. Additionally, stories are classified as either solution-oriented or problem-oriented, and can also be classified as advocating, informative, or both advocating and informative.

- Major types of environmental protection efforts in Ethiopia include: Soil conservation, tree planting initiatives, water pollution control, air pollution mitigation, noise pollution management, etc.

Following data collection, researchers conducted an analysis tailored to the methodology employed. Quantitative data pertaining to most topics were subjected to analysis using descriptive statistics and percentages. Qualitative data, acquired through interviews, underwent analysis by interpreting participant responses within the framework of theories concerning the factors influencing media coverage of environmental protection efforts.

Result and discussions

The study was mainly intended to investigate the coverage of media on environmental protection news in the HMMA. The description has been made on the quantitative and qualitative news coverage of environmental issues of the selected media: HMMA. A total of 90 days of news editions from May 01, 2020, to July 30, 2020, were collected from Radio programs. A total of 266 news stories produced with different issues have been found from the news editions of the radio. The task of content analysis begins first by sorting the environmental issues from the other news content issues. By finishing the sort of environmental issues, 47 news stories were found to be environmental. These news stories were also analyzed to gather data used to answer the rest

research questions pertinent to the quality or nature of the news coverage that the media studied gave to environmental issues.

First, the quantitative data would be considered as the main data of the study which are presented in the tables displaying figures of frequency and percentage. Second, their results are described and substantiated by the qualitative data gathered from in-depth interviews that were made with editors and senior reporters.

The extent of the media content on the coverage of environmental protections

Under the specific objectives, the study identified the amount of environmental news coverage that was

given attention by the media. And every news story found in the sampled daily news editions has been collected and categorized into the issues they dealt with. The result of the data collected concerning news coverage given to environmental stories is presented as follows:

The coverage of news stories about environmental protection issues within three months in the media.

The study has assessed three months of media coverage on environmental protection. In this section, it is intended to show how much the media has emphasized it within these three months. See the table below:

Table 1 – The rate of news about environmental protection issues in the media within three months

Name of Media outlet	Frequency	The coverage of news about environmental protection issues within three months made in the media.			Total
		May	Jun	July	
Harari Mass Media Agency	Number	7	14	26	47
	Percentage	17.07	34.14	47.89	100%

According to the above table, 47 percent with a frequency of 26 was the coverage of news about environmental issues in July, 34.14 percent of environmental news was made in June, and in May, only 17.07 percent with a frequency of 7 news of environmental issues were covered. According to the above result, in July the media gave gross attention.

In general, the study understands that the HMMA did not give enough coverage to environmental protection issues relative to the quantity of news stories covering other topics, how many news stories related to environmental issues were broadcasted in the mass media over the past three months. This finding is similar to the study conducted by Teklesilase (2015) on Ethiopia Broadcast

Corporation (EBC). The assertion is at odds with the country's policy and the Environmental Protection Authority (EPA) Proclamation No 9/1995. The proclamation empowers the Environmental Protection Authority to develop environmental protection policies and legislation, as well as to establish directives and frameworks essential for the assessment and oversight of the environmental impacts of socio-economic development projects. Additionally, the EPA is tasked with monitoring and supervising the implementation of these initiatives.

Prominence of environmental stories

The data were gathered to identify the prominence of the environmental protection issues stories in their main headline news editions. The data are presented below:

Table 2 – The prominence of environmental protection coverage

Name of Media	Frequency	Prominence of environmental news		Total
		Main Stories	Inside stories	
Harari Mass Media Agency	Number	9	38	47
	Percentage	19.15%	80.85%	100%

According to the result of the above data, 80.85% of the stories (inside stories) were not found to be a prime time, it was in the inside stories. Only 19.15% (main stories) of the stories were given on the daily prime time. Based on the quantitative gathered data environmental protection issues were not given priority in the daily news. On the contrary, based on the document analysis, the media house does not have any articles that mention environmental issues and does not inculcate environmental protection. Besides, based on the response of editors, both Ed1 and Ed2 there is no attention given to environmental protection issues.

According to above data, environmental protection issues received less priority in the media compared to other topics. This does not correlate with the Ethiopian government's policy and strategies that follow the policy of green legacy and the Ethiopian government strongly supports environmental issues protection. In addition, the

constitution established by the Ethiopian People's Revolutionary Democratic Front (EPRDF) mandates both the government and the citizens of Ethiopia to uphold responsibility for conserving natural resources and sustaining ecological equilibrium. Moreover, various proclamations and accompanying regulations have been enacted to enforce environmental protection and management, aligning with the fundamental principles outlined in the Constitution (EPA, 2008 cited in Gessesse, 2010)).

Types of news stories of the environmental protection

The data were collected to show which environmental protection issues have gotten attention. It has been focused on mainly planting trees, soil conservation, and water pollution issues, based on the context of the media.

Table 3 – Types of the news Stories of environmental protection

Name of Media outlet	Frequency	Types of the news Stories of environmental protection			Total
		Soil conservation	Planting tree	Water pollution	
Harari Mass Media Agency	Number	6	39	2	47
	Percentage	13%	82.97%	4.25%	100%

The data collected from HMMA produced, 82.97% of news stories were about planting trees, 13% were about soil conservation and 4.25% of news was about water pollution. As shown from the data above most of the aired news about environmental protection is about planting trees. Even these are contrary to the governmental policy of Ethiopia which emphasizes on green policy. The informants, E1, E2, and R1 also stated that the media coverage on environmental protection is not enough even about planting trees. The media presents in news form. Most of the time coverage of news on planting trees is also presented by the invitation of governmental officials and experts in agriculture in the areas.

Media plays an influential role in assigning importance to public issues. Due to the agenda-setting function of the news media, audiences

not only learn facts about the “environment”, but they learn too how much importance to attach to those facts based on the emphasis placed on them by the media. People must gain awareness and understanding of environmental protection to protect the environment from pollution and preserve it for the next generation. So, to make this awareness media must prepare programs that give information about what are the consequences of environmental pollution on human health and its surroundings, and how to prevent pollution. Continual awareness creation must be given to the people to protect and preserve the environment for the next generation.

Kinds of environmental themes of news stories dealt with

The table below shows four thematic environmental issues on how HMMA amplify awareness of environmental issues.

Table 4 – Kinds of news coverage given to different environmental themes and issues

Name of media outlet	Frequency	Kinds of environmental themes issues				Total
		Environmental problems	Environmental Protection	Environmental Campaigns	Environmental Research Findings, Innovations & Solutions	
Harari Mass Media Agency	Number	5	16	26	0	47
	Percentage	10.63	34.04	55.31	0	100%

As the above data presented, from the total number of 47 environmental issues, 55.31 percent with the frequency of 26 news were focusing on environmental campaign issues. Approximately 34.04% of the news focused on environmental protection matters, while the remaining 10.63% addressed environmental problems. The data suggests that the majority of news stories pertaining to environmental issues revolve around topics such as environmental protection efforts and campaigns. Especially it only focuses on protecting trees from cutting for different purposes for household services and fire.

On the other hand, environmental problems and environmental research and findings did not get attention. Teklesilase (2015) emphasized that the above points, climate change, and ozone depletion are often reported using traditional reporting

styles, surfacing as specific and discrete events, rather than gradually connected developments. This emphasis on the event and not the underlying issue undermines the importance of the issue, while simultaneously implying an infrequency that is simply untrue. Today, journalists who report on environmental issues encounter difficulties in adjusting conventional reporting approaches to suit the beat. They face constraints such as limited space, tight deadlines, and other demands while striving to meet the expectations outlined by Bourassa et al. in 2013, as referenced by Teklesilase in 2015.

Main news sources of the media on environmental protection issues

This research is also aimed to highlight the origins and affiliations of the chosen media outlets in sourcing and disseminating news and information concerning environmental matters.

Table 5 – Main news sources of the media on environmental protection issues

Name of media outlet	Frequency	Sources							Total
		Government officials	Experts/scholars	Community members	Environment groups/NGOs's	Private companies,	press releases	new research findings/reports	
Harari Mass Media Agency	Number	27	13	3	1	-	4	2	47
	Percentage	56.25	27.08	6.25	2.08	-	8.33	4.11	100%

The above data shows, that 56.25 percent of the frequency of 27 environmental news sources of the media were from Government officials. 27.08 percent of with the frequency of 13 the news from experts, and the remaining from NGOs, press releases, community members, and new research findings.

The informants also agree with the result of the quantitative data. From the in-depth interviews conducted with reporters and editors, it became evident that a significant portion of their environmental coverage, especially stories centered around events, predominantly feature key messages from senior officials. During the interviews, they

expressed frustration over the difficulty of securing cooperation from experts and obtaining current research data in the field. The proper source of information is very significant for any media in creating awareness of the societies on environmental issues. Several researchers examining environment journalisms in various geographical contexts also reflect that powerful political and business interests

exert influence on environment news coverage, particularly at the national level (Teklesilase et al, 2015).

Origin of Environmental News Stories

The data was collected in an attempt to show the proportion of domestic environmental protection stories in comparison with the foreign ones.

Table 6 – Origin of Environmental News Stories

Name of Media outlet	Frequency	Origin of Environmental News			Total
		Local	National	International	
Harari Mass Media Agency	Number	40	5	2	47
	Percentage	86.9	10.8	4.2	100%

According to data gathered from the above table indicates, the majority of the origin of environmental news 86.9 percent with a frequency of 40 was from local news, and 10.8 percent of environmental news was from national news. The remaining 4.2 percent of the news is from international. Therefore, we can understand that from quantitative data results, HMMA gave more coverage to local environmental protection. Moreover, the majority of local stories focused on environmental preservation efforts, specifically activities like tree planting, soil conservation, and addressing water pollution. Allocating more coverage to both proximity and relevance to the audience's interests is crucial, as these are key principles guiding news selection in the media. However, both national and international news also play a significant role in raising awareness among

the audience. In Ethiopia, a substantial portion of news stories revolved around topics such as greenhouse gas emissions, global warming/climate change, and their impacts on Earth's ecosystems, including the melting of polar ice caps and rising sea levels etc. In this study, how much the medium would emphasize the local news? All respondents (E1, E2, R1, and R2) stated that the strong part of their organization is balancing both sides of the stories that were covered by the medium. Most importantly, they would give focus to the coverage of local news.

Environmental news stories and functions

The key principle of the media is to produce and disseminate news to people. Therefore, it is intended to show how the environmental issue news was gathered and disseminated to the audiences.

Table 7 – Functions of environmental news stories

Name of Media outlet	Frequency	Functions of environmental news stories						Total
		Investigative	Event Oriented	Solution-oriented	Problem-oriented	Advocating	Informative	
Harari Mass Media Agency	Number	1	36	7	1	1	1	47
	Percentage	2.12	76.59	14.90	2.12	2.12	2.12	100%

According to the data gathered, the majority of the nature of environmental issues was event-based. 76.59 percent with a frequency of 36 were from event-based news natures. 14.90percent of

the nature of environmental news stories were solution-oriented. And, the other nature of news was very limited, and almost a minimum of them from it.

R1 and R2 informants gave responses as follows: “Most of the news sources were from higher officials. As a result of this, the news stories lack an explanation of the issues of environmental they dealt with. Even, if they were not sourced properly, they lack credibility and substances.”

The study understands that the natural sources of environmental news are officials and governmental bodies. This and other reasons were affecting the quality of the news. This might affect the credibility of the news medium. On the other hand, if there is an intervention of government highly, experts in the fields might be excluded. As a result of this, the contents of the news lack an audience. Buell (2005) supports the preceding arguments by noting that environmental news reporting often lacks detailed scientific explanations and fails to provide proactive environmental mobilization information. Instead, it tends to focus on crises and events.

Challenges encountered in reporting on environmental protection issues within the Harari Mass Media Agency

There are no professional journalists who took training on environmental protection issues and working with them. Because of this, most of the journalists including me, do not have the concept of doing on the issues of environmental news. Also, to report on this issue, there needs to be art and training continuously. The other thing that I have been faced is lack of commitment and interest in (Ed, Jul 25, 2020, 1,). Correspondingly, Ed 2 added in our media, there is no concern about issues of environmental coverage. Even though environmental protection is very sensitive and critical for our country, no one gives attention and concern about environmental problems, solutions, and camping. Even, in our editorial policy, no article can state it. The other remaining two senior reporters (R1 and R2) explain that HMMA, they are working by planning and no one goes out of plan. They just run to fulfill their plan, and no one can give up on the issues of environmental problems. The issues by itself are not interesting. The other thing, they are facing is the coverage is more event-based. As a result of this, they might not have included it in our daily tasks and included in our plan. Besides, they did not have training on this issue, and because of this, they are not confident to develop stories on environmental issues. Even, our editor did not appreciate us in covering environmental issues.

The FDRE Constitution stipulates that the government shall endeavor to ensure a clean and

healthy environment as an objective and recognizes the right to a clean and healthy environment as a basic right of the Ethiopian people (Art 92.1 and 44.1, respectively). In order to guarantee the entitlement to reside in a pristine environment, it is imperative that the populace is educated about environmental conservation, as they are the primary contributors to pollution. A key focus for the Ethiopian government is the implementation of the Climate-Resilient Green Economy (CRGE) strategy, aimed at fostering the country’s development by mitigating greenhouse gas emissions within the business-as-usual scenario by 2030. The CRGE strategy revolves around four main pillars: enhancing agricultural practices for increased food security and farmer income while minimizing emissions, preserving and restoring forests for their economic and ecological benefits, including carbon sequestration, and scaling up renewable energy production to meet domestic and regional energy demands. To accomplish the governmental strategy people, have to get awareness through different media.

Environmental issues are neglected and excluded from most media. Shanahan (2011) highlights that despite the magnitude of environmental challenges, media coverage of environmental issues remains disproportionately low compared to other topics. Environmental reporting is marginalized within news coverage. Additionally, Banterer (2002) concludes from their global study that while lip service may be paid to environmental concerns, the breadth and seriousness of these issues are often not adequately addressed. This superficial acknowledgment detracts from the overarching focus of reporting, which tends to be one-sided and minimally focused on environmental matters. In my view, journalists working in the media should actively address these challenges and factors. Environmental issues are fundamentally about the survival of humanity of earth. Conversely, editors hold sway over reporters in determining which news stories to cover. As noted by Shanahan (2011), numerous journalists express a desire to cover climate change topics but encounter difficulties persuading their editors of the newsworthiness of such stories. Moreover, Shanahan points out that many editors perceive climate change as primarily an international issue, leading them to deprioritize local reporting. Consequently, they often rely on stories from Western news agencies or simply reprint press releases without incorporating any local context or additional information.

Conclusion

This study reveals that the Harari Mass Media Agency (HMMA) allocates minimal attention to covering environmental protection issues compared to other topics in the media. Additionally, HMMA's editorial policy lacks inclusion of environmental protection-focused issues, which contradicts Ethiopia's Environmental Protection Proclamation No 9/1995. Despite the proclamation emphasizing the joint responsibility of the government and citizens in maintaining ecological balance, the media fails to provide sufficient coverage of environmental issues. Moreover, the media lacks professional journalists dedicated to reporting on environmental topics. In addition to this, the study shows that journalists exhibit a deficiency in effectively portraying environmental issues. It underscores the importance of possessing skills such as comprehending scientific terminology and methodologies, being informed about past environmental occurrences, staying updated on environmental policy developments and the initiatives of environmental organizations, having a broad understanding of contemporary environmental issues, and being capable of communicating this information to the public in a clear and accessible manner, despite its intricacies (UNEP, 2006). The media also used government officials as main sources. Because of this and other factors, the content of the news they were shallow and not attractive since they were politically affiliated and not specialized in the field of environmental science. On the other hand, journalists did show an interest in the environmental issues. If journalists do not have an interest in covering environmental issues, they may distort the news content. Roba (2012) pointed out that discrepancies, distortions, and misinterpretations of data have the potential to impact how environmental issues are covered by the media.

Journalists of the Harari Mass Media Agency believe that the media does not pay attention to environmental protection issues. In this regard, Environmental depletion is one of the challenges Ethiopia is facing (EPA, 2008) and has been given little attention. It has the power to loom both physical and economic existence. The degradation of environmental resources in Ethiopia has the potential to diminish the capacity to produce biomass for food, feed, and household energy. Given that the livelihoods of rural Ethiopians are intricately linked to land, water, and biodiversity resources, the decline in these resources directly jeopardizes their survival, and the consequences of severe degradation of these resources are manifested through widespread food insecurity and poor quality of life. It also undermines prospects for fighting poverty and achieving sustainable development (EPA, 2008).

Recommendation

The following recommendations are forwarded to enhance reporting of environmental protection in the HMMA: The media should be concerned about the following points:

- Since environmental issues are the main agenda for the country, it should be prioritized by the media. The media should provide professional training for journalists about environmental science.
- The media should work collaboratively with the Federal Government of Environmental Authority and Non-Governmental Organizations which work on Environmental Protections
- The Harari Government should collaborate with the media and work on environmental protection issues.
- Harari Mass Media Agency should have a program on environmental protection issues.
- The media editorial policy should include articles related to environmental issue.

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EXPECTATIONS OF KAZAKHSTAN PR AGENCIES FOR PR GRADUATES' SKILLS

The study addresses the lack of comprehensive research on whether recent PR graduates in Kazakhstan meet industry requirements. The research aimed to explore PR professionals' satisfaction levels and opinions on the competency of PR graduates, highlighting key issues in PR education in Kazakhstan. Adopting a pragmatic worldview, the study used qualitative methodologies, including document analysis and structured interviews with chief executive officers of PR agencies experienced in hiring entry-level graduates. Findings provide insights into PR agencies' expectations of Kazakhstani universities, specifically addressing the skills needed in the market. Soft skills: PR representatives emphasized responsibility, collaboration, initiative, stress management and time management. Effective communication and collaboration were particularly noted for their impact on customer service outcomes. Technical skills: Essential competencies include data analysis, photo and video production/editing, data management, and search engine optimization (SEO). Professional skills: Key skills identified were copywriting, creating social media content, developing media relations materials, and making informed decisions based on quantitative and qualitative data. However, the study revealed a gap between PR agencies' expectations and the actual skills of entry-level PR graduates. Noted deficiencies included a lack of practical experience and internship opportunities, as well as a shortage of qualified educators with relevant industry experience, contributing to graduates' perceived inadequacies in practical PR skills. The study also explored PR agencies' attitudes toward the ability of Kazakhstani universities to prepare PR graduates. Interview results indicated generally positive attitudes, with confidence in universities' ability to develop technical skills. Collaboration between universities and PR agencies was seen as crucial for producing well-trained PR professionals.

Key words: public relations in Kazakhstan, PR skills, Kazakhstani PR agencies, entry-level PR graduates, PR education in Kazakhstan.

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Қазақстандық PR-агенттіктерінің PR-түлектерінен күтетін кәсіби дағдылары

Бұл зерттеу Қазақстандағы PR-мамандардың, яғни ЖОО түлектерінің осы кәсіби саладағы заманауи талаптарға сәйкес келетіндігі туралы жан-жақты зерттеулердің жоқтығын ескере отырып жасалып отыр. Зерттеу Қазақстандағы PR-білім берудің негізгі проблемаларын баса көрсете отырып, қоғаммен байланыс жөніндегі мамандардың қанағаттану деңгейін және PR-компаниялардың түлектерінің құзыреттілігі туралы пікірлерін зерделеуге бағытталған. Әлемге прагматикалық көзқараспен қарай отырып, зерттеу сапалы әдістемелерді, соның ішінде құжаттарды талдауды және бастапқы деңгейдегі түлектерді жалдау тәжірибесі бар PR агенттіктерінің басшыларымен құрылымдық сұхбаттарды қолданды. Алынған нәтижелер қазақстандық университеттерден PR-агенттіктердің күтетін кәсіби қабілеттері туралы, атап айтқанда, еңбек нарығында қажетті дағдылар туралы түсінік береді.

Қоғаммен байланыс мамандары жауапкершіліктің, ынтымақтастықтың, бастамашылықтың, стрессті және уақытты басқарудың маңыздылығын атап өтті. Тиімді байланыс пен ынтымақтастық клиенттерге қызмет көрсету нәтижелеріне әсері үшін ерекше қажет. Техникалық дағдылар: негізгі құзыреттерге деректерді талдау, фотосуреттер мен бейнелерді өндіру/өңдеу, деректерді басқару және іздеу жүйесін оңтайландыру (SEO) кіреді. Кәсіби дағдылар: негізгі дағдылар копирайтинг, әлеуметтік медиа мазмұнын құру, БАҚ-пен өзара әрекеттесу үшін материалдарды әзірлеу және сандық және сапалық деректерге негізделген шешімдер қабылдау болды. Дегенмен, бұл зерттеу PR агенттіктерінің күтулері мен бастапқы деңгейдегі түлектердің нақты дағдылары арасындағы алшақтықты анықтады. Аталған кемшіліктерге практикалық тәжірибе

тағылымдамадан өту мүмкіндіктерінің болмауы, сондай-ақ тиісті салада тәжірибесі бар білікті оқытушылардың жетіспеушілігі кірді, бұл түлектердің PR саласындағы тәжірибелік дағдыларының жеткіліксіздігіне және қажетті қабілеттерді игеруіне ықпал етті. Зерттеуде авторлар PR-агенттіктердің қазақстандық университеттердің қоғаммен байланыс бойынша түлектерінің дайындау деңгейіне ықпалын зерттеді. Сұхбат нәтижелері студенттердің өз жұмысына жалпы оң көзқараспен қарайтынын және университеттердің техникалық дағдыларды дамыту қабілетіне сенімді екенін көрсетті. Университеттер мен PR агенттіктері арасындағы ынтымақтастық жоғары деңгейде дайындалған қоғаммен байланыс мамандарын даярлау үшін шешуші фактор болып саналады.

Түйін сөздер: Қазақстандағы қоғаммен байланыс, PR дағдылары, қазақстандық PR агенттіктері, бастапқы деңгейдегі PR түлектері, PR білім.

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Ожидания казахстанских PR-агентств от навыков PR-выпускников

Данное исследование направлено на отсутствие всесторонних исследований о том, соответствуют ли недавние выпускники PR-специалистов в Казахстане требованиям отрасли. Цель исследования – изучить уровень удовлетворенности PR-профессионалов и их мнение о компетентности выпускников PR-специальностей, выявить ключевые проблемы PR-образования в Казахстане. Придерживаясь прагматического мировоззрения, в исследовании использовались качественные методики, включая анализ документов и структурированные интервью с генеральными директорами PR-агентств, имеющими опыт найма выпускников начального уровня. Полученные результаты дают представление об ожиданиях PR-агентств от казахстанских университетов, в частности о навыках, необходимых на рынке труда. Мягкие навыки: Представители PR подчеркнули ответственность, сотрудничество, инициативность, управление стрессом и временем. Эффективная коммуникация и сотрудничество были особенно отмечены за их влияние на результаты обслуживания клиентов. Технические навыки: к числу основных компетенций относятся анализ данных, создание/редактирование фото- и видеоматериалов, управление данными и поисковая оптимизация (SEO). Профессиональные навыки: Ключевыми навыками были названы копирайтинг, создание контента для социальных сетей, разработка материалов для связей со СМИ и принятие обоснованных решений на основе количественных и качественных данных. Однако исследование выявило разрыв между ожиданиями PR-агентств и реальными навыками выпускников начального уровня в области PR. Среди недостатков отмечается отсутствие практического опыта и возможностей для стажировки, а также нехватка квалифицированных преподавателей с соответствующим опытом работы в отрасли, что приводит к тому, что выпускники считают, что у них недостаточно практических навыков в области PR. В исследовании также изучалось отношение PR-агентств к способности казахстанских университетов готовить выпускников в области PR. Результаты структурированные интервью показали в целом положительное отношение к этому вопросу, а также уверенность в способности университетов развивать технические навыки. Сотрудничество между университетами и PR-агентствами было признано важнейшим условием подготовки хорошо подготовленных специалистов по связям с общественностью.

Ключевые слова: Казахские связи с общественностью, PR-навыки, Казахские PR-агентства, PR-выпускники, PR-образование в Казахстане.

Introduction

In recent years, most fields that support vital societal functions have experienced significant developmental changes due to increased consumption and high internet penetration. Public relations (PR) is one such field. The primary catalyst for this change was the need to adapt to complex conditions, such as the quarantine imposed due to COVID-19. Although the digitalization of various sectors was already underway before the lockdown, the inability

to leave homes highlighted the critical importance of this process for maintaining global societal functions. Nonetheless, certain elements remain constant over time, such as the skills required to enter the PR field. According to the Annenberg Annual Report [2016], global PR agencies prioritize hiring graduates with skills in writing (89%) and verbal communications (80%).

Statement of the Problem

While media outlet representatives express dissatisfaction with the knowledge and skills of the

new generation, no research has been conducted to determine whether PR graduates meet the industry's requirements. Thus, it is necessary to explore the satisfaction levels of PR representatives and their opinions on the competency of PR graduates, which will, in turn, highlight the main issues in PR education in Kazakhstan.

Background and Rationale

Kazakhstan, a Central Asian country situated between Russia and China, has a relatively small population close to 20 million people despite its vast land area, making it one of the least densely populated countries globally. Kazakhstan has the ninth-largest landmass worldwide, with nearly half of its population (41%) under the age of 25 (United Nations, 2019). According to the Constitution of the Republic of Kazakhstan (Art. I), Kazakhstan is a secular democratic republic with a presidential system.

Kazakhstan is the most economically stable post-Soviet country in Central Asia. It transitioned from a lower-middle-income to an upper-middle-income country in less than two decades by 2006 (Rahardja & Agaidarov, 2019). Deloitte Research Center in CIS defined the leading economic sectors of Kazakhstan's economy for 2019 – trade (17%), oil and gas production and processing (15%), and other manufacturing industries (11%). The banking sector comprised 28 banks, with half having foreign stakeholders Deloitte Research Center of in CIS (2019, p. 6].

PR in Kazakhstan

Bekbolatuly and Karaulova (2019) stated that the development of the PR industry in Kazakhstan began in the 1990s after the collapse of the Soviet Union. It emerged due to the development of civil society and the authorities' desire to establish dialogue with citizens. Before the 1990s, information dissemination was vertical and controlled, with media serving as an official means of reducing social tension. Three main industries in Kazakhstan use PR as a tool for reputation creation: the financial and banking sectors, the oil and gas industry, and the IT sector. The establishment of organizations like the National Association for Public Relations in the Republic of Kazakhstan and The Club of Kazakhstani PR experts *PR-shy* marked a turning point.

PR Education in Kazakhstan

Twenty universities in Kazakhstan offer public relations programs, with eleven private and nine public institutions. Half offer both undergraduate and graduate programs. Journalism undergraduate programs are available in thirteen universities, with six offering graduate programs. Instruction is pro-

vided in Kazakh and Russian in eighteen universities, with half offering English instruction. Five universities offer mixed-language instruction, and one offers Turkish instruction.

Purpose of the Study

This study aimed to assess the preparation level of graduates entering the PR market. It qualitatively explores Kazakhstani PR agencies' expectations of universities in preparing graduates and their professional competency in the PR job market.

Materials and methods

This study adopted a pragmatic worldview and methodologies appropriate for its paradigm. As outlined by Creswell (2014), pragmatism emphasizes actions, situations, and outcomes rather than focusing solely on antecedent conditions. Pragmatist researchers prioritize the research problem and employ diverse approaches to achieve a comprehensive understanding. This qualitative study utilized document analysis and structured interviews. Data were collected through structured interviews conducted with chief executive officers of public relations agencies experienced in recruiting entry-level graduates.

Instruments

The study used extensive document analysis systematically reviews and evaluates various information sources. This method involves examining and interpreting data to elicit meaning, gain understanding, and acquire empirical knowledge (Creswell, 2014). It also used structured interviews use an interview schedule with a list of repeated questions in the same order and wording (Corbin & Strauss, 2008). These interviews typically include questions with limited answer options, suitable for comparing data across a large sample. However, they can be inflexible and lack depth. In contrast, unstructured interviews allow for improvisation, leading to more natural conversations and unexpected answers. The purpose of the interviews was to assess the competency level of entry-level graduates and evaluate how public relations representatives perceive the universities' ability to prepare future practitioners. Both closed and open questions were used.

The study used purposive sampling, selecting interviewees based on their experience working with or mentoring entry-level practitioners. Participants included 16 representatives from public relations agencies in Almaty and Nur-Sultan, chosen for their experience with entry-level practitioners. Interviewees were contacted via email using a database of Kazakhstani public relations agencies. Interview

questions were sent in advance to ensure clarified responses. Initially constructed in English, the questions were translated into Russian. A pretest was conducted before the main interviews.

Interviewees profile

Sixteen interviewees from Kazakhstani PR agencies participated in the structured interviews. Among the respondents, 5 (31.3%) were owners, 3 (18.8%) were account managers, and 4 (25%) were managing partners and CEOs, respectively. Regarding industry experience, 5 participants (31.3%) had worked in public relations for 10-15 years, 4 (25%) for 5-9 years, 3 (18.8%) for 16-20 years, 2 (12.5%) for over 25 years, and 1 participant (6.3%) had 1-4 and 21-25 years of experience, respectively. In terms of agency size, 6 participants (37.5%) described their agencies as small (10 to 49 employees), 5 (31.3%) as micro (4 to 9 employees), 3 (18.8%) as medium-sized (50 to 249 employees), and 2 respondents (12.5%) as large (250+ employees).

Literature review

The research employed educational standards from various countries and skills requirements from a global perspective. It examined three types of skills—soft, technical, and professional—to assess the development of public relations (PR) education in Kazakhstan and the competencies of its graduates. The literature review is centered on the evolution of PR education in Kazakhstan. The first section discusses studies on the skills needed by entry-level graduates in the global PR market, the second section

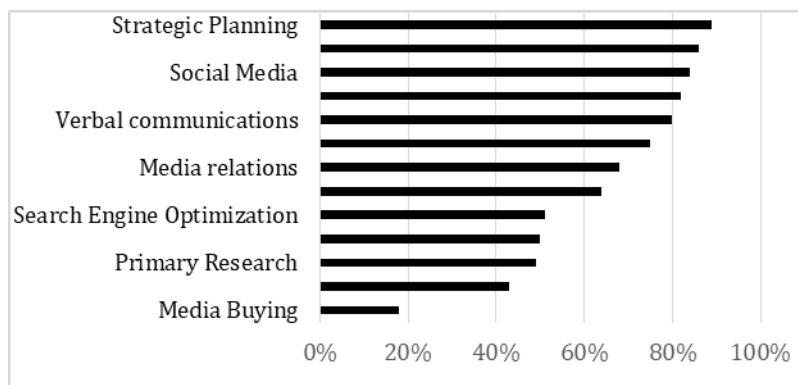
discusses PR in Kazakhstan and the third section focuses on PR education in Kazakhstan.

Skills Required in the Global PR Market

In The Professional Bond (2006), the Commission on Public Relations Education outlines the recommended courses for undergraduate and graduate curricula. It also presents data indicating the essential skills expected of entry-level graduates, as identified by PR educators and practitioners. The 2006 research findings highlight the need for PR professionals with writing skills, critical thinking, and public communication abilities.

The USC Annenberg Center for Public Relations (2016) in its 2016 Global Communications Report examined the global communications industry, analyzing trends in talent, structure, compensation, and diversity. This report identified the most needed skills indicating writing (89%) and verbal communication skills as more significant than analytics (62%) and SEO (41%). Curiosity, creativity, and critical thinking were also emphasized as crucial skills by industry leaders. The report indicated that writing, verbal communication, and critical thinking remain essential in the PR market over time.

The following year the USC Annenberg Center for Public Relations (2017) presented the findings from a comprehensive survey of over 800 PR executives worldwide in the 2017 Global Communications Report. The report also included insights from nearly 700 PR and communications students. This report highlighted the integration of PR and marketing fields and illustrate the skills deemed significant for the future growth of PR graduates.



(Source: USC Annenberg School of Communications and Journalism, 2017)

In 2019 the PR: Tech the Future of Technology in Communication Report, the USC Annenberg Center for Public Relations (2019), examined the

impact of emerging technologies on the future of the PR industry,” examined the. PR professionals, PR students, and over 200 business leaders in the

United States, representing small, mid-size, and large organizations were surveyed. Social media and online influencers (shared media) took the lead with 38%, slightly surpassing the company's proprietary communication channels (owned media). Traditional media coverage (earned media) was ranked third, with 14% of participants favoring it, while advertising (paid media) was deemed the most valuable communication channel by 12% of respondents.

Technical skills were anticipated to become increasingly important for future communications practitioners. Despite machines handling much of the analysis, there would still be a need for professionals who can translate data into actionable insights. According to the 2019 Report big data ana-

lytics (65%), video production (59%), and search engine optimization (59%) would be critical technical skills for future PR professionals.

The 2017 Fast Forward Report of the Commission on Public Relations Education (2017) offered a comprehensive review of the PR education, including the skills expected from entry-level graduates. The most important skills in PR in 2017 were writing, communication, social media management, research and analytics, and editing. The survey utilized the Knowledge, Skills, and Abilities (KSA) approach, asking practitioners to rate the desirability of specific skills on a scale from 1 to 5 (where 1 means not desired and 5 means highly desired).

Skills	Skills Entry-Level practitioners Should Have (M/SD)	Skills Entry-Level practitioners Do Have (M/SD)
Writing	4.87/.42	3.04/0.95
Communication	4.75/.56	3.29/0.89
Social media management	4.33/0.81	3.79/.92
Research & analytics	4.07/.99	2.69/0.94
Editing	4.16/0.98	2.55/0.95

(Source: Commission on Public Relations Education, 2017)

Public Relations in Kazakhstan

Bekbolatuly and Karaulova (2019) outlined the development of public relations in Kazakhstan, identifying factors that led to the establishment of the communication field. According to the authors, public relations emerged in Kazakhstan due to the development of civil society and the authorities' desire to engage in dialogue with the population. The socio-political transformations of the 1990s played a significant role in creating a new communication system. During this period, the first PR departments were established in government agencies professional PR tools transformed the relationship between the government and society. Key information and PR activities were centered in the Presidential Administration, the government, both chambers of Parliament, and national companies. Press services, press centers, and public relations centers were also established in regional executive and legislative bodies.

The emergence of PR in Kazakhstan as a professional, applied, and scientific activity was driven by the development of social relations, civil society institutions, and socio-economic market mechanisms. The democratization and transition to a

market economy changed the nature of communications in Kazakhstan. Before the 1990s, information dissemination was vertical and controlled, with the media serving as an official means to reduce social tension. However, post-independence, a new horizontal communication model replaced the vertical one, providing a choice of information sources. The media shifted from reducing social tension to sometimes provoking it. Thus, an organized and systematic introduction of PR services at all levels and training specialists became necessary, coinciding with the democratic transformations and market relations establishment in Kazakhstan. As for the PR education in Kazakhstan, Esenbek (2013) noted that PR services began to be established in 1992. The Al-Farabi Kazakh National University was the first to open an undergraduate program in PR in 2000 and a graduate program in 2009, with over 1,000 graduates (Bykov et al., 2019). However, there were challenges in PR education, such as the lack of local textbooks and training provided by local practitioners.

The development of PR in Kazakhstan mirrors the global (especially American) evolutionary process but on a much shorter timeline. Foreign ex-

perience and adaptation to Kazakhstan's realities played a crucial role in this development. Despite the challenges, PR in Kazakhstan has evolved dynamically, significantly impacting social processes, political culture, the economy, and spiritual life, indicative of the democratization of socio-political processes and the development of civil society institutions.

Kazakhstan's PR has unique features but functions similarly to public relations in the developed countries. Each country's PR practices are adapted to local conditions, reflecting the universality of the public relations system in democratic societies with market economies. Jalalli (2019) found that 86% of PR agencies identified Digital PR (Social Media Management) as the most relevant direction for 2019-2020, followed by crisis communications (80%), media relations (60%), internal communications, and work with influencers (46%). Other areas included corporate social responsibility, content marketing (33%), investor relations (26%), event management (20%), and government relations (13%). Respondents indicated that digital PR and Internet marketing tools, such as social media publications, targeted advertising, and contextual advertising, would be most popular. Offline tools like outdoor advertising and TV/radio advertising were considered less relevant. Integrated promotion, social network work, PR campaign development and implementation, event organizing, and crisis com-

munication services were the most commonly ordered services.

The study also predicted an increase in the Kazakhstan PR market volume by 10-40%, though some respondents expected a decrease. There were varying opinions on the market size, with estimates ranging from less than \$1 million to \$30 million. The majority of respondents did not anticipate budget cuts for outsourced PR services, though some expected reductions. The main challenges identified were limited budgets and the provision of effective PR services. PR is increasingly seen not just as a tool for building company image and reputation but also for increasing sales and awareness.

In another study, Jalalli (2020) examined the global state of public relations and its impact on Kazakhstan's market. A survey by PR Week in early May 2020, revealed that the coronavirus pandemic led to budget cuts and postponed communication campaigns. The Kazakhstani market experienced similar trends, with reduced budgets, personnel changes, and suspended campaigns. However, the pandemic also strengthened certain areas like crisis communications, internal communications, government relations, digital communications, and work with influencers.

These studies highlight the dynamic and evolving nature of public relations in Kazakhstan, emphasizing the need for continued research and development in both practice and education.

Table 1 – Universities of Kazakhstan, teaching Public Relations

University name	Bachelor program	Master program	Program title	Academic unit	Language of instruction
Al-Farabi Kazakh National University	yes	yes	Public Relations	Faculty of Journalism	Kazakh, Russian, English
Almaty Management University	yes	no	Public Relations	School of Law and Politics	Kazakh, Russian, English
Central Asian University	yes	no	Journalism	Faculty of Education, World Languages and Humanities	Kazakh, Russian, English
Ilyas Zhansugurov Zhetysu State University	yes	no	Journalism	Faculty of Humanities	English, Russian, Mixed
Innovative University of Eurasia	yes	no	Journalism	Department of Languages, Literature and Journalism	Kazakh, Russian

Continuation of the table

University name	Bachelor program	Master program	Program title	Academic unit	Language of instruction
International University of Information Technologies	yes	yes	Business Journalism, SMM and PR/Digital Media and Data Visualization	Department of Media Communications and History of Kazakhstan	Kazakh, Russian, Mixed
Karaganda State University named after Academician E.A. Buketov	yes	yes	Public Relations/ Journalism	Philological Faculty	Kazakh, Russian
Kazakh University of International Relations and World Languages named after Abylai Khan	yes	yes	Public Relations	Faculty of Management and International Communications	Kazakh, Russian, English
KIMEP University	yes	yes	Journalism/ International Journalism	Faculty of Social Sciences	English
Kostanay State University named after A. Baytursynov	yes	yes	Journalism	Law and Economics Institute	Kazakh, Russian, Mixed
L. N. Gumilyov Eurasian National University	yes	yes	Public Relations	Faculty of Journalism and Politology	Kazakh, Russian
M. Kozybayev North-Kazakhstan State University	yes	yes	Journalism	Law, Economics and History Faculty	Kazakh, Russian, English
S. Amanzholov East-Kazakhstan State University	yes	no	Journalism	Faculty of History, Philology and International Relations	Kazakh, Russian
S. Toraigyrov Pavlodar State University	yes	yes	Journalism	Faculty of Humanities and Social Sciences	Kazakh, Russian, Mixed
Shakarim State University of Semey	yes	no	Journalism	Philological Faculty	Kazakh, Russian, Mixed
Süleyman Demirel University	yes	yes	Journalism	Faculty of Law and Humanities	Kazakh, Turkish, English
Taraz State University named after M. Dulati	yes	no	Journalism	Faculty of Humanities and Social Sciences	Kazakh, Russian, English
Turan University	yes	yes	Public Relations	Faculty of Law and Humanities	Kazakh, Russian
University of Foreign Languages and Business Careers	yes	no	Journalism	Faculty of Pedagogical Sciences	Kazakh, Russian, English
University of International Business	yes	no	Journalism	Faculty of Humanities and Social Sciences	Kazakh, Russian

Results and Discussion

Results

The interview asked PR practitioners to identify the soft, technical, and professional skills they expect entry-level graduates to develop during their university studies.

Soft skills

Interviewees highlighted three soft skills as the most important for entry-level graduates: responsibility (13 participants, 81.3%), collaboration (12 participants, 75%), and initiative and stress management (9 respondents, 56.3%). Additional responses included “all listed skills are important” and “proactivity”. The motivations behind these choices were primarily based on the “observation” and “experience” of public relations practitioners. Notably, some respondents described graduates as a generation that dislikes routine and stressful conditions, which they believe is a common characteristic of the younger workforce in the public relations field. Most interviewees cited “professional experience” as their main motivation for their choices. However, one participant attributed their motivation to a “generation gap,” explaining

that the current generation lacks patience and disfavors daily routines. According to the evaluation of Kazakhstani universities’ ability to foster soft skills in their students, the majority of respondents (9 interviewees, 56.3%) showed a tendency to “partially agree.” A smaller number of participants (3 interviewees, 18.8%) affirmed their “agreement,” whereas a minority (2 interviewees, 12.5%) expressed “partial disagreement,” “disagreement,” or “complete disagreement.”

The soft skills that a graduate typically lack the most were responsibility, initiative, collaboration, and proactivity. Additionally, the skill of “multitasking” was also suggested.

Technical Skills

Regarding technical skills, more than half (9 interviewees, 56.3%) of respondents identified proficiency in extensive data analysis as the most essential skill for graduates to master. Moreover, “photo and video production and editing” and “data management” were mentioned by 43.8% (7 interviewees) of PR practitioners, while “search engine optimization” was highlighted by 37.5% (6 interviewees).

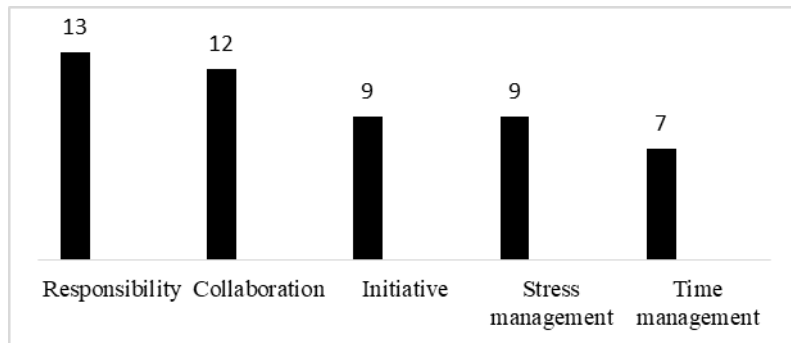


Figure 1 – Preferable soft skills by Kazakhstani PR agencies

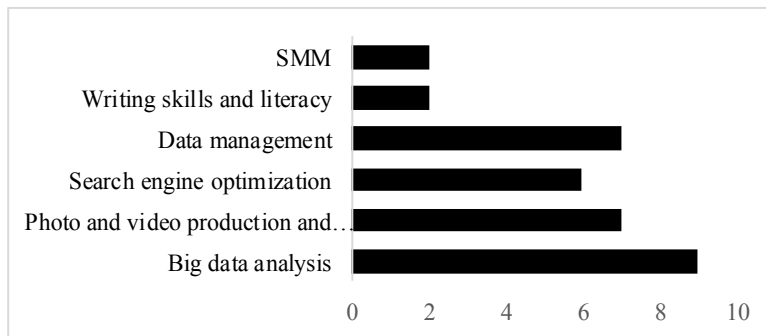


Figure 2 – Preferable technical skills by PR agencies

On the contrary, 56% of respondents find it somewhat true that Kazakhstani universities effectively educate graduates to develop their technical skills. Additionally, 12.5% of participants each indicated “True of what I believe” and “Somewhat untrue of what I believe,” as depicted in Figure 4.

Professional Skills

The interview also explored the professional skills prioritized by PR agencies. The top three professional skills identified were “copywriting” (68.8%; 11 participants), “creating social media content” (56.3%; 9 participants), “developing media relations materials” (37.5%; 6 participants), and “making informed decisions based on quantitative and qualitative data” (37.5%; 6 participants). The majority of respondents justified their choices based on “professional experience” and “client demands.” However, one participant provided a detailed perspective: “Content creation skills are essential for PR professionals, yet few graduates possess proficient copywriting and content analysis abilities. Swift data retrieval and adaptation to client requests are critical.”

In contrast to soft skills, respondents exhibited a higher level of confidence in Kazakhstani universities' capacity to enhance students' technical skills. 43.8% of respondents believed it was “Somewhat true of what I believe,” while 18.8% considered it “True of what I believe.” Additionally, 12.5% expressed “Somewhat untrue of what I believe” and “Untrue of what I believe.” Unfortunately, universities inadequately prepare students for entering the PR market.

Areas of Theoretical Knowledge

The interview further explored the expected areas of theoretical knowledge for Entry-Level Grad-

uates. The top three expected areas were: “Public relations or mass media theories and models” (93.8%; 15 participants), “Social media theories and models” (68.8%; 11 respondents), and “Business and management theories and models” (62.5%; 10 participants). The data are illustrated in Figure 7.

Participants justified their responses citing “professional experience” and “experience with young professionals.” Unique responses included: “A PR specialist must have a robust theoretical foundation to facilitate continuous learning and a broad perspective to devise optimal solutions and strategies for clients,” and “While practical experience is crucial, theoretical knowledge is essential for career and managerial skill development.”

Considering the importance of theories in developing effective communication experts in the Kazakhstani PR market, most respondents held positive views. 37.5% believed it was “True of what I believe,” and 25% indicated it was “Very true of what I believe” or “Somewhat true of what I believe.” Furthermore, participants elucidated their reasons for prioritizing applied theories in professional practice in Kazakhstan. Responses included: “Not every practitioner possesses theoretical knowledge, impacting the quality of strategic communication documents they create,” “Unfortunately, our market lacks specialists with appropriate education in this field. While communication is predominantly practical, theoretical knowledge provides a foundational understanding,” and “Theoretical knowledge, coupled with industry trends, enhances one’s positioning as a specialist, facilitates client negotiations, strategic brand development, and justifies recommendations while anticipating industry evolution.”

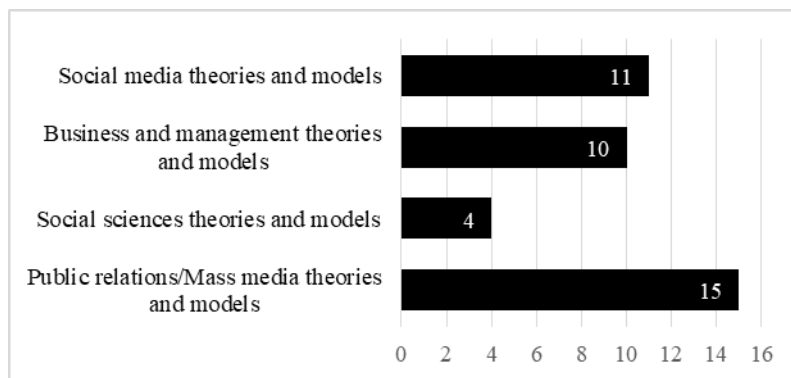


Figure 3 – Theories PR graduates are expected understand

Graduates from other fields meeting PR profession needs in Kazakhstan

Participants in the interview were asked to identify areas in which graduates from other fields could contribute specialized expertise to the PR profession in Kazakhstan. The most frequently chosen areas were: Marketing and advertising (81.3%; 13 participants), Business administration (43.8%; 7 participants), and IT and Engineering (31.3%; 5 participants).

Participants primarily justified their choices based on their professional experience. However, one participant provided a unique response: “In addition to marketing knowledge, specialists need a grasp of general business processes: communication, business correspondence, and stages of en-

gagement (contract, execution, accounting documents).”

Regarding the necessity of Entry-Level Graduates from other fields, the majority of responses were positive. 50% of participants believed it was “Somewhat true of what I believe,” and 31.3% considered it “True of what I believe.” “Somewhat untrue of what I believe” and “Very untrue of what I believe” were less common at 12.5% and 6.3%, respectively. Figure 10 displays these results.

Furthermore, participants were asked to explain how entry-level graduates from other fields contribute to the growth of their communications agency. Some respondents noted that graduates from other fields fulfill their need for specialized expertise and assist with technical aspects of the work.

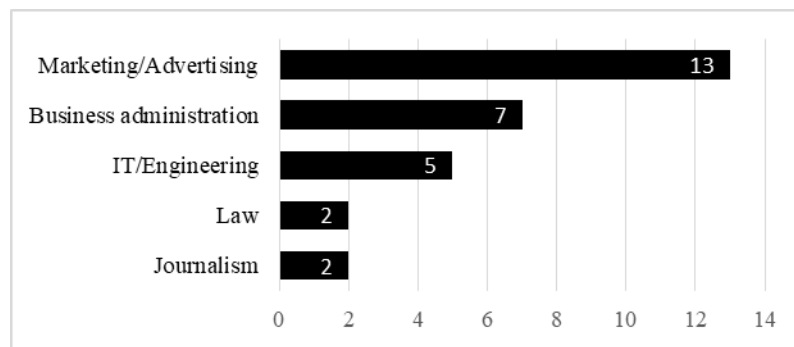


Figure 4 – Needed specialized expertise of the PR profession in Kazakhstan

Specialized Applied Knowledge

Participants in the interview were queried about their views on the specialized applied knowledge expected from Entry-Level Graduates in Journalism or Public Relations. The most promising areas identified were: Persuasion and Negotiation (81.3%; 13 participants), Social listening and analytics (62.5%; 10 participants), Business acumen and savvy (50%; 8 participants), and Client management (50%; 8 participants). Participants predominantly justified their selections based on their professional experience. Regarding the understanding of Kazakhstani universities’ requirements for specialized knowledge in the PR market, respondents’ views were less definitive. 31% of participants believed it was “Somewhat true of what I believe,” and the same percentage indicated “Untrue of what I believe”. Additionally, 25% of respondents considered it “Very untrue of what I believe”. Figure 12 presents these results. The interview also explored which areas Entry-Level

graduates need to expand their practical knowledge to meet the demands of the PR profession in Kazakhstan. Primary responses included “computer literacy” and “digital marketing and communications”.

Respondents were asked to select the most anticipated abilities to be developed by Entry-Level Graduates. Consequently, the following abilities were identified as the most favored ones: Creative thinking (62.5%; 10 participants), Analytical thinking (56.3%; 9 participants), and Solution finding (50%; 8 participants). Figure 13 depicts these findings. Participants primarily justified their choices based on their professional experience.

Furthermore, participants were also queried about their level of confidence regarding Kazakhstani universities’ capacity to enhance these abilities. 56.3% (9 participants) rated it as “Somewhat true of what I believe”, while 18.8% rated it as “True of what I believe”. “Very untrue of what I believe” and “Untrue of what I believe” received

lower endorsements, at 12.5% each. Participants also characterized the cognitive approach of Entry-Level Graduates as predominantly “surface think-

ing”. Moreover, the effectiveness of graduates’ performance was assessed as “low”, impacting work quality and meeting deadlines.

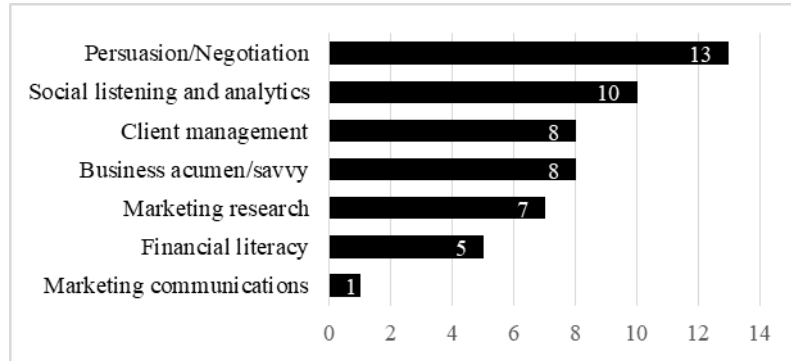


Figure 5 – Specialized knowledge expected from Journalism/Public Relations entry-level graduates

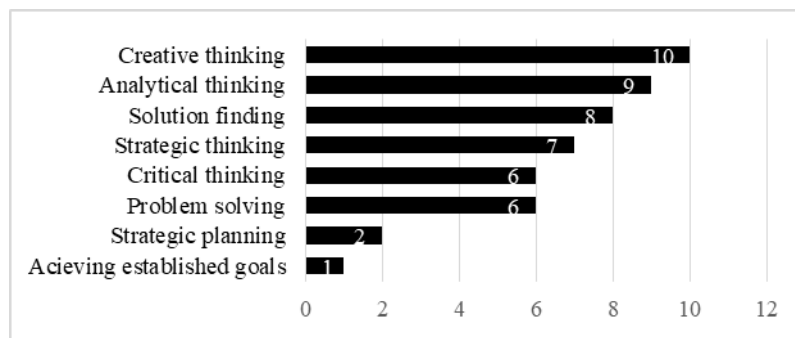


Figure 6 – Expected abilities from entry-level PR graduates

The interview also investigated the initial roles of Entry-Level Graduates within their communications agencies. 87% (14 participants) described these roles as “assistant”, while 12.5% (2 participants) identified them as “account manager”. Public relations supervisors expressed a moderate level of satisfaction with the professional competencies with which universities in Kazakhstan prepare their graduates.

Discussion

This qualitative study aimed to explore Kazakhstani PR agencies’ expectations regarding the professional competency of Entry-Level (EL) PR graduates and their readiness to enter the market. Additionally, it sought to assess industry representatives’ perceptions of Kazakhstani universities’ capability to prepare future PR practitioners.

Findings from document analysis and interviews suggest several insights into PR agencies’ expectations from Kazakhstani universities, answered the first research question What soft, technical, and professional skills do PR agencies expect entry-level PR graduates to have? PR agencies prioritize the development of specific skills they deem essential in the current job market:

- *Soft Skills:* PR representatives highlighted responsibility, collaboration, initiative, stress management, and time management as crucial soft skills. Effective communication and collaboration are particularly emphasized, influencing customer service outcomes.

- *Technical Skills:* Key technical competencies identified include extensive data analysis, photo and video production/editing, data management, and search engine optimization (SEO). These findings align closely with a survey by USC Annenberg

Center for Public Relations (2019), underscoring the industry's demand for digital skills and the ability to derive actionable insights from data.

- *Professional Skills*: Essential professional skills identified include copywriting, creating social media content, developing media relations materials, and making informed decisions based on quantitative and qualitative data.

The study also answered the second research question What attitudes do Kazakhstani agencies hold regarding the ability of universities to prepare PR graduates for the job market? Interview results indicate generally positive attitudes among PR agencies towards Kazakhstani universities' capacity to equip PR graduates with necessary soft, technical, and professional skills. Respondents expressed confidence in universities' ability to develop technical skills in their students. Collaboration between universities and PR agencies is seen as crucial to producing well-trained PR professionals, benefiting both sectors. However, most of the interviewees indicated an existing gap between PR agencies' expectations and the actual skills of EL PR graduates, the study reveals deficiencies in practical experience and internship opportunities during students' education. Participants also noted a lack of qualified edu-

cators with relevant industry experience, contributing to graduates' perceived inadequacies in practical PR skills.

Conclusion

The study revealed a gap between PR agencies' expectations and the actual skills of entry-level PR graduates. Noted deficiencies included a lack of practical experience and internship opportunities, as well as a shortage of qualified educators with relevant industry experience, contributing to graduates' perceived inadequacies in practical PR skills. The study also explored PR agencies' attitudes toward the ability of Kazakhstani universities to prepare PR graduates. Interview results indicated generally positive attitudes, with confidence in universities' ability to develop technical skills. Collaboration between universities and PR agencies was seen as crucial for producing well-trained PR professionals.

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Қабылданды: 27 тамыз 2024 жыл

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THE GENDER BALANCE OF NEWSPAPERS IN KAZAKHSTAN: A CRITICAL CONTENT ANALYSIS

The article is devoted to the study of the current problem of gender equality in Kazakhstan's print media. Given the need to pay attention to the public opinion formation, a diagnosis of dominating media agenda and journalists' messages to the audience was carried out in order to achieve the 5th goal of the UN Sustainable Development Goal on gender equality. The purpose of the study is to approve and outline further work to consolidate the commitment of Kazakhstan to implement international conventions that ensure women's rights.

The balance of gender information in media study, a quantitative assessment of gender balance of journalists, as well as determining the volume of materials with gender characteristics is a priority for UN, UNESCO, UN Women, UNICEF, which pay close attention to the issue of gender coverage in the media, as well as the status and economic nature of men and women in journalism. To achieve the study objectives, according to the specified methodology, 13 of the largest printed media in Kazakhstan (245 issues), with an audience coverage of more than 400,000 people, were reviewed using the criteria of gender balance by genre breakdowns of material, visual content, as well as materials generated by women.

The information genres content dominance over analytical ones was revealed during the study of journalistic materials balance in traditional media. At the same time, problems in women image formation were identified: the role of women in society is mostly represented in business and entertainment, but not through analytical and journalistic materials. In addition, disproportions in visual accompaniment of the content were found.

The study was conducted in Kazakhstan for the first time. As a result, it turned out that the preponderance in media discourse is not on the side of women – the difference is 23 percent. This fact indicates a problematic link in the information policy of media. The significance of research findings is demonstrated by specific problematic data, while the identification makes possible to adjust and detail the areas of work to ensure equality both in print media policy and in the information/communication area as a whole.

Key words: gender, popular press, newspapers, genre groups, media, journalism in Kazakhstan.

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Қазақстан газеттеріндегі гендерлік теңгерім: сыни мазмұндық талдау

Мақала Қазақстанның баспа басылымдарындағы гендерлік теңдіктің өзекті мәселесін зерттеуге арналған. Қоғамдық пікірді қалыптастыруға көңіл бөлу қажеттілігін ескере отырып, БАҚ дискурсында басым орын алатын күн тәртібіне және БҰҰ-ның гендерлік теңдік жөніндегі 5-ші Тұрақты даму мақсатына қол жеткізу үшін журналистердің аудиторияға жеткізетін хабарламаларына диагноз қойылды. Зерттеудің мақсаты Қазақстан Республикасының әйелдер құқықтарын қамтамасыз ететін халықаралық конвенцияларды іске асыру жөніндегі міндеттемелерін бекіту бойынша одан әрі жұмысты нақтылау және көрсету болып табылады.

Бұқаралық ақпарат құралдарында (соның ішінде мерзімді баспасөзде) гендерлік ақпараттың теңгерімін зерделеу, журналистердің гендерлік тепе-теңдігін сандық тұрғыдан бағалау, сондай-ақ гендерлік ерекшеліктерді ескеретін материалдардың көлемін анықтау БҰҰ, ЮНЕСКО, БҰҰ-

әйелдер, ЮНИСЕФ сияқты халықаралық ұйымдар үшін басымдық бағыт болып табылады және олар БАҚ-тағы гендерлік хабарлау мәселесіне және журналистикадағы ерлер мен әйелдердің мәртебесі мен экономикалық табиғатына ерекше назар аударады. Зерттеудің мақсаттары мен міндеттерін іске асыру үшін осы әдістемеге сәйкес 400 000-нан астам аудиторияны қамтитын Қазақстандағы ең ірі 13 баспасөз басылымдары (245 нөмір) материалдың жанрлық бөліністері, көрнекі мазмұн және әйелдер жасаған материалдар гендерлік тепе-теңдік критерийлері бойынша қарастырылды.

Дәстүрлі БАҚ-тағы журналистік материалдарды беру тепе-теңдігін зерттеу барысында ақпараттық жанрдағы контенттің аналитикалық мазмұннан басым түсетіні анықталды. Сонымен қатар БАҚ арқылы әйел имиджін қалыптастырудағы төмендегідей мәселелер анықталды: қоғамдағы әйелдердің рөлі аналитикалық және журналистік материалдар арқылы емес, көбінесе шоу-бизнес және ойын-сауық салаларында көрсетіледі және газеттердің мазмұнын көрнекілік тұрғыдан безендіруде де диспропорциялар табылды.

Бұл зерттеу Қазақстанда алғаш рет жүргізіліп отыр. Нәтижелер медиа дискурста артықшылық әйелдер жағында емес екенін көрсетті, атап өтерлігі, айырмашылық 23 пайызды құрайды. Бұл дерек Қазақстандағы БАҚ-тың ақпараттық саясатында проблеманың бар екенін көрсетеді. Мақалада зерттеу қорытындыларының маңыздылығы нақты проблемалық деректермен дәлелденеді, олардың белгіленуі баспалық БАҚ саясатында да, жалпы ақпараттық-коммуникациялық салада да теңдікті қамтамасыз ету бойынша жұмыс бағыттарын түзетуге және егжей-тегжейлі көрсетуге мүмкіндік береді.

Түйін сөздер: Қазақстандағы гендер, танымал баспасөз, газеттер, жанрлық топтар, БАҚ, журналистика.

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Гендерный баланс газет в Казахстане: критический контент-анализ

Статья посвящена исследованию актуальной проблемы гендерного равенства в печатных СМИ Казахстана в контексте реализации 5-й цели устойчивого развития ООН. Учитывая необходимость мониторинга факторов формирования общественного мнения, была проведена диагностика повестки, доминирующей в дискурсе СМИ, сообщений и текстов, которые журналисты доносят до аудитории.

Цель исследования – сформулировать и описать алгоритмы информационной работы по укреплению приверженности Казахстана выполнению международных конвенций, обеспечивающих права женщин.

Изучение баланса гендерной информации в средствах массовой информации (в том числе печатных), количественная оценка гендерного баланса в сфере профессиональной журналистики, а также определение объема материалов, учитывающих гендерные характеристики, является приоритетом для таких международных организаций, как ООН, ЮНЕСКО, ООН-Женщины, ЮНИСЕФ, которые уделяют пристальное внимание вопросу гендерного освещения в СМИ, а также статусу и экономической природе мужчин и женщин в журналистике. Для реализации цели и задач исследования, согласно выбранной методологии, были рассмотрены 13 крупнейших печатных изданий Казахстана (245 номеров), с охватом аудитории в более 400000 человек, по критериям гендерного баланса, по жанровым разбивкам материала, визуальному контенту, а также материалам, созданным женщинами.

В ходе определения баланса подачи журналистских материалов в традиционных СМИ было выявлено доминирование контента информационных жанров над аналитическими. При этом названы проблемы концептуального ряда, в частности изучены стереотипные факторы формирования и представленности образа женщины в СМИ: в большей степени женщины ассоциированы со сферами шоу-бизнеса и развлечений. Также обнаружены диспропорции в визуальном сопровождении содержания газет, жанровое превалирование развлекательного контента в ущерб аналитическим и публицистическим материалам, посвященным женщинам.

Данное исследование проводится в Казахстане впервые. Результаты анализа медиадискурса демонстрируют перевес медийного контента на стороне мужчин (23 %). Данные указывают на проблемное звено в информационной политике СМИ. Значимость результатов исследования подтверждается конкретными данными; выявление факторов гендерной диспропорции позво-

ляет скорректировать и детализировать направления работы по обеспечению равенства как в политике печатных СМИ, так и в информационно-коммуникационной сфере в целом.

Ключевые слова: гендер, популярная пресса, газеты, жанровые группы, СМИ, журналистика в Казахстане.

Introduction

Kazakhstan is a country where Western and Eastern realities combined, so the country positions itself Eurasian. However, the solution to the gender issue is largely twofold. In relation to family-home realities East prevails, while Western gender traditions prevail in the workplace.

The purpose of the work is to study how much gender-balanced information is shown in print media – the country’s leading newspapers.

This issue is reflected in the Sustainable Development Goals, which are a kind of call to action emanating from all countries. It aimed at improving the well-being and protection of our planet.

Goal 5: the Gender equality and the empowerment of all women and girls, states that gender equality is not only a fundamental human right, but also a necessary foundation for peace, prosperity and sustainable development. The outbreak of coronavirus exacerbates existing inequalities for women and girls in all areas – from health and the economy to security and social protection (United Nations, 2020).

On the agenda of the UNESCO International Program for the Development of Communication in 2012, the report of the Director-General of UNESCO on ensuring the safety of journalists and combating impunity submitted to the Intergovernmental Council of the UNESCO International Program for the Development of Communication for consideration (UNESCO, 2012).

Ways to overcome gender prejudices in the media were considered at the UNESCO Global Forum Gender and Media in Bangkok on December Fourth 2013. The Global Alliance on Media and Gender was another strong step forward in the campaign to end inequalities in the media, in both the employment of women and the way women and girls are portrayed, said Dr. Javad Mottagi, Secretary-General of ABU (UNESCO, 2014).

However, despite growing interest in the field, there is still a lack of information on gender and news coverage in English outside of Western countries. Future studies should look at these topics in nations where research is still absent. (Geertsema-Sligh, 2018).

Kazakhstan was the first among the countries of Central Asia to establish a national body designed to ensure gender equality in all spheres of society – the National Commission under the President of the Republic of Kazakhstan on Women’s Affairs and Family and Demographic Policy.

In terms of gender indicators, according to the Report on the Global Gender Gap Index of the World Economic Forum, Kazakhstan ranks 52 out of 144 (The Global Gender Gap Report, 2017).

The main legislative act in the field of gender policy is the Law “On State Guarantees of Equal Rights and Equal Opportunities for Men and Women” adopted in 2009.

Kazakhstan has ratified a number of fundamental international acts, including the UN Convention on the Elimination of All Forms of Discrimination against Women (New York, 18 December 1979), the Beijing Declaration and the Beijing Platform for Action, the Convention on the Political Rights of Women, the Convention on the Nationality of the Married Woman, the six conventions of the International Labor Organization (ILO) and the 2030 Agenda for Sustainable Development.

Despite that, there is still a gender imbalance in the provision of employment, career opportunities and wages. The pay gap is everywhere: in 2016, women in Kazakhstan earned on average 31.4% less than men. In 2016, women accounted for 56% of all administrative civil servants, but held only 10% of political positions in the civil service, 22% of seats in parliament and 24% of senior positions in the banking sector (Republic of Kazakhstan. UN Women, 2017).

It is noteworthy that these figures practically repeat those of the Soviet Union in the 1980s. Women’s wages in the USSR were 70% of men’s wages in 1984 and 73% in 1989 (69% in Kazakhstan). This ratio was significantly higher than that of most Central European countries. At that time, the ratio of women’s wages to men’s wages in the socialist countries was the result of: a) greater access to traditionally male professions (engineers, doctors, lawyers); b) the extremely high participation of women in the labor force, especially in younger years; and c) longer duration of employment (Konstantinova, 2019).

Gender as an interdisciplinary category, generally insufficiently disclosed in relation to the forms and content of journalistic discourse and media.

Undoubtedly, scientists have done a lot of work in this direction. Western academic thought drew attention to sexist stereotypes in media content as early as the late 1960s and early 1970s. In the late 1970s, there was a lot of talk about how women were portrayed in the media, and about the consequences of this image for the further social self-realization of women (Tuchman, 1978).

For several decades, the scientific community has drawn attention to the nature of gender and social inequality.

Social order is based on established dichotomies, including culture/nature, mind/body, reason/emotion, objectivity/ subjectivity, public/private, in which the second element of the pair is always considered worst and related to women (Castano, 2005).

Special attention is paid to the issue of gender-based violence, which is most often portrayed in the media not as a structural phenomenon for which the government should be responsible, but as a personal/domestic problem (Vega Montiel, 2014).

Another study found that men make up 64.9 percent of news workers with women making up the remaining 35.1%, results that mirror those of the GMMP. The study found that men make up 73 percent of top management jobs, compared to women at 27%. According to the report, most women work at the level of senior professionals (41%), indicating a glass ceiling at this level. The report also found that 66.7% of men are employed on a full-time regular basis, while 33.3% of women are similarly employed. This means women's employment in news organizations is more precarious than those of men (Byerly, 2011).

Based on the above, it is quite clear that gender stereotyping of the media can serve as an obstacle to women's participation in politics (Falk 2008), and that, in general, women politicians are treated unfavorably by the media (Ross et al. 2013).

The news representation of women in politics in different countries is another area of study. Typically, research shows that the news media focus on the appearance of female politicians, including their hairstyles and clothes, instead of on their stances on important issues. (Raicheva-Stover et al. 2014).

The influence of the mass media on the formation of gender stereotypes remains an urgent problem even in countries with developed democracies, where women deputies, due to quotas, are represented in parliament on an equal basis with men. However, such a balanced representation in the authori-

ties does not at all guarantee the absence of a biased attitude towards women deputies on the part of the media. According to Belgian research, women deputies are much less likely to appear on television and get less time to speak than their male counterparts. Gender bias persists even when the political system guarantees equal representation through quotas (Hooghe et al. 2015).

Scientific research emphasizes the diversity of scientific problems that arise with the increase in the number of women journalists, as well as the increase in media literacy among various segments of the population. At the end of the 20th century international research shows an increase in the number of women studying in journalism and communication schools, but its consequences for the professional world are not sufficiently studied (Theus, 1985). The author emphasizes that now that these schools give diplomas to classes in which more than 60% are women, it is important to analyze and interpret this phenomenon. Another research focuses on creating a course to study the changing nature of information and debunk the myth of its neutrality by combining the principles of information literacy, basic feminist principles and critical theoretical approaches (Broidy, 2007). A critical approach to finding information in the field of women's research in order to improve it and make it more effective is shown in another work (Gilley 2007). The use of media literacy to develop critical thinking in women's research and feminist curricula was investigated (Radeloff et al. 2009). The significant differences in the benefit of male students compared to their female counterparts in relation to information competencies and digital culture are found (Baro et al. 2009). The ways to attract media and information literacy to promote gender equality in and through the media were proposed (Grizzle, 2017).

In the context of all of the above, it is extremely important to examine how gender equality issues are presented in key mass media, how balanced the presentation of informational messages is and how the media agenda corresponds to what has been adopted at the political level.

Materials and methods

Today traditional newspapers are fading into the background, giving way to online publications and blog journalism, as well as all kinds of quasi-journalistic phenomena of social media. Meanwhile, large publications have not yet completely abandoned the printed versions.

In general, now all attention is paid to the social networks. They do form public opinion, but it is too early to dismiss traditional media as well. This is another argument in favor of the fact that this content should be studied. It is necessary to study how the facts presented from the position of the gender issue, and also in what thematic and genre context this happens and by whom this content is generated. For now, let's dwell on the tasks that were set in the course of this study.

1. In order to deal with the gender balance of content, it is important to understand how the presentation of materials is balanced from a journalistic point of view in the traditional sense. Is there a bias between informational, analytical and artistic-journalistic genre groups? The harmonious combination of genre content solves the global problem of meeting the threefold complex needs of the audience – in obtaining information, in the ability to find cause-and-effect relationships, and to satisfy the aesthetic need.

2. After the picture of genre balance has been determined, it will be necessary to proceed to the definition of gender balance in these genre groups. If with a disturbed genre balance we encounter a situation where in some genre group the proportions of presentation of materials by gender are violated, then it will be possible to find new problem areas and draw appropriate conclusions. If, in terms of genre, gender harmony is achieved among all three groups (informational, analytical, and journalistic), then the emphasis will have to be placed on the overall picture – in what proportion materials about women and men are presented.

3. Particular attention should be paid to how the theme of women is revealed in analytical genres. The fact is that in this genre group the expert opinion is widely represented and the most significant problems for the development of society are touched upon. Accordingly, on this basis, one can adequately perceive the real role of women in political and economic issues at the stage of decision-making and their implementation.

4. The next task concerns the study of visual accompaniment, that is, photographs: if there are more female images than male ones or the opposite case. It is also important to focus on the thematic and genre context of these photos. How often, for example, are female photos found in analytical materials relating to serious issues?

5. And the last task that we set in this material is to determine the amount of content that women generate. If there is a gender bias and the bulk of the content is formed by men, then this means that

men simply dominate and set the tone in shaping the agenda. If women write the same number of materials as men, or even more, and the gender imbalance of content continues to exist, then this interesting point requires an independent qualitatively new understanding.

The solution of these objectives involves the choice of publications and their number. The most objective data is a total count of absolutely all publications and an analysis of all materials published in Kazakhstan. Since it is almost impossible to do this with the forces at our disposal, we settled on choosing 13 most significant editions.

During all research, we analyzed the following editions from January until May 2020:

(The number of copies of each issue of a newspaper is not always a constant value. For an adequate understanding below we round the data. In addition, one must also understand that the media often overestimate the real number of copies, while at the same time several people can read one newspaper).

15 issues of 'Argumenti i facti. Kazakhstan' ['Arguments and Facts. Kazakhstan']. Total area – 1088413 sq. cm. (38,000 copies. Published since 1978)

'Argumenti Nedeli' – 15 ['Arguments of the Week']. Total area – 201048 sq. cm. (Kazakh circulation is about 20,000. Published since May 2006, the total circulation in the CIS and Russia is about 500,000).

'Caravan' – 15. Total area – 568059 sq. cm. (50,000. Appeared in 1991, in the best of times the circulation reached 200,000)

'DAT' – 15. Total area – 197962 sq. cm. (12,000. Opposition newspaper, launched in April 1998, has a critical orientation).

'Delovoy Kazakhstan' – 15 ['Business Kazakhstan']. Total area – 189920 sq. cm. (10,000. Weekly republican economic newspaper, published since 2006)

'Express-K' – 25. Total area – 322398 sq. cm. (20,000. One of the oldest newspapers – founded in 1920, the former 'Leninskaya Smena' ['Lenin Successors']).

'Kazakhstanskaya Pravda' – 15 ['The Kazakhstan Truth']. Total area – 447180 sq. cm. (100,000. National newspaper of Kazakhstan, the main source of official and business information in the republic, founded in 1920)

'Komsomolskaya Pravda. Kazakhstan' – 15 [The Truth of Comsomol. Kazakhstan]. Total area – 315112 sq. cm. (50,000. Published since 1925)

'Kursiv' – 15 ['Cursive']. Total area – 175392 sq. cm. (8,000. Published since 2002)

‘Novoye Pokoleniye’ – 15 [‘New Generation’]. Total area – 831246 sq. cm. (35,000. Published since 1998)

‘Ogni Alatau’ – 15 [‘The Fires of Alatau’]. Total area – 1055082 sq. cm. (40,000. The oldest newspaper in Kazakhstan, published since 1918, in the best of times the circulation reached 200,000)

‘Sarbaz’ – 15 [‘The Warrior’]. Total area – 130188 sq. cm. (4,000. Republican military-patriotic newspaper, published since 1992)

‘Vecherniy Almaty’ – 15 [‘Evening Almaty’]. Total area – 1963289 sq. cm. (38,000. Former metropolitan newspaper, published since 1936)

Thus, the total audience coverage is about 400 000.

Total volume was 7485289 sq. cm. (or 245 issues of newspapers). Editions submitted are multidirectional, expected on different target audience that gives the chance to get broader idea of the studied question here. At summation of results, which are presented in our tables all total figures were rounded to the whole values as at serial calculation in dozens of hundreds of thousands and even millions of square centimeters, the 10th and 100th shares don’t play any role.

To make it clear, different newspapers have different formats and page sizes – the area of one small page is usually about 1200 sq. cm, a large one – 2400 sq. cm. In this way, about six thousand pages were analyzed (since large-format newspapers are produced less). In principle, the size of the pages does not matter to us, since the calculation is in square centimeters.

The next stage involved the separation of journalistic materials from non-journalistic ones. Usually, in addition to journalism, newspapers print advertisements, background information, horoscopes, crossword puzzles, etc. Since it is journalistic content that interests us, it was necessary to isolate it from the total volume of materials. Thus, we got 6467385 sq. cm., which amounted to 86.40% of the total volume. In principle, this is a fairly good indicator, indicating that the area of newspaper pages is used for its intended purpose. We’ll take a closer look at this aspect.

Therefore, information genres traditionally include reports, chronicles, notes, extended information, informational commentary, interviews and others. By the number of publications, information genres dominate traditional newspapers, but in terms of volume, they can give way to analytical ones, since the latter are usually many times more than the former. Analytical genre includes articles, correspondence, analytical interviews, journalistic

investigations and others. Finally, artistic and journalistic genres are a sketch, essay, feuilleton, image (portrait interview) and others. Regarding the last genre group, separately here the journalist’s creative abilities manifested as vividly and relief as possible, he not only interprets the facts and finds causal connections answering the question ‘why do certain social problems occur?’, but he is also looking for an original artistic and expressive form of presentation, he is working on a syllable. Unfortunately, recently this genre group relegated to the background, although it most deeply affects the formation of worldview aspects.

For this purpose, we will calculate the area of each issue in square centimeters. Then we separately calculate how much newspaper space is devoted to the materials of the information genre group in sq. cm., how much analytical publications, as well as how much artistic and journalistic. In addition, we will pay attention to how much space allocated in percentage terms to ads and advertisements, as well as reference and entertainment materials. Reference material refers to all dry information, not directly related to journalistic activities: for example, weather forecast, television program, etc. Entertainment materials also mean near-journalistic publications, such as horoscopes, jokes, crosswords, etc.

The study focuses on the gender orientation of the materials, thus highlighting four columns for recording data: materials on men, materials on women, gender-balanced publications and neutral materials. If the publication contains information about a man or men, then accordingly the volume of this material in square centimeters is included into the first column. If about women, then in the second column. When both men and women mentioned in one article, it classified as gender-balanced. Finally, the last option is neutral information, when neither men nor women mentioned in the material.

Special attention paid to the analytical genre group. The analysis methodology is the same as for all journalistic materials – the same four columns. The expediency of a separate study of this genre group is because traditionally the functional significance of analytical genres given more importance, since they reveal the deep causes of social problems.

In addition to the text material, the research also studies visual, so the following table, which also consists of four columns, contains information about the volume of illustrations.

As for the analysis of genre groups, the situation is more complicated. Firstly, we initially refused to isolate specific genres, focusing on just three groups, since otherwise a lot of controversial issues

would arise. The genres are often very mobile and adopt many features of each other, while researchers in different countries classify these genres in completely different ways. Therefore, in order to avoid further confusion in the process of interpreting the data obtained, we limited ourselves to genre groups. Information genres differ mainly in relatively small volume, contain only facts and are distinguished by efficiency. Analytical genres are much larger in volume, since their main task is to reveal cause-and-effect relationships and answer the question of why event happened and what needs to be done in order to avoid recurring problems in the future.

Artistic and journalistic genres are as close as possible to literary creativity, they are distinguished by a special author's style of presentation, they often touch upon serious philosophical issues through the prism of aesthetic understanding. This group also includes all satirical works.

Finally, the information about the authors from a gender perspective. There will be only three columns: a) materials written by men, b) materials written by women and c) materials provided by news agencies, or reprints without indicating authorship. These columns contain information on the volume of publications in sq. cm. Thus, we will be able to get an idea of who and in which genre group forms content: men or women.

Results and discussion

There are several ways to measure printed material – this is counting the area in sq. cm., counting printed signs, counting lines, it is also possible simply to count the materials themselves. Since the formats of different publications differ from each other – some newspapers printed on A3, others on A4, and then the volume calculation, of course, better carried out in sq. cm. Some materials framed with large headings, plus photos added to this and it seems that the publication is quite a bit, although the text itself may not be so much. In this case, we are not interested in the number of signs, but in how much space the editorial board allocates to this publication, thus determining its significance. Accordingly, the reader's attention attached to such materials more, and therefore the effect of reading those increases. Given the entire volume, we can adequately judge the significance of the material.

Below, we will demonstrate how the content analysis carried out, and then proceed to consider the overall result of the summary table. For clarity, take 'Express-K' #29 (19302) for February 18, 2020. The newspaper printed in A3 format and con-

sists of 8 pages. The total useful area is 12896 sq. cm., of which 10869.25 sq. cm. make up journalism materials – these are 37 copyright publications. The large share of the material belongs to the information genre – 9905.75 sq. cm., artistic and journalistic – generally absent, and the analyst accounts for – 963.5 sq. cm.

Now we will decompose this content from a gender perspective. The absolute majority are gender-balanced publications – 3773.25 sq. cm., about the same number falls on neutral information, where neither men nor women are mentioned – 3652.75 sq. cm. However, when it comes to gender-identified publications, then the situation is changing. Information about women is three times less than about men – 838 sq. cm. against 2605.25 sq. cm.

As for the genre layout in the gender context, information content dominates mainly. There are very few analytical materials and they presented mainly in the form of gender-balanced information – 612.5 sq. cm. and neutral – 351 sq. cm.

In percentage terms, the picture is as follows – journalistic materials account for 84.2% of the total. This is a normal indicator for a news publication. It is logical that there should be less reference and advertising information in a traditional newspaper than journalism.

On genre priorities a ratio of information and analytics – 91% to 9%. Here we see a certain distortion. The situation with art and publicist genres is quite expected.

In gender aspect, the percentage looks as follows: the gender balanced and neutral information – 34.7% and 33.6% that in the sum makes about 68% that in general is a good indicator. In addition, here between materials where only men mentioned and only women are a certain difference – 24% against 7.7%.

Now we will address the situation with illustrations. In total, photos borrow 3454.88 sq. cm. from which 2443.88 sq. cm. (70.7%) – images of people. Such deal is quite predictable and there is nothing unusual. In this case, we will put neutral photos outside brackets and we will try to consider how from a gender point of view there is a distribution of images. Photos with men only borrow 1466.63 sq. cm. that from 2443.88 sq. cm. makes 60%. 22% or 535.5 sq. cm. are the share of female photos. At last, on the gender and balanced images where there are men and women, only 441.75 sq. cm. – 18%. The distortion is obvious.

The last issue in the analysis of the newspaper is gender accessory of authors. Here the attention is paid not to how many men or women works in newspaper editorial office, and how many places are

taken by their publications, that is who wrote more. From 10869.25 sq. cm., about 82% are the share of author's materials – only 1920.75 sq. cm. occupy messages of informational agencies and a reprint that in general shows the originality of content. Male journalists borrowed 4688 sq. cm., female – 4260.5 sq. cm., thus in percentage 52% to 48% from 8948.5 sq. cm. What is quite acceptable result from which it is visible that functional duties in general are distributed equally.

We will sum up the small intermediate result. First, it is necessary to tell that the example of the content analysis given above has exclusively illustrative character to show how the research conducted.

Considering the volume of initial material, we cannot apply with guarantee for exhaustive reliability of display of a full picture of gender balance in a media discourse of Kazakhstan, as this segment is extremely wide and it is difficult to capture it completely. However, the obtained data are quite enough to reflect the top trends of modern Russian-language traditional editions.

Analytical materials genre group belongs to the category of serious, high-quality journalism. Its functional purpose directly affects the formation of fundamental, value-based guidelines of public opinion and reflects in the mass consciousness. In this regard, it is crucial to consider this segment at an independent level from the perspective of gender equality.

In general, the situation with analytical genres is not good. Here, the alignment is about the same as in the general analysis. Materials about men account for 31.46%, which is quite comparable to 32.49%. For materials about women – 6.65%, which is almost three percent less than in the general analysis. Finally, gender-balanced publications occupy 40.51%, which is almost 6% more than in all genre groups. Thus, it seen that, despite the relatively high gender-balanced content, the difference between publications on men and women increases by almost two per cent, which means that there are very few analytical articles directly on women.

Table 1 – Gender balance of analytical materials as a percentage¹

Newspapers	Differentiation of material by gender in %			
	Gender-identified materials			Neutral materials
	About men	About women	Gender-balanced materials	
Argumenti i facti	33,00%	8,12%	36,00%	22,88%
Argumenti nedeli	35,00%	4,00%	32,00%	29,00%
Caravan	21,89%	5,00%	42,00%	31,11%
DAT	28,85%	1,56%	36,54%	33,05%
Delovoi Kazakhstan	10,00%	8,04%	52,00%	29,96%
ExpressK	22,00%	11,14%	40,43%	26,43%
Kazakhstanskaya Pravda	1,86%	0,81%	2,20%	95,13%
Komsomolskaya Pravda. Kazakhstan	31,36%	13,00%	40,00%	15,64%
Kursiv	45,05%	2,96%	31,00%	20,99%
Novoye Pokoleniye	39,05%	15,00%	28,00%	17,95%
Ogni Alatau	12,97%	6,34%	42,00%	38,69%
Sarbaz	51,81%	3,00%	25,00%	20,19%
Vecherniy Almaty	39,52%	7,14%	48,00%	5,34%
total	31,46%	6,65%	40,51%	21,38%

¹ Tables are listed in alphabetical order.

Table 2 – Gender balance of articles as a percentage

Newspapers	% of total journalistic material				% Gender-identified materials from all journalistic materials
	Gender-identified materials			Neutral materials	
	About men	About women	Gender-balanced materials		
Argumenti i facti	28,33%	7,61%	32,77%	31,28%	68,72%
Argumenti nedeli	41,04%	3,74%	20,48%	34,75%	65,25%
Caravan	24,83%	6,85%	33,91%	34,40%	65,60%
DAT	38,15%	1,92%	16,74%	43,20%	56,80%
Delovoi Kazakhstan	13,71%	10,04%	55,23%	21,02%	78,98%
ExpressK	26,27%	10,11%	40,43%	23,19%	76,81%
Kazakhstanskaya Pravda	31,87%	12,19%	44,23%	11,71%	88,29%
Komsomolskaya Pravda. Kazakhstan	41,36%	20,25%	20,23%	18,17%	81,83%
Kursiv	42,05%	3,96%	14,02%	39,97%	60,03%
Novoye Pokoleniye	39,05%	18,88%	16,95%	25,12%	74,88%
Ogni Alatau	16,26%	6,34%	34,40%	43,00%	57,00%
Sarbaz	62,43%	1,01%	12,58%	23,98%	76,02%
Vecherniy Almaty	39,24%	9,06%	43,44%	8,26%	91,74%
total	32,49%	9,58%	33,81%	24,12%	75,88%

75.88% on average fall to the share of the gender identified materials, and it means that only a quarter of publications contains neutral information and do not mention men and women at all. Such ratio emphasizes anthropocentrism of media content that in itself is the positive phenomenon.

Considering extreme points of indicators of the gender-identified materials, it is visible that the greatest running start in percentage value reached by publications with a mention of men. The minimum indicator at the “Delovoi Kazakhstan” edition – 13.71%, and maximum at the “Sarbaz” newspaper – 62.43%. As for ‘Delovoi Kazakhstan’, the prevalence of the gender and balanced materials is typical, and values of publications about men and about women are quite commensurable – 13.71% to 10.04%. We observe different situation with the military newspaper ‘Sarbaz’ where only 1.01% is about women. It is very indicative and quite reflects a situation with position of women in armed forces of the republic.

For Kazakhstan, the situation that the Ministry of Defense headed by the woman, such as in Europe, where in 2018-2019 the number of women

heading the Defense Ministries reached 19 people is not imaginable yet. For example, in Norway for 18 years, the position of the Minister of Defense belonged only to female and only in 2017 Frank Bakke-Jensen managed to get there. In Switzerland — Viola Amherd, in Netherlands – Jeanine Hennis-Plasschaert and Ank Beyleveld (Nikiforov, 2020).

Returning to the gender identified materials the comparable share with materials about men occupied by the gender-balanced publications with 2186568 sq. cm., or 33.81%. The difference of indicators in this group is rather small: from 12.58% at “Sarbaz” newspaper up to 55.23% at ‘Delovoi Kazakhstan’. By the way, the fact that such serious edition as ‘Delovoi Kazakhstan’ is so balanced from the gender point of view approaches giving news content – it is a good indicator. As well as the fact, that in general the highest percent from all four columns is the share of average value of the gender-balanced publications.

The picture is seriously spoiled, unfortunately, by a situation with indicators of publications about women who borrow only 619342 sq. cm., or 9.58%. By individual consideration, the lowest indicators

at ‘Sarbaz’ (1.01%), and at the oppositional newspaper ‘DAT’ (1.92%). The highest rates in this segment at ‘Komsomolskaya Pravda. Kazakhstan’ – 41371 sq. cm. (20.25%) and at ‘Novoye Pokoleniye’ – 151772 sq. cm. (18.88%). In addition, these two newspapers if to consider an overall picture then have a serious imbalance towards publications about men too. At ‘Komsomolskaya Pravda. Kazakhstan’ the share of men is 41.36% whereas all other indicators on average around 20 (20.25%

women; 20.23% – the gender-balanced and 18.17% – neutral). Approximately similar picture is about ‘Novoye Pokoleniye’: about men – 39.05%, about women – 18.88%; gender-balanced – 16.95% and neutral – 25.12%. Thus, we see that no newspaper has completely harmonious and balanced approach in submissions of information from a position of gender equality. Optimal model would be where about 25 percent would be the share of each of four types listed by us.

Table 3 – Gender balance of photos in %

Newspapers	Differentiation of photographic material by gender in %			
	Gender-identified photo materials			Neutral photos
	Photos of men	Photos of women	Gender-balanced photos	
Argumenti i facti	42,23%	6,77%	24,17%	26,82%
Argumenti nedeli	35,54%	6,33%	21,32%	36,81%
Caravan	34,78%	11,15%	19,66%	34,42%
DAT	53,36%	12,26%	23,80%	10,59%
Delovoi Kazakhstan	26,81%	7,23%	28,81%	37,15%
ExpressK	38,61%	16,87%	24,33%	20,19%
Kazakhstanskaya Pravda	25,52%	11,03%	17,93%	45,52%
Komsomolskaya Pravda. Kazakhstan	18,41%	11,06%	16,68%	53,85%
Kursiv	29,28%	6,29%	7,08%	57,35%
Novoye Pokoleniye	22,22%	1,93%	20,51%	55,34%
Ogni Alatau	30,09%	10,34%	21,02%	38,55%
Sarbaz	64,78%	4,57%	24,59%	6,06%
Vecherniy Almaty	28,84%	11,30%	49,39%	10,47%
total	34,07%	9,12%	23,54%	33,27%

The next stage of this research is the study of the gender balance of photographs. Here the situation is slightly worse than with directly journalistic materials. The area of neutral images is larger. If in print journalism this figure was 24.12%, then among photographs it is already 9% higher – 33.27%. The situation with gender-balanced images is worse, they are 10% less than in the general analysis – 23.54%, which in itself already disrupts the balance. However, there are more photos with men – 34.07%. Moreover, let the discrepancy in the indicator compared

to all printed materials of only one percent, the decrease in gender-balanced photos increases the imbalance, due to which 9.12% of photos of women further emphasize this difference.

Another point of research in the course of this content-analytical study is the ratio of authors of materials by gender. Interpreting the results, we should note that despite the rather large runs between the individual editions for each indicator, the result as a whole adequately reflects the global picture.

Table 4 – Gender ratio of authors

Newspapers	Area of all journalistic material in sq. cm.	Materials, wrote by men		Materials, wrote by women		Materials of informational agencies or reprints	
		Area in sq. cm.	%	Area in sq. cm.	%	Area in sq. cm.	%
Argumenti i facti	742565	239595	32,27%	234641	31,60%	268329	36,14%
Argumenti nedeli	181705	143726	79,10%	10204	5,62%	27775	15,29%
Caravan	298724	90617	30,33%	150902	50,52%	57205	19,15%
DAT	181151	87470	48,29%	58614	32,36%	35067	19,36%
Delovoi Kazakhstan	179865	92658	51,52%	71917	39,98%	15290	8,50%
ExpressK	262690	129972	49,48%	91851	34,97%	40867	15,56%
Kazakhstanskaya Pravda	442874	162712	36,74%	235274	53,12%	44888	10,14%
Komsomolskaya Pravda. Kazakhstan	204345	119113	58,29%	76015	37,20%	9217	4,51%
Kursiv	166365	100891	60,64%	32022	19,25%	33452	20,11%
Novoye Pokoleniye	803856	290943	36,19%	495693	61,66%	17220	2,14%
Ogni Alatau	1035243	361012	34,87%	329604	31,84%	344627	33,29%
Sarbaz	126287	31060	24,59%	8335	6,60%	86892	68,81%
Vecherniy Almaty	1841715	726930	39,47%	1003816	54,50%	110969	6,03%
total	6467385	2576699	39,84%	2798888	43,28%	1091798	16,88%

First, attention paid to the proportion of reprinted materials or messages provided by news agencies. This indicator reflects the originality of the content of the publication and allows you to judge how independently the editorial board determines the agenda and forms public opinion. The most problematic link in this regard among the analyzed newspapers is the military edition “Sarbaz”, whose share of borrowing reaches 68%. It is certainly a very bad indicator that 2/3 of the newspaper is a complete compilation. However, if we consider as a whole the totality of the studied periodicals, then the result is very good – 1091798 sq. cm., or 16.88%. This achieved because there are many publications where the level of original materials varies between 90% -98%. The leader here is ‘Novoye Pokoleniye’, where borrowing is only 2.14%. Good positions at ‘Komsomolskaya Pravda. Kazakhstan’ – 4.51%, and others.

We also note a rather high variability of private indicators: the run among men varies from

24.59% in ‘Sarbaz’ to 79.10% in ‘Argumenti Nedeli’. The same situation for women, only in mirror reflection. ‘Argumenti Nedeli’ showed the lowest value – 5.62% and ‘Novoye Pokoleniye’ the highest – 61.66%. Thus, despite differences in the minimum and maximum thresholds, there was almost no difference in the total run-off among men and women. Men had the coverage between the highest and lowest values 54.51%, and women – 56.04%. Which quite logically led to close final aggregate indicators. As a result of the calculations and summation of all newspaper editions, the following data were obtained. On average, men wrote 2576699 sq. cm. (39.84%) of journalistic works, women slightly more than 2798888 sq. cm. (43.28%). Three and a half percent difference in favor of women. In this situation, one can talk about the slight predominance of female journalists over male journalists in the professional newspaper community.

Table 5 – Ratio of genre groups to the volume of journalistic materials

Newspapers	Area of all journalistic materials in sq.cm.	Share of information genres		Share of analytical genres		Share of artistic and journalistic genres	
		Area in sq. cm.	%	Area in sq. cm.	%	Area in sq. cm.	%
Argumenti i facti	742565	584444	78,71%	154165	20,76%	3956	0,53%
Argumenti nedeli	181705	70258	38,67%	109913	60,49%	1534	0,84%
Caravan	298724	224152	75,04%	57819	19,36%	16753	5,61%
DAT	181151	127041	70,13%	52147	28,79%	1963	1,08%
Delovoi Kazakhstan	179865	145680	80,99%	34185	19,01%	0	0,00%
ExpressK	262690	213952	81,45%	46195	17,59%	2543	0,97%
Kazakhstanskaya Pravda	442874	348274	78,64%	85705	19,35%	28895	6,52%
Komsomolskaya Pravda. Kazakhstan	204345	122635	60,01%	68140	33,35%	13570	6,64%
Kursiv	166365	88615	53,27%	67460	40,55%	10290	6,19%
Novoye Pokoleniye	803856	757521	94,24%	36755	4,57%	9580	1,19%
Ogni Alatau	1035243	602953	58,24%	248974	24,05%	183316	17,71%
Sarbaz	126287	85440	67,66%	36515	28,91%	4332	3,43%
Vecherniy Almaty	1841715	1025580	55,69%	798160	43,34%	17975	0,98%
total	6467385	4396545	67,98%	1796133	27,77%	294707	4,56%

Here, the most common are publications of the information genre group, which together occupy 4237365 square cm., or 67.98% of the total area of all journalistic materials. The percentage run of each individual publication here also varies significantly – from 38.67% for “Argumenti Nedeli” to 94.24% for “Novoye Pokoleniye”. This, as well as the ratio of the total area of journalistic materials to non-journalistic ones, is due to the editorial policy and conceptual approach of the publication.

Analytical genres occupy 1796133 square cm., which corresponds to 27.77%. The data run here is also significant from 4.57% for the “Novoye Poko-

leniye” to 60.49% for “Argumenti Nedeli”. The situation with extreme values is understandable, since they mirror each other in segments of information and analytical genres.

Finally, the last genre group is art and journalistic materials. They account for only 4.56%, that is, 294707 sq. cm. Here too, we can notice a run from zero to 17.71%, but it is much smaller than the previous two genre groups. As expected, in general, the situation with this genre group is fully consistent with the trend that has emerged over the past decades. Artistic and journalistic genres are gradually leaving the pages of traditional newspapers.

Table 6 – Ratio of journalistic and non-journalistic material to total volume

Newspapers	Total area in sq. cm.	Ratio of journalistic materials		Ratio of non-journalistic materials	
		Area in sq. cm.	% from total area	Area in sq. cm.	% from total area
Argumenti i facti	1088413	742565	68,22%	345848	31,78%
Argumenti nedeli	201048	181705	90,38%	19343	9,62%
Caravan	568059	298724	52,59%	269335	47,41%
DAT	197962	181151	91,51%	16811	8,49%
Delovoi Kazakhstan	189920	179865	94,71%	10055	5,29%
ExpressK	322398	262690	81,48%	59708	18,52%
Kazakhstanskaya Pravda	447180	442874	99,04%	4306	0,96%
Komsomolskaya Pravda. Kazakhstan	315112	204345	64,85%	110767	35,15%
Kursiv	175392	166365	94,85%	9027	5,15%
Novoye Pokoleniye	831246	803856	96,70%	27390	3,30%
Ogni Alatau	1055082	1035243	98,12%	19839	1,88%
Sarbaz	130188	126287	97,00%	3901	3,00%
Vecherniy Almaty	1963289	1841715	93,81%	121574	6,19%
<i>total</i>	7485289	6467385	86,40%	1017904	13,60%

The data fluctuates from 0.96% ('Kazakhstanskaya Pravda') to 47.41% ('Caravan'). Here everything depends on the concept of the edition. For the official publication, similar relation to advertising is quite explainable for public financed 'Kazakhstanskaya Pravda', what commercial 'Caravan' cannot afford. However, if to consider the general indicators, then the ratio looks quite adequately – 86.40% of journalistic materials to 13.60% not journalistic. It means that newspapers aimed first at realization of the priority functions that is informing audience, but not receiving profits at any cost. It is possible to discuss what ratio is optimum, but in any case, non-journalistic materials should not prevail over journalistic.

Conclusions

Summarizing the results of the analytical study, let us highlight the following important points in accordance with and in the order of the tasks set in the Methodology section:

1) The genre diversity is significantly dominated by the information genre group. The weakening of the artistic and journalistic genre groups speaks of a trend of systematic pragmatism, where creative searches for journalists are put on the back burner

and all attention is paid to the elementary interpretation of news reports.

If we were to conduct a quantitative calculation of the material, and not the area, then the preponderance of informational notes by 68% of the total volume would be quite natural, since, by definition, informational genres most often take up less space, but there are many of them. Articles and correspondence are initially much larger. An article can occupy one or even two pages, so the rate of 27% is extremely low. At the same time, only 4% of artistic journalistic genres testify with a professional position about the degradation of journalism as a full-fledged social institution. The leveling of the artistic and the aesthetic aspect in the traditional presentation of journalistic materials once again emphasizes the bias of modern trends.

2) In the gender vein, all groups are characterized by the same trends. It is positive that gender-balanced materials are quite high, which indicates a balanced editorial approach in the selection of topics. However, there are also serious imbalances in the submission of materials. Unfortunately, women are given almost three times less space in traditional newspaper discourse than men do. This state of affairs needs to be changed in order to construct pub-

lic opinion to move towards overcoming gender stereotypes and to achieve the necessary foundation prosperity as it is mentioned in the UNO Sustainable Development Goal #5.

3) The situation with analytical genres in the gender aspect also does not contradict the overall picture and leaves much to be desired. To form a full-fledged image of a woman in the eyes of a mass reader, end inequalities in the media, and ensure the best way women and girls are portrayed, as it was mentioned in the UNESCO Global Forum in 2013, it is necessary that her role in society is not limited only to the field of show-business and entertainment, but revealed from the standpoint of serious expert journalism

4) Analysis of visual support of printed materials showed that in Kazakhstan newspapers photos of men found three times more often than photos of women. There are a lot of specialized women's publications where photos of women unambiguously prevail in terms of quantity over men's images. However, if we consider a socially significant context of images, then the situation here is even a little worse than just in the print newspaper discourse,

since the level of gender-balanced visual materials also subsides slightly, which is seen when comparing Tables 1, 2 and 3.

5) The role of women in the formation of traditional newspaper discourse is gradually growing, which is evident for material they create. Of course, the 4% difference in favor of women is not a significant advantage, but it is also enough to fully achieve gender equality in media content.

Our research and the results obtained can be used for study not only by Kazakh and Russian-speaking journalists and sociologists, but can also be useful for Western colleagues, given the opinion of Margaretha Geertsema-Sligh, who in her work rightly pointed out the lack of any research on gender issues in journalism outside Western countries.

The gender imbalance must be overcome by balancing, first by increasing the number of publications about women and then changing the discourse at a qualitative level in order to consolidate the commitment of Kazakhstan and its public to the implementation of international conventions of UN, ILO and UNESCO, to protect and ensure the rights of women.

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DEEP FAKES IN THE DIGITAL MEDIA AGE: OPPORTUNITIES AND THREATS

The article is devoted to an urgent problem today – the technology of deepfakes in the context of the information society. Thanks to modern technologies and digital tools, the rapid development of artificial intelligence (hereinafter – AI), the problem of deepfakes is becoming more widespread, as their influence on public opinion, political decisions and knowledge is only increasing. Deepfakes provide opportunities for spreading false information, exerting political influence, and even manipulating the image (using photos, videos and audio) of celebrities.

The aim of the article is to understand these technologies, identify the challenges and threats associated with them, and develop countermeasures.

The hypothesis of the study. In the era of digital media, deepfakes are powerful tool that can be used both to create positive innovations in various fields (for example, entertainment, education, marketing, etc.) and to spread disinformation and manipulation in the media space, which poses significant threats to public and information security.

The practical significance of the work lies in the fact, that research in the field of deepfakes can contribute to the development of tools and methods for detecting and analyzing this kind of content.

Research methods include general scientific, special scientific and specific scientific methods (content analysis, generalization, comparison, etc.).

The results of the study may be useful in further research of technologies deepfakes in the information space, as well as being useful in recognizing false AI-generated content.

Key words: deepfakes, AI, generated content, fake videos, digital environment.

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Цифрлық медиа дәуіріндегі дипфейктер: мүмкіндіктер мен қауіптер

Бұл мақала бүгінгі күннің өзекті мәселесіне – ақпараттық қоғам контекстіндегі дипфейк технологиясына арналған. Заманауи технологиялар мен цифрлық құралдардың, жасанды интеллекттің (бұдан әрі – АИ) қарқынды дамуының нәтижесінде терең фейктер проблемасы кең тарала бастады, өйткені олардың қоғамдық пікірге, саяси шешімдер мен білімге әсері тек күшейе түседі. Терең фейктер жалған ақпаратты таратуға, саяси ықпал етуге, тіпті атақты адамдардың имиджін (фото, видео және аудионы пайдалану) манипуляциялауға мүмкіндік береді.

Бұл мақаланың мақсаты – осы технологияларды түсіну, олармен байланысты сын-қатерлер мен қауіптерді анықтау және қарсы шараларды әзірлеу. Зерттеу гипотезасы: цифрлық медиа дәуірінде терең фейктер әртүрлі салаларда (мысалы, ойын-сауық, білім беру, маркетинг және т.б.) оң инновацияларды жасау үшін де, қоғамдық және ақпараттық қауіпсіздікке айтарлықтай қауіп төндіретін медиа кеңістікте жалған ақпарат пен манипуляцияларды тарату үшін де пайдалануға болатын қуатты құрал болып табылады.

Жұмыстың практикалық маңыздылығы – дипфейк зерттеулері осындай контентті анықтау және талдау құралдары мен әдістерін жасауға ықпал етуі мүмкін.

Зерттеу әдістері жалпы ғылыми, арнайы ғылыми және нақты ғылыми әдістерді (мазмұнды талдау, жалпылау, салыстыру және т.б.) қамтиды. Зерттеу нәтижелері технологияны одан әрі зерттеуде пайдалы болуы мүмкін ақпараттық кеңістіктегі дипфейктер, сондай-ақ жалған жасанды интеллектуалды мазмұнды тану кезінде пайдалы болуы керек.

Түйін сөздер: дипфейктер, АИ, жасалған мазмұн, жалған бейнелер, сандық орта.

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Дипфейки в эпоху цифровых медиа: возможности и угрозы

Данная статья посвящена актуальной на сегодняшний день проблеме – технологии дипфейков в контексте информационного общества. Благодаря современным технологиям и цифровым инструментам, стремительному развитию искусственного интеллекта (далее – ИИ) проблема дипфейков становится все более распространенной, поскольку их влияние на общественное мнение, политические решения и знания только усиливается. Дипфейки предоставляют возможности для распространения ложной информации, оказания политического влияния и даже манипулирования имиджем (использование фото, видео и аудио) знаменитостей.

Целью данной статьи является понимание этих технологий, выявление связанных с ними вызовов и угроз и разработка мер противодействия. **Гипотеза исследования:** в эпоху цифровых медиа дипфейки представляют собой мощный инструмент, который может использоваться как для создания положительных инноваций в различных областях (например, сферы развлечений, образования, маркетинга и т.д.), так и для распространения дезинформации и манипуляций в медиaprостранстве, что представляет значительные угрозы для общественной и информационной безопасности.

Практическая значимость работы заключается в том, что исследования в области дипфейков могут способствовать разработке инструментов и методов обнаружения и анализа такого рода контента.

Методы исследования включают общенаучные, специально-научные и конкретно-научные методы (контент-анализ, обобщение, сравнение и др.).

Результаты исследования могут быть полезны при дальнейших исследованиях технологий дипфейков в информационном пространстве, а также быть полезными при распознавании ложного, сгенерированного ИИ контента.

Ключевые слова: дипфейки, ИИ, сгенерированный контент, ложные видео, цифровая среда.

Introduction

Relevance of the research topic. Digital ethics refers to the moral principles and standards that define the ethical behavior and responsibilities of individuals, organizations, and governments in the digital environment. This includes considerations of fairness, transparency, confidentiality, and security of the impact of technology on individuals and society as a whole. In today's interconnected world, where digital technologies such as artificial intelligence, big data analytics, etc. Ubiquitous, digital ethics play a crucial role in how we interact with technology and with each other. The new digital reality of recent years, in most technological solutions of which artificial intelligence (AI) is the core, has significantly distorted the human perception of the difference between reality and fiction. One of the main "erasers" of such a facet is deepfake technology, which can be described as an automated technique, i.e. machine synthesis of audiovisual digital content (images, audio, video, and even text) in order to create modified and at the same time the most realistic content (Kapitanov A., 2022, <https://russiancouncil.ru/analytics>).

Deepfake technology can be used in some cases for entertainment or artistic purposes, as well as for malicious purposes. For example, fake videos of political leaders, celebrities, or other public figures can lead to the dissemination of misleading news or manipulation of people. That's why deepfake technology is also causing legal and ethical problems and attracting more and more attention. Today, international standards of journalism play an important role in the fight against disinformation and fake news, as they allow us to establish rules of ethics and professionalism that help journalists identify and prevent the spread of fake information. Deepfakes, that is, fake videos or images created using artificial intelligence technologies, are a serious threat to public trust in the media. Modern media should follow the principles of honesty, accuracy and reliability of information, which are enshrined in ethical norms and international standards of journalism. Compliance with these standards helps to strengthen trust in the media and prevent the spread of misinformation. In our opinion, journalists should be especially attentive to the content they publish and carefully check the sources of information in order to avoid misinformation and help society distinguish real news

from fake news. The problem of deepfakes is an increasingly serious threat to society in the context of modern digital media space. With the advent of deep learning and artificial intelligence technologies, the ability to create high-quality fake videos and audio materials has become more accessible, which can lead to the spread of misinformation, manipulation of public opinion, violation of privacy and trust. Today, fake news can be perceived not only from a negative, but also from a positive side. The topic of deepfakes in the era of digital media is extremely relevant and important in the modern information society, because with the rapid development of technologies for creating and distributing content, it has become possible to easily and quickly create realistic videos, photos and audio recordings that can be easily mistaken for reality. Thus, the study of deepfakes and the development of methods for detecting and combating them is becoming increasingly necessary in the context of the modern information space. We believe that the active coverage of this problem in scientific publications contributes to raising public awareness and contributes to the development of effective strategies for maintaining information security. The purpose of the study. The purpose of this study is to study the technology of creating deepfakes and their impact on the information environment.

Research objectives:

- to analyze the literature on this topic;
- to study the basic technologies for creating deepfakes;
- identify deepfake recognition methods;
- develop recommendations for recognizing deepfakes.

The object and subject of the study. The object of research is deepfakes, that is, fake media content created using technology, special programs and artificial intelligence. The subject of the study is the causes of the appearance of deepfakes, methods of their creation, as well as ways to protect against them in the modern media space.

Research methods. To achieve the aim of the study, a set of general scientific, special scientific and specific scientific methods were applied. Also, during the research, such methods as analysis, generalization, deductive, inductive, comparative, system-structural, etc. were used. The practical significance of the study.

Practical significance. This research has practical value for various stakeholders, including journalists, various media organizations and a wide audience, as it helps to raise awareness, improve

ethical standards and develop new methods to combat deepfakes.

Literature review

Recently, technologies for creating fake photos and videos have become widespread, which, using a computer image synthesis technique based on artificial intelligence, transfer facial features from a human image to a target photo (video recording) with a high degree of verisimilitude. Despite the fact that these images (videos) are fictitious, they can be posted on the Internet as allegedly real. We are talking about technologies called deepfake, this term comes from English words deep learning (Rus. – глубинное обучение) and fake (Dobrobaba M.B., 2022).

Scientists all over the world are engaged in the study of the problem of deepfakes. Let's consider different approaches to the interpretation of this term.

«Fake news includes both misinformation and denial of veracity, with the latter two differing in their degree of veracity and intent. Disinformation reflects the dissemination of false information that is known to be false by the person disseminating the information, and thus reflects lies and malicious intent. Disinformation refers to the dissemination of false information that is perceived by the sender as true, thereby reflecting a lie and lack of malice» (E. Aimeur, S. Amri, G. Brassard, 2023; N. Nour, J. Gelfand, 2022).

Fake videos or deepfakes are audiovisual fakes deliberately created to suggest that someone did or said something that never happened (Chesney R. & Citron D. K.; Nelson A. & Lewis, J. A., 2019). It should be noted the exponential leap caused by these manipulation mechanisms and their ability to dramatically and shockingly distort reality. Added to this is the possibility of rapid and widespread distribution and the fact that they can be used by users who do not necessarily own a wide range of technologies. As a result, deep forgeries are becoming more realistic and resistant to detection. Deepfakes are synthetic videos that look very similar to real ones. (Vaccari, C., Chadwick, A., 2020). As for the history of the appearance of this phenomenon, it is known that deepfakes appeared a long time ago, so one of the most famous photographs of former US President A. Lincoln, published after his death in 1865, is a distant ancestor of the modern deepfake. In the picture, the head of the American president is superimposed on a photorealistic engraving of 1852

depicting the Vice President of the United States, J. Calhoun, which was made on the basis of a previously painted portrait in oil (R. Chawla, 2019).

In December 2023, the Council and the European Parliament reached an interim agreement on what will be the first Artificial Intelligence Law within the EU to guarantee safe and transparent AI. The ultimate goal is to promote the introduction of reliable human-centered AI and protect health, safety, fundamental rights and democracy from its harmful effects (European Parliament, 2023). Among the methods banned by AI for its intrusive and discriminatory use, MEPs named the non-selective extraction of facial images from the Internet or images from CCTV cameras to create facial recognition databases. Fines for non-compliance with the aforementioned law range from 35 million euros, or 7% of the total turnover, to 7.5 million fines. The use of AI in the dissemination of content through social networks and, in particular, in its application to audiovisual materials is of particular relevance; Although this new technology opens up opportunities in many fields such as artistic, audiovisual and graphic creativity, it also presents a challenge for citizens who need to create content (Francisco Javier & Ruiz del Olmo, 2014: 2). Researchers Shahid et al. note that

most users lack the skills and desire to detect fake videos and are unaware of the risks and harms associated with this type of forgery. In particular, in countries such as India, where the named authors conduct their research, the fact is emphasized that even when users know that this is a fake video, they prefer not to take any action and sometimes voluntarily share videos that do not correspond to reality, but which contribute to their worldview (Shahid, F., Kamath, S., Sidotam, A., Jiang, V., Batino, A. & Vashistha, A., 2022). Recently, there has been a change in the trend in the use and consumption of online discourses, preferring or relying on audiovisual discourse. The popularity of video platforms such as TikTok, Instagram, or YouTube encourages video consumption at the expense of text. Thus, the growth of the video format is not only unstoppable, it has already taken its place in the Internet space – this is evidenced by the Digital News Report, which says how in 2023 There has been a gradual decrease in activity on traditional platforms such as Facebook, while it has increased on TikTok and other networks based almost entirely on the video format. Video news consumption is also growing in absolutely all markets (Neuman, N., Fletcher, R., Eddy, K., Robertson, C. T. & Nielsen, R. K., 2023).

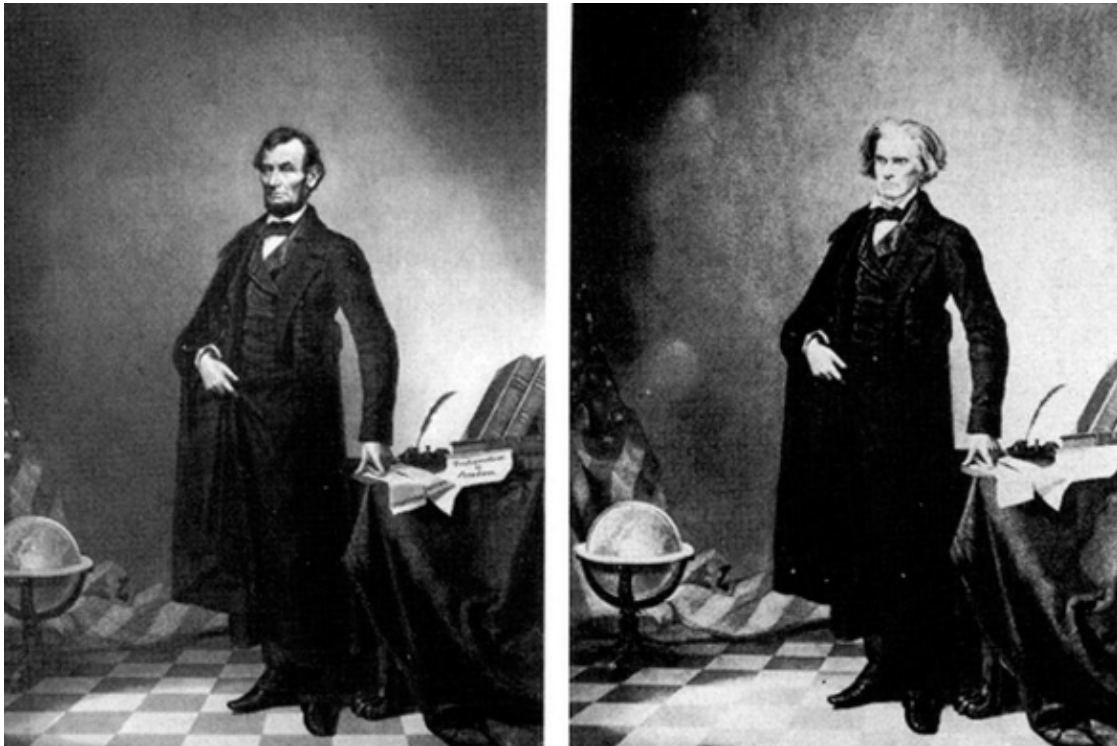


Figure 1 – An example of 19th century deepfake technologies

Discussion and results

A review of the literature allows us to narrow down the available interpretations of deepfakes, thus it can be summarized that deepfake is a form of artificial intelligence (AI) that generates video, images and, often, audio that can change or create images of people, events and objects in reality. AI

can create or manipulate images, videos, and audio that look and sound realistic. This is no longer hypothetical, as more and more fake images and videos of famous actors, politicians and influential people are circulating on the Internet, not excluding Joe Biden, US President Tom Cruise, actors Keanu Reeves or deceased stars such as Freddie Mercury.

Table 1 – Types of deep fakes

Type of deep fake	Description	Examples of using deep fakes
Facial deep fakes	Replacing or changing a face in an image or video.	Fake videos with famous people, various jokes and memes.
Voice deep fakes	Generating or changing a voice to mimic another person's speech.	Fake phone calls, using voices in celebrities.
Text deep fakes	Creating a text that mimics the writing style of another person.	Fake news, fake correspondence.
Deep action fakes	Replacing or changing the movements of people in the video.	Creating unrealistic videos, for example, videos with accidents, catastrophes
Deep fake scenes	Generate new scenes based on real videos or images.	Movies, commercials.
Deep fake Images	Completely artificially created images that look like real ones.	Creating fake profiles on social networks, news.

Perhaps the first serious scandal with deep forgery broke out in 2020 around the falsified Extinction Rebellion Belgium video, in which Belgian Prime Minister Sophie Wilm Als spoke about the relationship between the coronavirus pandemic and climate change. The artificial intelligence used to create the video was able to manipulate a person's facial expression, facial expressions and voice. The fake video was taken seriously by many, it caused a wave of outrage and praise, emphasizing that the "post-truth era" is unregulated and temporary, in which the authenticity of media content, along with the role of a media gatekeeper, has come to naught, and there is nothing definite, even if we see it with our own eyes. It is extremely difficult to detect and verify explicit videos or fake photos, especially considering that they are mainly published on social media platforms, which are inherently limited in moderation and fact-checking capabilities. Deepfake technology is becoming more advanced every day and is available to an increasing number of people who do not require a high level of programming or video editing experience. In theory, this technology can be used for harmless purposes such as entertainment, education, research or the arts, but it can also pose a serious danger to the individual and society, such

as spreading false information, influencing public opinion, violating people's privacy rights, damaging reputation, etc. For example, on some Russian websites, advertisements for weight loss pills often flashed using photos of singer Rosa Rymbaeva, producer Bayan Alaguzova. "Photos of the People's Artist of the Kazakh SSR, singer Roza Rymbaeva appeared on advertising banners on various Russian websites. In the pop-up photos, the singer allegedly advertises a weight loss product. According to the artist's son Ali Okapov, the singer herself is currently resting, but her family already knows about the appearance of such photos on the Internet. He noted that these are "fake" photos, and Rymbaeva does not actually advertise weight loss products." (<https://tengrinews.kz/show/reklama-sredstva-pohudeniya-rozoy-ryimbaevoy-poyavilas-238670/>).

Artificial intelligence will do a lot in the coming years, and today we should expect a very serious coexistence of man and machine. Despite all the advantages of AI development, today, unfortunately, neural networks have also become a tool for scammers. "Every third citizen of Kazakhstan sees on YouTube invitations to participate in foundations on behalf of the President of Kazakhstan Kassym-Jomart Tokayev, our deputies. The worst thing is that

many people believe this and, at least, follow the link. Scammers also use the “faces” of famous Kazakhstani bloggers, who allegedly share the secrets of their success and attach links to dubious sites. Another method of fraud using neural networks is a voice message from a relative asking them to send money to the specified account. It is very difficult to distinguish the truth from a fake here. By the way, scammers take the voice for such messages from spoken videos on social networks and voice messages in personal dialogues and shared chats. Creating a fake voice message costs a fraudster half a dollar. At the same time, neural networks can create conflict situations in social networks (<https://mk-kz.kz/social/2024/02/14/>).

Artificial intelligence today calls into question the credibility of everyone and everything, and will also affect what people believe to be true. How can you protect yourself? When we consider how artificial intelligence can affect authenticity or what is considered to be true, it is worth considering these methods separately, and we need not only to assess the current situation, but also to be prepared for expected situations in the coming months and years. Dangerous technologies are readily available and it is obvious that artificial intelligence with generative

language models is practically capable of creating perfect text today, and it can also do this individually for each victim or company, automatically and continuously changing the text material used. Today, we interact with most people and even companies through emails, messaging programs, and chats. It’s worth checking how many types of messaging or chat apps are installed on our devices. Therefore, it is important to understand that if attackers want to copy or use the authority of a person or company, they can do so even using a text message sent by artificial intelligence. Today, you can even communicate on behalf of a service provider or a dedicated manager with any number of people, using artificial intelligence, tirelessly, for 7-24 hours. When the first programs for creating deepfakes became publicly available in 2017, they were used mainly for entertainment – surely you have at least once tried to age yourself with a filter or checked how you would look like the characters of Harry Potter or Soviet comedies. Nicolas Cage is one of the most popular characters in comic deepfakes. So, the author of the YouTube channel “Battleloads Inc.” used a face-swapping system to replace Cage’s face with all the participants of the New Year’s TV show (<https://vg-times.ru/news/73934>).

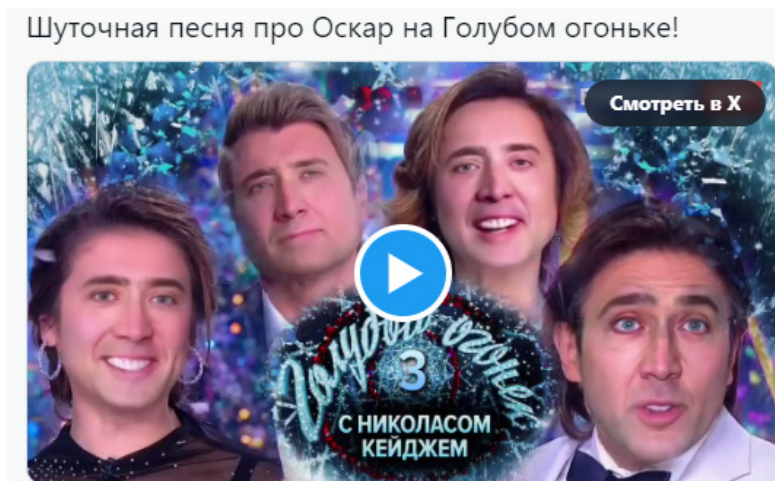


Figure 2 – Deepfake using the image of Nicolas Cage

But it quickly became clear that, like any other technology, deepfakes can be used for more destructive purposes. Let’s look at programs for creating deepfakes that use machine learning and artificial

intelligence technologies to create realistic fakes of video materials, images and audio recordings. These programs can vary in complexity of use and functionality.

Table 2 – The best neural networks for creating deepfakes

Application	Description
DeepFaceLab	Description: One of the most popular and powerful tools for creating deepfakes. It is used mainly for video. Features: Allows you to create and edit deepfakes with high precision. It has many settings to improve the image quality. Platform: windows.
FaceSwap	Description: An open source project that allows users to share faces on videos or images. Functions: Supports multithreaded processing and provides various algorithms to improve the result. Platform: Windows, macOS, Linux.
Zao	Description: A mobile application that has gone viral due to its ability to quickly and efficiently replace faces on video. Features: Easy to use and instant results. The user uploads his photo, and the app inserts his face into the selected video clips. Platform: iOS, Android.
Deep Art Effects	Description: An application that uses AI to style images and create deepfakes. Features: Applies various artistic styles to photos and videos, giving the impression that they were created by famous artists. Platform: Windows, macOS, Android, iOS.
Reface	Description: An application for mobile devices that allows you to share faces in photos and videos. Features: Quick creation of deepfakes, a variety of available templates, the ability to share the results on social networks. Platform: iOS, Android.
MyHeritage's Deep Nostalgia	Description: An application that allows you to animate old photos, creating the effect of animated portraits. Features: Animation of faces in photos, image quality improvement.

From the table, you can see that deepfake creation programs provide users with the ability to create amazingly realistic videos and images, despite the fact that their use raises important ethical and legal issues. Us-

ers should be aware of the need to use these technologies responsibly to avoid potential abuse and negative consequences. Next, let's look at examples of the use of deep fakes in the modern media environment.

Table 3 – Examples of using deepfakes in the modern media space

Example	Description	Using
Entertainment applications	Applications that allow users to replace faces with videos, such as FaceApp and Reface.	Personal entertainment, creating humorous videos.
Political campaigns	Deepfakes used to create fake videos featuring politicians.	Misinformation, manipulation of public opinion.
Media and film industry	Restoration of the appearance of actors who cannot participate in the filming.	Creating special effects, restoring old frames, replacing actors.
Pornographic deepfakes	Unauthorized videos with framed faces of celebrities or individuals.	Cyberbullying, blackmail, violation of privacy.
Educational projects	Creating historical reconstructions using deep fakes for educational purposes.	Historical reconstruction, educational materials.
Fraud and extortion	Using deepfakes to create false videos in order to extort money or information.	Fraud, social engineering (Social engineering is a method of obtaining information that involves the use of incompetence, unprofessionalism, negligence, fear or greed of a person. During the attack, the fraudster establishes contact with the carrier of the necessary information, disposes to himself, promises benefits or misleads, trying to obtain information that he can use for blackmail, theft of money or other assets. Social engineering involves both the use of a computer and a phone, mail correspondence, SMS, etc.)
Marketing and advertising	Using deepfakes in advertising campaigns to create unique content.	Increased audience engagement, creative advertising solutions.

1. An analysis of the Internet content shows that deepfakes are used in a variety of fields, for example: 1. The sphere of politics. Nowadays, cases of using deepfakes to discredit election candidates by creating fake videos where they make dubious statements have become more frequent.

2. The sphere of cinema. One of the first actors to be “resurrected” on the movie screen was the famous actor Bruce Lee. But computer graphics did not exist in those years, at least in the sense that there is in the world today. Then, in 1973, filmmakers used mirrors and photo cuts to “generate” the right shots and complement the story with dialogue. In the movie “Rogue One: Star Wars. Stories” (2016) used a deepfake to recreate the image of actress Carrie Fisher as the young Princess Leia. To create a virtually rejuvenated Leia, the Organs used CGI technology and Norwegian actress Ingvild Deila, combining her game with images of a young Carrie Fisher. The movie “Rogue One: Star Wars. Stories” was released in 2016 – the same year that 60-year-old Fisher passed away. A representative of the ILM studio responsible for digitalization claimed that the actress saw this version of herself and fully approved.

3. The porn industry. According to Bloomberg, during the boom of artificial intelligence, the number of pornographic deepfakes created without consent has increased dramatically – the number of videos has increased nine times since 2019. In May 2023 alone, about 150,000 videos appeared on 30 sites, which received a total of 3.8 billion views. Most of these sites offer libraries of fake programs with celebrity faces transplanted onto the bodies of porn actors (<https://adpass.ru/porno-s-bolshim-intellektom>).

4. The field of education. With the help of a deepfake, you can conduct online lectures for students. Students will be able to choose for themselves what their teacher will be – with the appearance of Cristiano Ronaldo or Einstein. The neural network allows you to create animations with historical characters for educational projects, such as a video with a live image of Albert Einstein explaining the theory of relativity.

5. Financial sector: Fraudsters have become more active in using deepfakes in the financial technology sector. Today, the neural network has learned to imitate the real voice of a person giving instructions to do something, and these are completely new risks. Most of all, banks fear that scammers will be able to use deepfakes to pass voice authentication, used to verify customers and provide them with ac-

cess to their accounts. These examples demonstrate both positive and negative uses of deepfake technology in the modern media space. “Today, technology is increasingly being used not only to create fake news, but also in fraudulent schemes. In 2023, cases of deepfake fraud increased 31 times worldwide. With the help of deepfakes, attackers extort money from ordinary people and corporations, create pornography, and use technology to politically discreditation” (<https://factcheck.kz/metodika-fch/kak-raspoznat-dipfeyk-video>).

How to recognize a deepfake? Deep forgery can seem so plausible that it is quite easy to believe everything that is shown or told to us. Despite the impressive capabilities of deepfakes, with a little attention and common sense, you can avoid the pitfalls of this kind of technology. What people should pay attention to:

1. The sharpness of the voice. If there is a face on the video but no sound, there is the first reason for suspicion. The deepfake software uses audio recordings pre-recorded using a mobile phone or computer, which can be distorted with shades other than the original voice. It is important to be wary if the video lasts for several seconds.

2. Paying attention to non-verbal gestures. Fake news creators usually use templates, which are then overlaid with different faces based on the number of hours spent on each creative. If there are failures in the synchronization of sound with the movement of lips, eyes or head, or even inconsistencies in speech, it is more than likely that we are dealing with a deep forgery.

3. The presence of imbalances. Synthetic faces are almost indistinguishable from real ones, and this can cause a false sense of authenticity. However, there are certain natural movements that the algorithms have not yet been able to reproduce. If the main character’s face is disproportionate to the size of his head and body, or his facial expressions do not match the poses he takes, perhaps we see a deepfake.

4. Paying attention to the mouth and eyes. It is possible to determine whether a person is a fake if he blinks involuntarily or unnaturally, or if he does it several times. Another aspect of reality that is difficult to reflect is the color of people’s lips and the shape of their tongues and teeth when they talk. You should also pay attention to the winking of the person in the video. To determine if a video is a deep fake, you can focus on the number of blinks. The average person blinks almost 10 times a minute. However, in some deep fake videos, this number can sig-

nificantly exceed or fall below 10. Of course, many people may not notice this when watching a video, so by paying attention to a person's blinking reflex, you can determine whether the video is a deep fake, thereby verifying its authenticity.

5. The use of specialized tools. Today, technologies are developing so rapidly that for every malicious technology or software there is always a counteraction, regarding deepfakes, several applications and programs can be named designed to detect deepfakes, for example:

Deepware Scanner is a special application for detecting deepfakes. Reality Defender is an online tool for detecting deepfakes in images and videos.

Deepfake-o-meter is a service for analyzing video content for deepfakes.

The artificial intelligence industry, led by companies such as OpenAI, Google and Meta, is under increasing pressure as the global public demands responsibility for the content created by its products. Experts expect the industry to prevent users from creating misleading malicious materials and offer a way to track their origin and distribution. Today, calls to trace the origin of content using artificial intelligence are becoming increasingly desperate. In recent months, audio and video materials have already influenced political campaigns and voting in Slovakia, Taiwan and India. The new OpenAI forgery detector can help to cope with the problem, although, in our opinion, it will not solve it completely.

Conclusion

The rapid development of artificial intelligence and what it can and can do today is causing a lot of discussion. All these innovations often delight people, but they can go so far that people cannot always understand what is real and what is the product of artificial intelligence. We found out that Deepfakes are fake or forged audio recordings, videos, or visual effects, usually created using neural networks. For example, a person's video can be changed very realistically, making it look like he is saying something completely different from what he is saying in the video. In the same way, you can use various visual effects to make it look as if a person is doing some action that he did not do, or said something. All this can be done very realistically using multiple images or videos. In modern times, audio, photo and video content generation technologies have reached a very high level. At the same time, even a very well-prepared deepfake can (for now) be distinguished using

specialized technologies. More recently, deepfakes were made for entertainment or to annoy someone, but now they are beginning to be used in the interests of various companies – television, cinematographic, etc. Actors no longer even need to personally voice the characters of films or cartoons – technologies allow synthesizing any words and phrases allegedly uttered by the actor himself (tonality, pitch of voice, etc. is synthesized very accurately). The relationship between deepfakes and international standards of journalism is an important aspect in the context of the spread of falsifications and disinformation in modern media. And although, in general, deepfakes pose more of a threat (ethically and legally) and they are more negative in nature, this technology should also have positive aspects. For example, deepfakes can be created to raise awareness of social problems existing in the world and to disseminate medical information on a large scale, since it can be adapted in any language, which will expand access to data.

In the field of medicine, research can be conducted that does not require real patients. In turn, the use of fake images will allow artificial intelligence programs to be trained to recognize more anomalies, which will eventually lead to greater accuracy. In education, this can be an important aid in learning, since teachers, for example, have the opportunity to use videos with historical discourse created in order to make lessons more attractive to students, but warning that its incorrect execution can damage knowledge if it is implemented. Using incorrect information. This tool will also have artistic purposes. For example, museums could hold video projections about various deceased artists, and thus one could hear the statements they made during their lifetime, as if they were speaking today. However, such use would entail discussion of broader issues such as copyright and the threat of plagiarism to existing works. Deepfake is a tool that is constantly evolving and is available to many people who, in certain cases, may use it for other purposes, so legal and ethical regulation of this technology is necessary. As part of the study, we found that deepfake, for example, can be used to use a fake identity or to steal money or information through access to databases. In general, we came to the conclusion that in most cases the use of this technology is inappropriate: 96% of deepfake videos found on the Internet contain unacceptable and unauthorized content. Anyway, deepfakes, as a form of information manipulation, contradict the basic principles of international journalism standards.

The creation and dissemination of disinformation using deepfakes can seriously undermine public

confidence in the media, as well as lead to negative social consequences. It is important for journalists and the media to adhere to the principles of international standards of journalism when working with information, especially in the context of deepfakes. This includes the obligation to verify the sources of information, the importance of the reliability and objectivity of the material, as well as providing specific facts for a correct understanding of events.

The fight against deepfakes requires joint efforts on the part of journalists, the media, governments and civil society. International journalism standards can serve as a basis for developing strategies to combat disinformation and protect society from the harmful effects of deepfakes. It is also important to educate journalists and the public about deepfake recognition methods in order to reduce the likelihood of their impact on public consciousness.

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HOW ARE CONFLICTS COVERED IN SOCIAL MEDIA? THE CASE STUDY OF KAZAKHSTAN'S TELEGRAM CHANNELS «ORDA» AND «KAZINFORM»

The study examined the role of Telegram channels as an independent tool in disseminating information and covering conflicting topics. An analysis of the content of certain Telegram channels accomplished, in particular, independently and in the state. The scientific work is aimed at identifying the features of the content in the selected channels, the position that correspondents adhere to, language features and style.

The main idea of the article is to studying how the messenger covers conflict situations. The purpose of the study is to identify the specifics of information about conflicts on the Kazakh Telegram channels of the independent "ORDA" and the state-owned "Kazinform".

With the increasing demand for social networks, this research becomes relevant and important to identify how much information on these channels affects public opinion and informs the audience. Telegram has become available in Kazakhstan since its first launch in 2017 and has gained trust among users.

In order to analyze the coverage of conflicts on the social network using the example of these Telegram channels, a qualitative method was used. Thematic analysis used to identify repetitive formats, frames, and language features.

The findings of the study concern the characteristics of Telegram channels as an independent media tool and their role in conflict coverage.

The results of the work distinguish the methods of covering and writing about conflicting topics. Analyzing content it was found that independent channels broadcast diverse points of view, while state-owned channels often avoided conflict-related topics and covered events from a positive perspective.

The study offers valuable information on approaches to writing and reporting on controversial topics, thereby providing practical value for the academic community and practicing journalists.

The results of the study are of practical importance for interested groups of people, in particular, for journalists, media experts, political scientists and social activists.

Key words: conflict, social network, content, Telegram, media, messenger.

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Әлеуметтік желілерде қақтығыс тақырыбы қалай жарияланады? Қазақстандық «ORDA» және «Kazinform» Telegram арналары мысалында

Бұл зерттеу Telegram арналардың ақпаратты таратудағы және қақтығыс тақырыптарын қамтудағы тәуелсіз құрал ретіндегі рөлін айқындайды. Арнайы таңдалған Telegram арналардың, атап айтқанда, мемлекеттік және тәуелсіз арналардың мазмұнына талдау жүргізілді. Ғылыми жұмыс таңдалған арналардағы контенттің ерекшеліктерін, тілшілердің ұстанатын позициясын, тілдік ерекшеліктерді, стилін анықтауға бағытталған.

Мақаланың негізгі идеясы заманауи Қазақстандағы медиакөңістіктегі Telegram рөлін анықтау, соның ішінде қақтығыстар тақырыбын қалай көтеретінін зерделеу. Зерттеудің мақсаты – тәуелсіз ORDA және мемлекеттік Kazinform қазақстандық Telegram арналарындағы қақтығыстар туралы ақпараттың ерекшеліктерін анықтау.

Әлеуметтік медиаға сұраныс артқан тұста бұл арналардағы ақпарат қоғамдық пікір мен аудиторияны ақпараттандыруға қаншалықты әсер ететінін білу үшін бұл зерттеу өзекті әрі маңызды.

Айта кетейік, Telegram Қазақстанда алғаш іске қосылғаннан бері, яғни 2017 жылы қолжетімді болды. Ол әрбір пайдаланушы деректерінің қауіпсіздігіне жауап беретін функциялардың арқасында қолданушылар арасында сенімге ие болды.

Аталған Telegram арналар мысалында әлеуметтік желідегі қақтығыс тақырыбын талдау мақсатында сапалық әдіс қолданылды. Тақырыптық талдау қайталанатын форматтар, фреймдер,

Зерттеу нәтижелері Telegram арналарының тәуелсіз медиа құралы ретіндегі сипаттамаларына және олардың қақтығысқа қатысты тақырыптарды қамтудағы рөліне негізделген. Жұмыстың нәтижелері конфликт тақырыптарын қамту және жазу әдістерінің айырмашылығын анықтады. Арналардың ашылуынан бастап 2024 жылдың наурызына дейінгі контентті саралай келе, тәуелсіз арналар әртүрлі көзқарастар тудыратын контентті жасайтыны анықталды, ал мемлекеттік арналар көбінесе қақтығыстарға қатысты тақырыптардан аулақ болып, оқиғаларды жағымды, позитивті етіп көрсетеді.

Зерттеу конфликт оқиғаларын қамтыған тақырыптарды жазу және хабарлау тәсілдері туралы құнды ақпаратты ұсынады және ақпарат таратудағы жауапкершіліктің маңыздылығын көрсетеді. Осылайша академиялық процесс пен тәжірибелі журналистер үшін жұмыс практикалық тұрғыда құнды деуге болады.

Зерттеудің нәтижелері әртүрлі осы салаға қызығушылығы бар тұлғалар үшін, атап айтқанда, журналистер, медиа сарапшылар, саясаттанушылар және қоғам белсенділері үшін практикалық маңызы бар.

Түйін сөздер: қақтығыс, әлеуметтік желі, контент, Telegram, медиа, мессенджер.

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Как освещаются конфликты в социальных медиа? На примере казахстанских Telegram-каналов «ORDA» и «Kazinform»

В данном исследовании была рассмотрена роль Telegram-каналов в качестве независимого инструмента в распространении информации и освещении конфликтных тем. Был проведен анализ контента определенных Telegram-каналов, в частности государственного и независимого. Научная работа направлена на выявление особенностей контента в выбранных каналах, позиции, которой придерживаются корреспонденты, языковых особенностей, стиля.

Основная идея статьи состоит в том, чтобы определить роль Telegram в медиапространстве в современном Казахстане, в том числе изучить, как мессенджер поднимает тему конфликтов.

Цель исследования – выявление специфики информации о конфликтах на казахстанских Telegram-каналах: независимом ORDA и государственном Kazinform.

С увеличением спроса на социальные сети это исследование становится актуальным и важным для того, чтобы выявить, насколько информация на этих каналах влияет на общественное мнение и информирование аудитории.

Стоит отметить, что Telegram стал доступен и в Казахстане с момента его первого запуска, то есть в 2017 году. Доверие у пользователей он завоевал благодаря функциям, которые отвечают за сохранность данных каждого пользователя.

Для анализа освещения конфликтов в социальной сети на примере указанных Telegram-каналов был использован качественный метод. Тематический анализ использовался для определения повторяющихся форматов, фреймов, языковых особенностей.

Выводы исследования касаются характеристики Telegram-каналов в качестве самостоятельного инструмента СМИ, и роли в освещении конфликтных тем.

Результаты работы выявили различия в методах освещения и написания конфликтных тем. Проанализировав контент в период со времени основания каналов до марта 2024 года, выяснилось, что независимые каналы транслируют разнообразные точки зрения, в то время как государственные каналы часто избегают тем, связанных с конфликтами, и освещают события с позитивной точки зрения.

Исследование предлагает ценную информацию о подходах к написанию и освещению тем конфликтных ситуаций и подчеркивает значимость ответственного подхода, тем самым предоставляя практическую ценность для академического сообщества и практикующих журналистов.

Результаты исследования имеют практическое значение для заинтересованных групп людей в различных областях, в частности, для журналистов, медиаэкспертов, политологов и общественных активистов.

Ключевые слова: конфликт, социальная сеть, контент, Telegram, медиа, мессенджер.

Introduction

As a multinational country, Kazakhstan promotes coexistence and interaction between different ethnic groups. Sometimes this can lead to conflicts due to differences in culture, language, religion and other socio-cultural aspects.

Social networks now serve as the main means of news consumption, and the growing number of Internet users creates a demand for instant information consumption offered by platforms such as Telegram. Because now many people have neither the time nor the desire to register on a special site, visit other sites and read news. Telegram channels are much freer from censorship, which means that it allows content here to be quickly distributed and consumed in a way that creates different views. At the same time, Telegram channels not only provide quality content, but also ensure the privacy of users' information. For this reason, netizens have highly rated it.

During the January events in Kazakhstan, when access to the Internet was limited, people actively used Telegram channels to communicate and disseminate information. Despite partial restrictions, access to these channels was maintained through the use of VPNs and proxy servers. At such critical moments, Telegram's role in disseminating information increased significantly, turning it into one of the key channels of communication in the country. During periods of conflict, especially those affecting public interests, the prompt provision of reliable information takes on special significance. This article examines how conflicts are represented in Telegram channels and analyzes the role of this social network in the rapid dissemination of information about such events.

Telegram, created in 2013 by Pavel and Nikolay Durov, immediately focused on the security and privacy of users. Since its creation, Telegram has become one of the most popular messengers in the world, and by 2024, its monthly audience reached 900 million users. And in the six largest CIS countries, the messenger's audience exceeds 4.8 billion users. Telegram has been available since its official launch in 2013. The social network, which appeared in the form of a messenger, quickly became popular among users due to its capabilities. In Kazakhstan, it is possible to delete messages yourself. Despite temporary or partial blocking in various countries, Telegram continues to work.

Materials and methods

According to Ranking.kz, in 2024 Telegram took first place among app downloads in Kazakhstan. According to kaz.tgstat.com, the top three Telegram channels in Kazakhstan by number of subscribers as of April 27, 2024 were as follows:

- Telegram channel of deputy Daulet Mukayev (daulett) – 347,031 subscribers.

Channel of Daulet Mukayev, a well-known blogger and now deputy. Most of the latest news and important data concerning Kazakhstan are published here.

- Telegram channel of the Tengrinews news agency. Offers events, news, analytics in Kazakhstan and around the world.

- Telegram channel of the author Elita Muz – 222,936 subscribers.

Author's channel related to creativity.

In addition, as of April 27, 2024, the top three Kazakhstani Telegram channels by the number of links, i.e. distribution, included:

- Telegram channel of the Sputnik Kazakhstan news agency – 49,734 subscribers.

- Telegram channel of the ORDA news agency – 156,282 subscribers.

- Author's Telegram channel in the "Entertainment Story" category – 35,396 subscribers.

The main issue raised in this study is to focus on the methods and techniques used by Telegram channels when showing conflicts in Kazakhstan. The study aims to assess the features of the style and content of the channels. In addition, how freely they can disseminate information, and adhere to objectivity in assessing the conflict.

The purpose of the study was to analyze news about conflicts in Telegram channels of Kazakhstan, thereby determining how they influence the formation of public opinion in the country.

Objectives of the study:

- Conduct a content analysis of conflicts discussed in Telegram channels from their inception to March 25, 2024, using keywords such as "riots," "conflicts," and "protests."

- Identify and distinguish between the specifics and differences in the methodologies for collecting and disseminating information.

- Determine the stylistic tone and form of content in state and independent channels. To do this, we focused on the words, statements, and emotional elements used in the messages.

The object of the study is the content (news) published in the ORDA and Kazinform Telegram channels.

The importance of this study is reflected in the growing role of digital media, especially Telegram

channels, in covering social and ethnic conflicts in Kazakhstan. At a time when the number of nationalities in Kazakhstan has increased and the manner and habits of consuming information are changing, understanding how such an important topic as conflict can be discussed on social media and how to promote it without harming internal stability has become a fundamental issue on today's agenda.

Scientific methodology

The research methodology involves conducting a content analysis of Kazakhstani Telegram channels. In order to make the research result as neutral as possible, two channels were selected: the independent ORDA channel and the state channel Kazinform. Carefully analyzing news reports and notes from the creation of the channel to the specified date of the study identify the main topics, methods and features of presenting information about the conflict. The main research methods were the analysis of the content format and the study of the source of information and the emotional tone in the news feed in the context of social conflicts in Kazakhstan, as well as Telegram channels in the transmission and reception of these conflicts.

As a result, it turned out that the coverage of conflict situations by Kazakhstani Telegram channels is reflected differently. In particular, ORDA, which positions itself as an independent publication, tries to cover all aspects of the conflicts, while state media ignore such topics and instead focus more on the positive aspects of these situations, even in complex conflict scenarios. The main topics of conflicts are inequality, discrimination, human rights violations, political and economic aspects. In addition, Telegram channels use different content formats in the form of text, photos and videos to provide complete and comprehensive information.

This study makes a significant contribution to understanding the key role of Kazakhstani Telegram channels in the country's information world, especially with regard to conflicts. The following Telegram channels were selected for content analysis:

ORDA: Telegram channel of the Kazakhstani news agency ORDA.kz.

Founded in 2020, it positions itself as a new independent news agency. Telegram channel of the media has been operating since September 7, 2020.

Kazinform: The history of the state news agency Kazinform began in 1920. Its Telegram channel has been active since September 6, 2017.

As for the research methodology, in addition to thematic and case analysis, the article conducted a comparative analysis of two Telegram channels. By analyzing independent and state channels, we can objectively determine the ways of covering conflicts in the media.

Using qualitative and quantitative analysis, the study identified the main trends and ways of publishing conflicts in two Telegram channels. Thematic analysis of specific examples in news texts allows for a deeper understanding of conflict information. Thematic analysis of messages helps identify dominant themes discussed in both channels and determines the specifics of their coverage. This comprehensive approach allows for an understanding of how different media cover conflict topics and helps to identify differences in approaches used by independent state news sources.

Literature review

Today, the social and behavioral science communities are interested in the analysis of social networks and their methodology. This can be evidenced by important publications exploring the topic of conflicts in the media (Wasserman S., Faust K., 2012). Wasserman and Faust explain the reason for this interest by the media's emphasis on analyzing the relationships between social actors, as well as their patterns and consequences.

A full understanding of how social networks disseminate information about conflict events such as the Arab Spring requires considering the political environment that these networks influence (Wolfsfeld, 2013). The authors argue that understanding the role of media in collective action requires considering the surrounding political landscape. They suggest that the significant increase in the use of new media may be a consequence of the increased activity of protest actions.

However, in situations such as the Israeli-Palestinian conflict, social media have become key tools of propaganda and information warfare. Anat Ben-David, in her study of social media in the context of the Israeli-Palestinian conflict, finds that online propaganda campaigns related to the conflict predate the emergence of mass media. These campaigns peaked in popularity in the early 2000s and operated primarily through websites and search engines (Ben-David, 2014). However, the emergence of social media has led to a change in election campaign tactics. Both sides of the conflict, organizations and the government, have begun to actively use social media to shape public opinion,

popularize media, and attack opponents. The escalation of the conflict and violence has highlighted the crucial role of social media as a strategic tool in information warfare (Ben-David, 2014). In addition, social media serve as a platform for various political actors, from reformists to authoritarian regimes. At the same time, it is important to recognize their commercial nature and impact on the public sphere (Youmans, 2012).

However, despite the positive impact of using social media to disseminate information, there is a dilemma regarding its role in conflict prevention and peacebuilding (Mutahi, 2017). Although media play a crucial role in times of social conflict and political upheaval, their perception can vary significantly depending on the source and context of the information (Ahmed, 2018). Although digital technologies can provide the necessary infrastructure for protests, they cannot motivate citizens to take to the streets or overthrow the government (Gerasimenka, 2020).

As for Telegram, which operates alongside traditional media, the authors highlight its advantages over other social networks. The functionality of the Telegram messenger plays an important role, especially its ability to send messages from Telegram channels as regular messages. Unlike social networks such as Facebook, Telegram allows users to customize their news feed. Algorithms do not hide messages or show read posts. Another notable feature of the social network is the absence of open advertising and the presence of a convenient search engine in addition to searching for files and links. For analysts and political communication specialists, this is certainly an advantage (Lyakhovenko, 2022).

Many scientific works have studied the various Telegram services and how they can be used in everyday life. Nobari and other scholars compare Telegram with some other social networks (Nobari, 2021). As a result, it offers a way to detect viral messages and shows the process of communication in Telegram channels. Chen Lou et al. studied the use of Telegram as a messaging network that allows users to access information through mobile devices or online interfaces (Lou, 2021). Telegram channels can be seen as a one-way communication platform. The unique feature of Telegram channels is that the number of subscribers is not limited, and Telegram channels can be public and private (Lai, 2021).

Bastani G., Nasrolli A., Saadipur E. (2021) claim that trust in the source in Telegram channels makes many people visit the channel and read the news, even though false information may be spread (Bastani, 2021). Gerasimenki (2020) in

her study on the conflict in Belarus known as the “Telegram Revolution” examines how protests in Belarus affect recovery, various political factors and digital communication strategies. The study delves into the movements, socio-political factors and digital communication strategies that influenced the protests in Belarus. The author tries to provide a comprehensive understanding of the difficulties behind the protest movement, while noting that the use of Telegram was only one aspect of this socio-political phenomenon (Gerasimenko, 2020).

Analysis criteria:

We assessed Telegram channels and their content based on the following criteria:

- Quality and type of content.
- Methods of conveying information.
- Tone and emotional expression of the message (positive, negative, neutral).
- Level of objectivity and neutrality.
- Sources of information.

Telegram channel of the ORDA.kz news agency

As of March 25, 2024, the ORDA.kz Telegram channel has 146,224 subscribers.

735 posts were found under the “Disorder” tag, 198 of which are related to Kazakhstan. 994 posts were found under the “Conflicts” tag, 209 of which are about Kazakhstan. In addition, 970 posts with the “protests” tag identified, 225 of which related to protests in Kazakhstan. The content formats on the channel mainly include text, photos, videos, and individual audio recordings in Russian.

The channel maintains neutrality in the delivery of information. Messages are short and to the point, often with links to the main site for more detailed information. Audience engagement achieved with emoticons and emoji, and the comments section opened or closed at the discretion of the channel administrator. Although the channel strives to be impartial, authors are free to express their own opinions and views on events. For example, in the January 5, 2022 post “Peaceful protest or attempted coup: what conclusions did a Kazakh political scientist draw about Kantara,” the author referred to Marat Shibusov’s report and emphasized its importance for understanding events in Kazakhstan.

Conflict coverage: thematic content analysis

Social conflicts:

Discrimination against people with HIV (human immunodeficiency virus) and other social issues.

Example: New director of a veterans’ home expresses his position on HIV-related discrimination.

Economic conflicts:

The difference in salaries between teachers in

private and public colleges.

Example: Private college teachers accuse the Ministry of Science and Higher Education of discrimination and inequality in salary payments.

Urban infrastructure and planning:

Demolition of a cottage community in Almaty and resistance from residents.

Example: The planned demolition of a cottage community in the Alatau district has caused discontent among residents.

Political conflicts and protests:

Media coverage of the January event

Example: ORDA.kz correspondent reports news about the situation and location of the incident in the country.

Restrictions on journalists' rights:

Arrests of journalists and restrictions on covering conflicts. Example: ORDA.kz journalist was detained during a rally near the Almaty Arena.

Each topic reflects various aspects of social, economic and political conflicts affecting public life and civil relations in Kazakhstan.

Social conflicts:

In the post "I will not allow this" the new director of the Shanyrak veterans' home addresses the issue of discrimination against people with HIV. The article describes a situation where a resident with HIV faced discrimination and reveals social problems. Zafar Appazov, the new director of the Shanyrak veterans' home, shares his opinion on the situation of people with HIV in the institution. ORDA.kz correspondent interviewed the newly appointed director Zafar Appazov and found out how he treats people with HIV and how he solves the problem of providing an apartment to a resident who is facing eviction. In addition, ORDA.kz reported that Andrey Smolyar, who has a disability and lives with HIV, contacted the editorial office to disclose his conflict with the administration of the former veterans' home.

Economic conflicts:

The thematic analysis also included issues of discrimination and inequality in the payment of wages. For example, we looked at cases of discrimination in the payment of wages between teachers of public and private colleges. In a note with the headline "Teachers of private colleges accuse the Ministry of Education," the channel addressed the accusations of non-payment of wages and wrote:

"Teachers of public private colleges expressed concern about wage discrimination by the Ministry of Education: their salaries are 75% lower than those of their colleagues in public colleges. The planned 25% increase in salaries for public sector

employees in January 2023 will increase inequality." Economic conflicts were also revealed, such as a dispute between Almaty residents and the city administration:

"More than half of the university campus in the Alatau district is planned to be demolished based on the city's master plan, which has not yet been approved. The akim claims that the Madeniet district does not meet technical requirements. Residents appealed to Yerbolat Dosayev, as a result of which the master plan was revised. They rejected the 2014 master plan and, in accordance with the detailed construction plan (DCP) of 2019, the victims submitted a new plan for the construction of red lines, roads and commercial buildings on the roofs of their houses in early 2022, which they perceive as discrimination. Despite written complaints, their requests remained unanswered," the note says.

Political conflicts and protests:

During the January events, information from the scene was shared in real time on the Telegram channel.

The channel fully covered information about political conflicts and protests, especially during the January unrest. For example, in the article "Explosions were heard at the intersection of Dostyk Avenue and Satbayev Street in Almaty," ORDA.kz reported on smoke coming from the street. Law enforcement officers demonstrated the use of flash-bang grenades. "At the same time, SOBR fighters surrounded the nearby city administration building."

Signs of increasing tension appeared on January 3 at 1:46 p.m. The message mentioned that mobile communications were disconnected in Almaty and the square was blocked. In addition, reports were published from the Mangistau region about the sudden seizure of the city administration building. Despite the arrest, journalists continued to cover the events in detail. The rapid dissemination of information among journalists was facilitated by the publication of updates on the relevant channels. Restrictions on journalists' rights:

There have also been reports of violations of journalists' rights, including detention and interrogation. The editorial board calls on the authorities to take responsibility and highlights the restrictions on journalists' freedom.

"Detained journalist Bek Baitas has been contacted. Bek Baitas recorded his detention for about 20 hours, during which, despite presenting a press card, he was forcibly arrested and placed in a police van," the publication reports.

Sometimes, the relevant authorities recognize the measures taken to detain such journalists. For

example, “Almaty police confirmed that ORDA.kz journalist Bek Baitas was detained during a rally near the Almaty Arena.” Since then, despite the fact that he has been released and is in the Almalinsky OVD, it remains impossible to contact him, as he does not answer calls,” the note says. This model reflects the recurring problems journalists face when covering conflicts. Some news updates are marked as urgent and are created in response to changing statistics and the situation. The channel provides a detailed overview of how conflicts are covered, offering a variety of perspectives and timely information on events.

Telegram channel of the Kazinform news agency

The state agency Kazinform, founded in 1920, became JSC NC Kazinform in 2002. Its Telegram channel, operating since 2017, serves as a platform for distributing news.

As of March 25, 2024, the channel has 16,385 subscribers. 226 posts were found under the tag “conflict”, 184 posts under the tag “riots”, 26 of which are related to Kazakhstan. 84 posts with the tag “Protests”, 14 of which are protests in Kazakhstan. Content formats mainly include text, photos and videos in Russian.

Tone and emotionality: neutral, positive.

Sections: world events, exclusive, night review, daily answers from Kazinform, numbers, opinion.

The channel presents information briefly, often with links to sites for more detailed information. Audience comments are minimal, and the authors mainly focus on government activities. They refuse to express personal opinions.

Conflict Coverage: A Thematic Analysis

General Conflict Coverage:

It can be said that the channel is not interested in full coverage of conflict situations, mainly presenting news in a descriptive form and relying on official sources. Independent media usually present different points of view and encourage reader engagement, and also aim to quickly inform the audience about controversial events. During the analysis, it was found that this outlet’s position is the opposite.

Examining the January Events

During the January events, news reports were mostly positive and did not contain detailed information. Some news items are presented as reports on government actions, which harms the perception of objectivity, since these are biased news items.

The channel’s news summaries published in January were mostly positive in tone and sometimes

did not contain detailed information about what was happening.

Interestingly, despite the tense situation, the news generally maintains a positive tone. For example, in a 2022 post, the channel gives a brief overview:

“Information about the situation in the region: an anti-terrorist operation is being carried out in Almaty, residents are urged to stay home. The latest news from the Zhambyl region and Petropavlovsk. Public order has been restored in Kostanay. People who gathered in Aktau Square are dispersing,” the channel’s journalists say.

However, news in the form of such reports often relies on information from government agencies or state media, which can create a biased view of events.

For example, in this post:

“An investigation has been launched against six companies engaged in the wholesale trade of liquefied gas,” the channel reports.

The text referenced by the Khabar24 TV channel discusses accusations of price collusion between companies operating in the market.

“The Agency for the Protection and Development of Competition is expected to publish a preliminary conclusion within 20 days. If found guilty, large fines could be imposed on companies such as KazMunayGas, Petrosun, AktobeMunayGas, Kazgermunai, Kazakhoil Aktobe and KazGOZ. A link to state television Khabar24 shows that only official sources are trusted.

Conflict Resolution

A recognized international publication with correspondents from all over the world, Kazinform mainly describes events or quotes official sources in the news it publishes. Some reports may not comply with journalistic principles. For example, publishing an unaltered government statement that does not fully comply with the news format, etc.

Even in times of crisis, Kazinform tends to prioritize positive events and highlight the good aspects of the news without focusing on the negative. As an example, consider the following excerpt from a news item dated January 6, 2022, about a meeting held in Astana (former Nur-Sultan):

“On January 6, 2022, a meeting of the Republican Operational Headquarters for Combating Terrorism (hereinafter referred to as the RCH) was held in Nur-Sultan, a comprehensive meeting of the Chairman of the National Security Committee, Major General E. Sagimbayev. The authorities took urgent measures to stabilize the situation and eliminate the terrorist threat. We call on all citizens to understand the need

for these restrictive measures and strictly follow the instructions of the government and law enforcement agencies.”

The following excerpt from the news item emphasizes important positive elements:

“During the mass riots in Almaty, an attack on the Central Museum occurred. At first, 6-7 people entered the building, later their number increased to 200. Despite the panic, the museum’s management and staff successfully defended the building. They addressed the attackers so as not to damage valuable artifacts and tried to calm them down. The museum will be guarded for several days,” the channel reported.

During the conflict in the cities where protests took place in January, journalists did not comment on the events in any way.

It is worth noting that all the news was in the same format. Usually, this is a descriptive format or news based on official statements by government agencies. This format is more like reports than traditional news articles. For example, one of the notes describes in detail the detention periods of members of organized crime groups. Most of the news is similar: they describe the work of government agencies, and do not inform the public.

“The Ministry of Internal Affairs of Kazakhstan conducted three special operations to detain members of the KUT “Wild Arman”. The initial stage was aimed at neutralizing the main criminal element led by “Noiz”, the so-called “right hand” of Zhumageliev. On April 19, 12 members of the organized crime group were arrested. Later, during the second stage, the controlling channel of financing “KARAS” was liquidated... On July 12, the third stage of the special operation was completed,” the publication reports.

Another important point to note: “Kazinform” is officially presented as an international media outlet and has its own correspondents in various countries. Special reporters go to the scene of the incident and transmit information from the scene. For example:

“They cast a shadow on the image of France: how residents perceive the unrest in the country. Our reporter visited Nanterre, the “epicenter” of last week’s unrest. Currently, you can see burned cars, cafes and a local youth center, streets on the street,” the publication’s correspondent in France reports. However, it should be noted that the publication’s journalists show insufficient interest in covering the conflict situation in their country. During the analysis, during the clashes in the cities where protests took place in January, there were no reports written by the publication’s correspondent from

the scene. Such cities include Almaty, Shymkent, Aktau, Zhanaozen, Semey, Ural, Taldykorgan and others.

The analysis shows that Kazakhstani Telegram channels actively cover conflicts, offering diverse and comprehensive approaches to various issues. The rapid dissemination of information via Telegram allows users to promptly respond to events and receive information in real time. Channels often provide a variety of opinions and analyses, creating a multi-layered landscape of opinions on ongoing conflicts.

Discussion

The main topics covered in Telegram channels include inequality, discrimination, human rights violations, as well as political and economic aspects. The diversity of content formats, such as text, photos, and videos, contributes to communication that is more effective.

An assessment of how conflicts are covered in state media shows that broadcasting in this format often limits the diversity of opinions. While independent media strive to present different points of view to attract a wider audience and advertisers, state media, limited by budget funding and editorial policies, are not always able to fully research and analyze events, relying mainly on official sources.

It also turned out that independent channels, such as the ORDA Telegram channel, are ahead of state-owned ones in terms of reach and number of subscribers (Table 1). According to Kaz.tgstat.com, the ORDA channel reaches more than 30 thousand people and has a high referral index, which confirms its advantage over state media.

State media relying on official sources may therefore ignore diverse opinions and analytical perspectives, which compromises the quality of information and limits critical thinking. It is essential that state media prioritize objectivity and diversity in their coverage of conflict situations. This approach enhances media literacy and promotes a deeper understanding of complex social phenomena in society.

The analysis of conflict publications in Telegram channels in Kazakhstan shows the importance of social media in shaping public opinion and communication in a multi-ethnic environment. Effective use of social media can facilitate dialogue, de-escalation, and conflict resolution. Understanding the ways in which conflict situations are recorded can help develop strategies to improve interethnic harmony and ensure long-term stability in Kazakhstan.

Table 1 – Coverage and Citation Index

	Coverage: 1 post average	Citation Index
ORDA	31.3k	943
Kazinform	1.9k	183

Results

The study highlights the role of Telegram channels in mass communication and their influence on raising conflict topics in Kazakhstan. The analysis showed the uniqueness of independent, state-owned channels in analyzing this topic. It also proves that Telegram has become a popular tool for the rapid dissemination of information, especially at a time when public interest in conflicts has increased. De-

spite periodic restrictions in other countries, Telegram remains an influential social network in Kazakhstan.

A study of channels such as ORDA and Kazinform revealed the following data: independent channels try to cover the topic of the conflict in a comprehensive manner, while state channels often emphasize positive aspects and avoid controversial topics. The results of the study showed that Telegram plays an important role in disseminating information about conflicts in Kazakhstan. Because these social tools and channels allow for quick coverage and commentary on conflicts, thereby raising public awareness on the topic. However, it should be noted that the rapid dissemination of information creates the risk of unverified or biased information, which can lead to the spread of false information or further escalation of tensions.

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CCTV-1 MEDIA TRENDS: DIVERSITY, INTERACTIVITY, AND PERSONALIZATION

Nowadays, as digital technologies gradually mature, CCTV-1 programs are showing new trends of diversification, interactivity and personalization. For example: cross-platform broadcasting, diversification of program content, increased interactivity between programs and audiences, personalized programs, etc. This study aims to explore the new trends of CCTV-1 programs in the context of digitalization and analyze its impact on traditional media. Programs will cover a wider range of topics and formats to meet the needs and interests of different audience groups. These new trends not only improve the quality and standard of CCTV-1 programs, but also increase the attractiveness and influence of the programs. The research methodology is based on the analytical approach to advantages of digitalization and comparative analysis of innovative and traditional ways of the content representation as well as target audience involvement. Under the background of digitalization, the new trend of CCTV-1 programs also faces challenges such as market competition, content innovation and technology application. As a result of our research, it is shown that CCTV-1 programs need to strengthen technological innovation, deepen content mining, expand interactive channels and strengthen brand building in the digital transformation to adapt to the needs and expectations of audiences in the digital era. It is of paramount importance to implement cross-platforming strategies and interactive approach in news programs.

Key words: trends; development; CCTV-1; digitalization; television programs; multimedia.

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CCTV-1 телеарнасының медиаүрдістері: әртарапандыру, интерактивтілік және дербестендіру

Бүгінгі таңда цифрлық технологиялардың қарқынды дамуына орай, CCTV-1 бағдарламалары әртарапандырудың, интерактивтіліктің және жеке дербестендірудің жаңа тенденцияларын көрсетуде. Мысалы, платформалық хабар тарату, бағдарламалық мазмұнды әртарапандыру, бағдарламалар мен аудитория арасындағы интерактивтілікті арттыру, жекелеңдірілген бағдарламалар және т.б. Зерттеудің мақсаты CCTV-1 (Қытай Халық Республикасының Орталық Телевизиясы) бағдарламаларының жаңа бағыттарын зерттеу және олардың дәстүрлі БАҚ-қа әсерін талдау ююлып табылады. Бағдарламалар әр түрлі аудитория топтарының қажеттіліктері мен мүдделерін қанағаттандыру үшін тақырыптар мен форматтардың кең спектрін қамтиды. Бұл жаңа тенденциялар CCTV-1 бағдарламаларының сапасы мен стандартын жақсартып қана қоймайды, сонымен қатар бағдарламалардың тартымдылығы мен әсерін арттырады. Зерттеу әдістемесі цифрландырудың артықшылықтарын пайдаланудың аналитикалық тәсілі мен мазмұнды ұсынудың және мақсатты аудиторияны тартудың инновациялық және дәстүрлі тәсілдерін салыстыруға негізделген. Цифрландыру аясында CCTV-1 бағдарламаларының жаңа тенденциясы нарықтық бәсекелестік, контенттегі инновациялар және технологияларды қолдану сияқты мәселелерге тап болады. Зерттеу нәтижесінде CCTV-1 бағдарламалары цифрлық дәуірдегі аудиторияның қажеттіліктері мен сұраныстарына бейімделу үшін технологиялық инновацияларды күшейту, интеллектуалды мазмұнды тереңдету, интерактивті арналарды кеңейту және цифрлық трансформация жағдайында бренд құруды нығайту керек екендігі анықталды. Бұл мақалада кросс-платформалық стратегияларды енгізу және интерактивтілікті арттыру үшін практикалық маңызы бар цифрландыру жағдайында CCTV-1 бағдарламаларының жаңа тенденциялары талданды.

Түйін сөздер: интерактивтілік, инновация; Қытай орталық телевизиясы, цифрландыру; кросс-платформалық стратегиялар; мультимедиа.

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Медиатренды телеканала CCTV-1: диверсификация, интерактивность и персонализация

Сегодня, по мере постепенного развития цифровых технологий, программы CCTV-1 демонстрируют новые тенденции диверсификации, интерактивности и персонализации, такие, как кросс-платформенное вещание, диверсификация программного контента, повышение интерактивности между программами и аудиторией, персонализированные программы и т.д. Целью данного исследования является изучение новых тенденций программ CCTV-1 (Центрального телевидения Китайской народной республики) в контексте цифровизации и анализ их влияния на традиционные СМИ. Программы охватывают более широкий спектр тем и форматов, чтобы удовлетворить потребности и интересы различных групп аудитории. Эти новые тенденции не только улучшают качество и стандарт программ CCTV-1, но также повышают привлекательность и влияние программ. Методология исследования основывается на аналитическом подходе к использованию преимуществ цифровизации и сопоставлении инновационных и традиционных способов представления контента и привлечения целевой аудитории. На фоне цифровизации новая тенденция программ CCTV-1 также сталкивается с такими проблемами, как рыночная конкуренция, инновации в контенте и применение технологий. В результате исследования выявлено, что программам CCTV-1 необходимо укреплять технологические инновации, углублять интеллектуальный анализ контента, расширять интерактивные каналы и укреплять создание бренда в условиях цифровой трансформации, чтобы адаптироваться к потребностям и ожиданиям аудитории в цифровую эпоху. В данной статье проанализированы новые тенденции программ CCTV-1 в условиях цифровизации, что имеет практическое значение для внедрения кроссплатформенных стратегий и повышения интерактивности.

Ключевые слова: интерактивность, инновации; Центральное телевидение Китая, цифровизация; кроссплатформенные стратегии, мультимедиа.

Introduction

The relevance of the research topic. The wave of technological progress and digital transformation is like an unstoppable torrent sweeping the world, and it has had a profound impact on all walks of life. In this context, traditional media organizations must bravely embrace changes and actively carry out digital transformation to ensure that they can meet the changing needs of audiences. This is not only to adapt to the development of the times, but also to win the favor and recognition of the audience in the new era. Increasing competition is an indisputable fact facing the current media industry. Internet companies, self-media and other media organizations have emerged one after another. They are reshaping the competitive landscape of the entire industry by virtue of their technological advantages, innovation capabilities and market acumen. For CCTV-1, this challenge is particularly severe. In this environment, only continuous innovation and change can maintain its market position and attract more audiences. The diversification of user needs means that the audience's pursuit of content no longer just stays in a single form. They are eager to be exposed to diverse and personalized content

on different platforms. This content is not limited to TV programs, but may also include online videos, social media posts, online novels and other forms. This requires CCTV-1 to pay more attention to cross-platform compatibility and diversity when producing program content to meet the diverse needs of different audiences.

The aim of the research is to study the new trends of CCTV-1 programs in the frame of digitalization. Based on the aforementioned aim, the authors put forward the following tasks:

- To study on the impact of digital technology on CCTV-1 programs;
- To analyze the innovation of program content in the digital era;
- To list the emerging trends and conduct an overview study.

Methods

The subject of the study is the new trends of CCTV-1 programs in the frame of digitalization whereas CCTV-1 Programs in the Digital Age was considered as the object of the study.

To analyze the digitalized content in CCTV 1, a continuous sampling technique was used. The authors

excerpted digitalized information represented on CCTV 1, selected and analyzed (a) News information, (b) TV programs related to various target audiences to compare them from the viewpoint of their content and variability of representation presupposed by the opportunities of digitalization. The given study was also focused on such advantages of digitalization as cross-platforming communication represented on CCTV-1. To confirm the reliability of data in the publications, the authors combined manual search of information with the automated one. So, the new trends of CCTV-1 in the context of digitalization are analyzed. The innovation of CCTV-1 programs in the context of digitalization and the transformation of traditional media program dissemination to new media program dissemination are listed. In the information age, with the rapid development of information technology, the media ecology has undergone tremendous changes, bringing new opportunities and challenges to traditional media. As an important channel of Chinese television media, CCTV-1 has always complied with the development trends and needs of the digital economy and strives to continue to maintain its leading position in the radio and television industry. The article explores the new trends of CCTV-1 in the digital era and analyzes the impression it brings to traditional media and audiences. In the context of rapid digital development, traditional media are facing problems such as diversified audience selection, fragmentation of communication channels, and changes in advertising communication methods. CCTV-1 has actively explored this, exploring and innovating in aspects such as enhancing content diversity, enhancing interactivity, expanding communication channels, and using digital technology. This not only brings new development opportunities to CCTV's set of TV programs, but also brings a different program experience to the audience. The new trend of CCTV-1 programs in the context of digitalization also faces some challenges and problems. These include challenges in content innovation, technology application, market competition and other aspects. This article aims to conduct an in-depth study of the new trends of CCTV-1 programs in the context of digitalization, explore its impact on traditional media and audiences, and provide reference and inspiration for the digital transformation of traditional media (Guo J, Li L., 2018).

Literature review

There is a viewpoint about successful and fast introduction of digitalization in Chinese

media comparing to other countries as well as representation of the content via social media; so, it is necessary to study the experience of CCTV-1 in details. Thus, on January 1, 2011, with the exception of CCTV-NEWS, icons for all the channels were replaced with the scheme: "English abbreviations + numbers + Chinese characters". The standard of each channel after the change looked as follows: CCTV-1-Comprehensive (integrated channel based on integrated news), CCTV-2 Finance (professional channel based on economic and life services reports), CCTV-3 Variety (broadcasting opera and music programs – the main opera and music channel), CCTV-4 China International (it is a satellite television channel serving Chinese abroad, Chinese abroad and compatriots from Hong Kong, Macau and Taiwan), CCTV-5 Sports (live broadcast of major domestic and foreign events – Tracking and coverage of hot issues of education, national fitness, entertainment and leisure, a full range of professional sports channels to promote sports knowledge), CCTV-6 films (channels broadcasting feature films, documentaries, scientific and educational films and films), and so on. It is necessary to point out that Central Television (CCTV 1) has significant technical equipment and world-class facilities, including a mobile terrestrial and satellite system (DSNG), which can broadcast live important news events anytime and anywhere. The production of programs, transmission, satellite retransmission and reverse transmission of news are fully digitized; the multimedia network system partially implements the sharing of resources, pre-forms office automation and an intelligent management system (Statistic Report, 2021).

On the other hand, while analyze the research works dedicated to media digitalization problems, we have found out, that the scholars focus on such peculiar features as the relevant content (as it was stated by Liu Haibin (2016), "this is the content of the program you want to watch". Also, it is argued by Liu Tao (2013) and Wu Yangcheng (2016) that content interactivity has been greatly enhanced.

Also, together with the News, CCTV-1 launched micro-videos, i.e. short videos about current events such as V View which has such options as short and rapid commenting/editing of the content as well as its profound analysis. So, digitalization allows the stakeholders to get immediate feedback (Go Yali et al., 2005), and short video format as a strategy of digitalized News shows the adaptability of CCTV 1 (Mengyu, 2017).

CCTV-1 news programs showed the CPC general trends as well as the government; also, it

popularize its' foreign affairs (Yifeng, 2018). At the same time, the news status rather depends on the basis of the states leaders' ranking than on their own importance. Thus, the first place in news programs is given to various types of foreign affairs such as meetings, visits and programs implementation by Political bureau Standing Committee of The Chinese Communist Party, whereas ideologically colored short movies, as well as social news which are of paramount importance, various newsletters (both governmental and non-governmental) took the second position only. Besides, various types of bulletins broadcasting at the same time as InternetNews were on the fourth place in accordance with their importance whereas the information about meetings of Chinese senior officials with foreign politicians are considered to be less important than the previous issues as well as some other international and sports news. Sometimes, they are represented at the very beginning of a program.

Also, the layout of a CCTV-1 news programs shows high level of journalistic skills based on the strong political view as well as rich experience in journalism; it can show some topical trends in news programs. The sound of socially important material largely depends on its place in the program, on the messages preceding and following it. In comparison with the typical Western programs, the sequence of news presentation depends rather on the leaders' popularity than on the importance of any event. In our opinion, it roots in national mentality and specificity of political issues and policy of a channel.

On the other hand, V. Chervonyashchy (2023), O.V. Smirnova (2021) and other researchers in the field of identifying the following leading trends in the process of the media digitalization: the importance of visualizing data, such as charts, graphs, maps and a variety of visual elements application to represent the data. Also, they stressed so-called "multimediatization", which is defined as the integration of such media formats as video, textual information, audio format, photographs (graphics and its elements) to draw the users' attention to the content. On the other hand, the authors focused on interaction with the target audience by means of votes, polls, comments, and other types of target audience involvement in the process of information perception. The topicality of our research also consists in corresponding to cross-platforming, cross-media study which is based on of various platforms and channels application to distribute content and attract an audience (this trend has also been represented in the aforementioned research). Also, such trend as use of multimedia

storytelling, digitalization of traditional genres and new genres and text types development presuppose the novelty of content representation on CCTV 1. In addition, within the framework of digitalization, so-called data centrality is achieved, or a focus on data collection and analysis in order to provide more accurate and personalized information, including the use of machine learning algorithms and automated systems for collecting and processing information.

Results and discussion

In the digital age, audiences' demands for programs are becoming increasingly diverse. CCTV-1 can formulate program strategies more accurately by analyzing audience data and market trends. For example, it may launch program content covering different themes, styles and formats to meet audience needs for richness and depth of content. This diverse and personalized programming helps attract a wider audience and cater to their different likes and preferences. In the era of digital media, viewers can watch programs through multiple channels, and due to that CCTV-1 applies the innovative cross-platforming strategy of communication which is based on live broadcasting related to major live streaming platforms (working online). On the other hand, those platforms provide services for summarizing content via mobile applications and is characterized by widely used social media platforms. Also, CCTV-1 draws the target audience attention using cross-platforming communication (as the audience typically uses a variety of platforms), as a result. CCTV-1 improves its' communicative effects and shows its flexibility. Also, it provides the effect of the audience life participation, sharing experience, so, it becomes more and more interactive and giving various opportunities for the feedback expression. For instance, a real-time voting link which is represented in the program shows the opportunity for the audience to participate in the decision-making process. Furthermore, if there are interactive games, or interaction via social media, the target audience seems to be involved in various processes such as making decision, choosing of the strategy and so on. As a result, the program becomes more interesting and shows the democratic way by means of the target audience participation in a variety of processes by means of social media and cross-platforming (Xiaolin 2013).

With the development of big data technology and the optimization of artificial intelligence algorithms, CCTV-1 uses data analysis to guide program production, communication strategies and

operational decisions. By collecting audience data, monitoring ratings, and evaluating communication effects, CCTV-1 can adjust strategies in a timely manner and optimize user experience. The data-driven decision-making process helps CCTV-1 better understand audience preferences, thereby enabling more efficient program production and dissemination. In the wave of digitalization, CCTV-1 cooperates with enterprises or institutions in different fields to promote industry innovation and development. This kind of cooperation involves many aspects such as content production, technological innovation, and marketing promotion. Through joint exploration with partners from all walks of life, CCTV-1 has the opportunity to launch more innovative and attractive program content to further enhance its competitiveness and influence (Yang Ming, 2013). Content interactivity has been greatly enhanced.

CCTV-1 introduces AR and VR technology to innovate programs. CCTV-1 integrates augmented reality (AR) and virtual reality (VR) technology into television programs. AR technology allows viewers to interact with virtual elements in the real world. For example, viewers can watch virtual 3D models, animation effects, three-dimensional characters and other content in the program through AR applications on mobile phones or tablets. These elements are integrated with traditional TV images to enhance the interactive experience of the program. Through this format, viewers can not only enjoy more program content, but also experience unprecedented immersion. VR technology goes one step further to create a virtual world, allowing the audience to enter it through virtual reality equipment and interact with scenes and characters related to the program theme. This immersive viewing experience makes the audience feel as if they are in a real scene, which greatly enhances the attractiveness and viewing value of the program. This kind of technological innovation has undoubtedly injected new vitality into the presentation of TV programs, and has also greatly improved audience participation and loyalty. With the continuous advancement and development of technology, traditional media is gradually moving towards digital and interactive transformation.

In today digital era, the transformation from traditional media program communication to new media program communication is also underway. The way traditional media programs are transmitted is undergoing a profound change. With the rapid development of technology and the increasing needs of audiences, program production organizations have begun to realize the need to strategically deploy new

media platforms to better meet the audience's needs for diverse, interactive, and personalized content. Here are a few key changes:

1. Platform diversification: In order to allow audiences to find the programs they are interested in on different platforms, traditional media have begun to build their presence on new media. This includes not only online video platforms such as YouTube and Bilibili, but also social media (such as Weibo, WeChat official accounts), mobile applications (such as Douyin, Kuaishou), etc., making it easy for viewers to find them anytime and anywhere.

2. Enhanced content interactivity: Traditional TV programs often lack audience participation experience. Now, program producers are actively introducing interactive elements, such as live broadcasts through social media platforms, allowing viewers to comment, vote or ask questions in real time, thereby enhancing interaction with the audience and improving their sense of participation and loyalty.

3. Personalized recommendation: With the help of powerful data analysis capabilities and artificial intelligence technology, the content recommendation system of traditional media programs has become more intelligent and accurate. By analyzing historical data, user behavior and preferences, the system can push content to viewers that matches their interests, greatly improving the viewer's viewing experience (Wenhong, 2015).

4. Innovation in new media forms: In addition to traditional program forms, traditional media have also begun to learn from new media forms to add innovative elements to program content. For example, some programs continue to innovate program formats by adding emerging elements such as short videos and online live broadcasts, thereby attracting more young audiences who are looking for new things.

5. Data-driven decision-making: In a highly competitive market environment, data-driven decision-making has become particularly important. More and more traditional media organizations are beginning to use big data and artificial intelligence technologies to conduct in-depth analysis of audience data and market trends, and use data as a basis to formulate program production, communication strategies and operational decisions. This method not only helps program producers use resources more efficiently, but also improves the program's influence and competitiveness (Zianwen 2020). All in all, with the rise of new media platforms and changes in audience needs, traditional media programs are undergoing an

unprecedented transformation. Through strategies such as platform diversification, enhanced content interactivity, personalized recommendations, new media format innovation, and data-driven decision-making, program producers can better adapt to market changes, increase the influence of programs, and win the favor of more viewers. With the rapid development of Internet technology, traditional media programs have gradually adapted to the way of survival in the new media environment. First, platforms have become more diverse, with traditional programs no longer limited to a single TV screen but establishing their presence on new media platforms. These platforms include but are not limited to online video platforms, social media, mobile applications, social networking sites, etc. Viewers can choose to watch the program anytime, anywhere and through various methods according to their personal preferences. Secondly, interactive elements in traditional programs are further explored and used, such as real-time interaction through online comment platforms, interactive

games, voting systems, etc. This interaction not only increases audience engagement but also increases their loyalty to the show (Jenkins, 2006, p.23).

Furthermore, personalized recommendations become possible. Through data analysis and artificial intelligence technology, traditional media have begun to make personalized recommendations based on the audience's viewing history, hobbies, consumption habits and other information, thereby providing them with program content that suits their personal tastes. Such services greatly enhance the viewing experience of viewers and make them feel that they are an important part of this media world.

In addition, innovation in new media forms has also brought more possibilities to traditional programs. For example, short videos, online live broadcasts, online variety shows and other elements have been cleverly integrated into the original program format, which not only enriches the content form of the program, but also attracts a large number of young audiences, giving traditional media new vitality (Haibin, 2016).

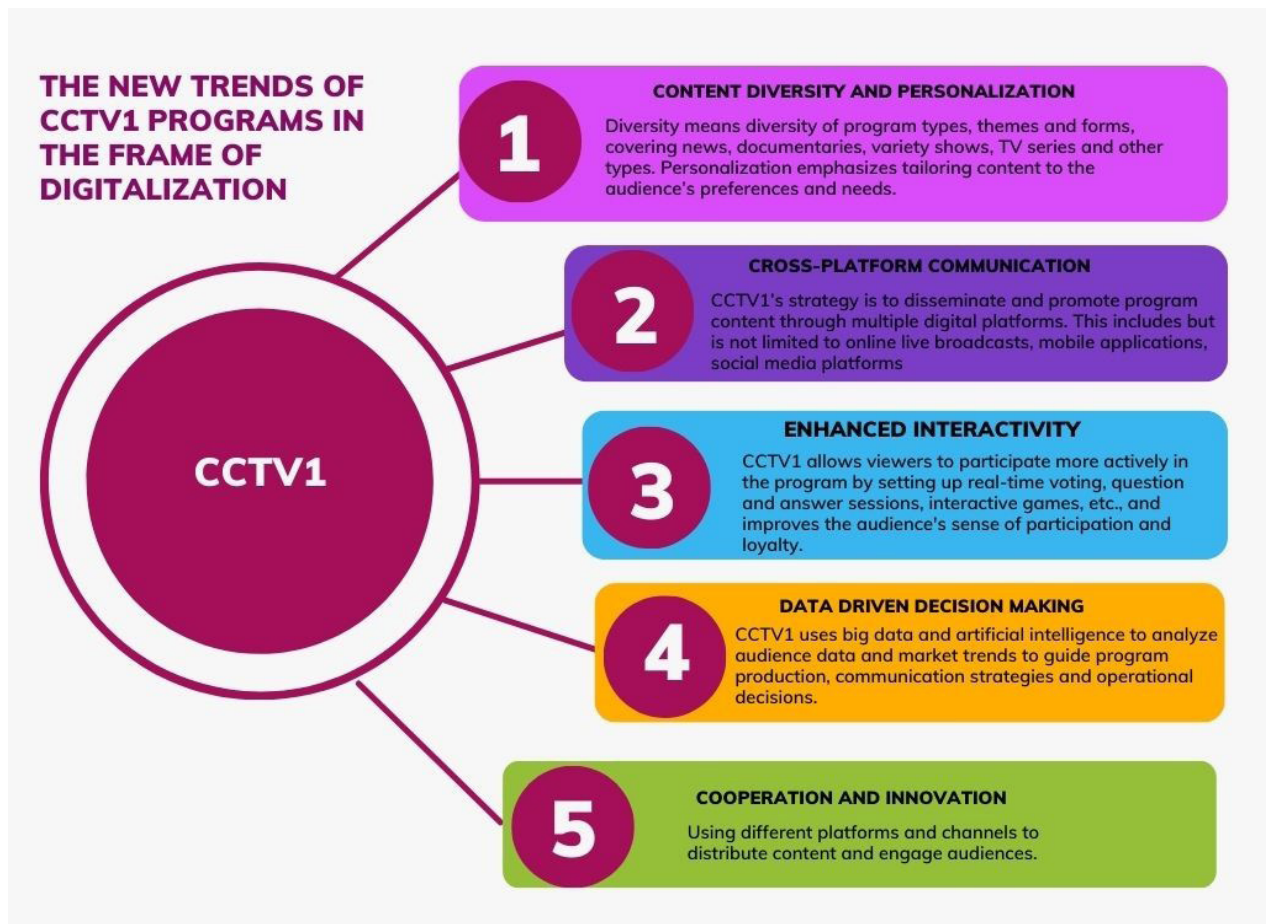


Figure 1 – The new trends of CCTV-1 programs in the frame of digitalization

Finally, the concept of data-driven decision-making is becoming more and more popular. Traditional media are increasingly using big data and artificial intelligence technologies to conduct in-depth analysis of audience behavior data and accurately capture market trends. Based on these data, the media can make more scientific and reasonable program production, communication strategies and operational decisions. This decision-making model based on big data effectively improves the influence and competitiveness of the program and ensures that the program can maintain its leading position in the fierce market competition.

Conclusion

Under the background of digitalization, CCTV-1 programs not only adapt to the development of the times, but also take into account the innovative development of traditional media and the active response to audience needs and market changes. As a result, a new media system is being born,

which is formed by dispersed, decentralized and easily accessible media; the same content can be distributed through many different channels in any form, depending on user requests (Xiaolin, 2013). The introduction of digital technology, the exposure and communication effect of programs are all essential elements in the digital era, and they have also enabled an all-round transformation from traditional media program communication to new media program communication. At the same time, CCTV-1 will also face many challenges in the context of digitalization. Whether it is market competition or technological upgrading, it will affect the development of CCTV-1. CCTV-1 can only continue to innovate program formats and content, focus on quality and creativity, attract more viewers, and enhance audience stickiness and loyalty. Increase investment and promotion in new media platforms to enhance the visibility and influence of programs on the Internet. This is an important way to achieve healthy development in the context of digitalization.

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2-бөлім
АҚПАРАТ ӘЛЕМІ

Section 2
WORLD OF INFORMATION

Раздел 2
МИР ИНФОРМАЦИИ

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THE INVISIBLE POWER OF MEDIA AND COMMUNICATION TECHNOLOGY: EXPLORING THE KAZAKHSTAN KIDS' DIGITAL GAME INTERACTIONS IN THE U.S.

The motivations for online communications can be unique in their nuances. For instance, many people pass time online to idle away hours, satisfy vital needs, show social presence, or be helpful to others. The author of the research analyzes digital media interactions of her two sons in the U.S., the country that represented a new cultural space for these boys. The goal of this study is to examine the role of media and communication technologies in the process of building effective relationships between Kazakhstani children and their peers in the U.S. The study aimed to solve the following theoretical and practical tasks: a) using the framework of Grounded Theory, develop an exploratory understanding of why Kazakhstani kids communicated with their peers in virtual space rather than in the physical realm; b) identify and showcase the role of media and communication technologies for Kazakhstani boys in building relationships with American peers via an analysis of their online interactions in digital games. Using observation and in-depth interviews, the author studied how online space helps children from Kazakhstan open the door to offline communication.

This auto-ethnographic research investigation contributes to the Uses and Gratifications Theory by enriching the scholarly conversation with interdisciplinary arguments in the context of the role of media and technology in intercultural communication. The study revealed that American children were more likely to be online after school. Therefore, the often-common way for Kazakhstani children to get the “access keys” to “exciting dynamic communication” with school friends in a new cultural setting was primarily possible only through the Internet. The results of this study offer a fresh understanding of children’s online interactions and the role of digital media and communication technologies in the successful integration of children into a new environment. These unique findings represent the practical value of the study.

Key words: digital media and technology, online communication, Kazakhstan, USA.

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Медиа және коммуникация технологияларының көрінбейтін күші: қазақстандық балалардың АҚШ-та дигитал ойындармен өзара әрекеттесу аспектілері

Онлайн-коммуникацияға деген қызығушылық өз ерекшеліктеріне қарай әртүрлі болуы мүмкін. Мысалы, көп адам уақыт өткізу үшін, өмірлік қажеттіліктеріне қарай немесе әлеуметтік белсенділік, пайдалы дүниелермен бөлісу сияқты себептермен онлайн өмірге уақыт арнайды. Зерттеу жұмысының авторы өз ұлдарының АҚШ-тағы, яғни жаңа мәдени ортадағы, дигитал коммуникация тәжірибесін талдайды. Зерттеудің мақсаты – Қазақстандық балалардың АҚШ-тағы құрдастарымен тиімді қарым-қатынас орнату барысындағы медиа және коммуникациялық технологиялардың ролін анықтау. Бұл ретте автор келесі теориялық және практикалық міндеттерді алға қояды: а) деректерді талдау негізінде «теорияны негіздеу әдістемесін» (grounded theory) пайдалана отырып, қазақстандық балалардың неліктен өз құрдастарымен шынайы кеңістікте емес, виртуалды әлемде қарым-қатынас жасағанын түсіндіретін эксперименталды идеяны қалыптастыру және негіздеу; б) цифрлық ойындардағы балалардың өзара байланысын нақты мысалға алып, медиа және коммуникациялық технологиялардың американдық балалармен қарым-қатынас орнатудағы ролін көрсету. Автор цифрлық ойындардағы балалардың өзара байланысын талдай отырып, бақылау және терең сұхбат әдістерін пайдаланып, виртуалды әлем қазақстандық балаларға оффлайн-қарым-қатынасқа жол ашуға қалай ықпал ететіндігін зерттеді.

Бұл жұмыстың ғылыми құндылығы – авто-этнографиялық талдау «пайдалану және қанағаттандыру теориясы» (Uses and Gratifications Theory) саласындағы медиа мен технологиялардың мәдениет аралық коммуникациядағы рөлі тұрғысында пәнаралық зерттеулердің дамуына үлес қосады. Зерттеу барысында американдық балалардың мектептен кейін жиі онлайн кеңістікте болғаны анықталды. Сондықтан Қазақстандық балалар үшін жаңа мәдени ортада мектептегі достарымен «қызықты және динамикалық коммуникацияға» қол жеткізудің кең тараған тәсілі көбінесе Ғаламтор арқылы ғана мүмкін болды. Бұл жұмыстың практикалық маңыздылығы – балалардың онлайн-коммуникация арқылы жаңа ортамен етене жақын араласуда цифрлық медиа мен коммуникациялық технологиялардың рөлі тұрғысынан бұл зерттеу нәтижелері жаңа көзқарас ұсынады.

Түйін сөздер: цифрлық медиа және технологиялар, онлайн-коммуникация, Қазақстан, АҚШ.

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Невидимая власть медиа и коммуникативных технологий: цифровые игры как инструмент эффективного общения для казахстанских детей в США

Мотивы для онлайн-коммуникаций могут быть уникальными в своих нюансах. Например, многие люди проводят время онлайн по таким поводам как просто провести время, удовлетворить жизненные потребности, проявить социальную активность, или быть полезными для других. Автор данного исследования анализирует опыт цифровых коммуникаций своих сыновей в США, т.е. в новом культурном пространстве. Целью данного исследования является выявление роли медиа и коммуникативных технологий в процессе построения эффективных взаимоотношений казахстанских детей со сверстниками в США. Данная работа преследовала решение следующих теоретических и практических задач: а) используя методологию обоснования теории на основе анализа данных (grounded theory), сформулировать и обосновать экспериментальную идею о том, почему казахстанские дети общались со своими сверстниками именно в виртуальном пространстве, а не в физическом; б) на примере анализа интеракций детей в цифровых играх показать роль медиа и коммуникативных технологий в построении взаимоотношений с американскими детьми. Используя метод наблюдения и глубинного интервью, на примере анализа интеракций детей в цифровых играх, автор изучила, как виртуальное пространство помогает детям из Казахстана открыть дверь к оффлайн-общению.

Научная ценность данной работы заключается в том, что данный авто-этнографический анализ вносит вклад в развитие междисциплинарных исследований в области «теории извлечения пользы и удовлетворения» (Uses and Gratifications Theory) в контексте роли медиа и технологий в межкультурной коммуникации. Как выяснилось в ходе исследования, американские дети после школы чаще присутствовали в онлайн-пространстве. Поэтому, часто распространенным способом получить «ключи доступа» к «захватывающей динамичной коммуникации» со школьными друзьями в новой культурной среде для казахстанских детей было прежде всего возможно только через Интернет. Практическая значимость данной работы заключается в том, что результаты данного исследования предлагают свежий взгляд на онлайн-коммуникации детей и на роль цифровых медиа и коммуникативных технологий в успешной интеграции детей в новую среду.

Ключевые слова: цифровые медиа и технологии, онлайн-коммуникация, Казахстан, США.

Introduction

The diffusion of information and digital innovations led to the emergence of diverse online platforms and diverse online “playing” places. Internet created the digital networked spaces for lovers of computer games thus creating new layers of affordances within this digital medium.

Earlier studies of media and communication focused on children’s interaction with online computer games in the context of addiction to online games, social isolation, dependency on communica-

tive technology, and the threats of violent content that some games may contain. For example, scholars Gross, Juvonen, and Gable (2002) investigate the interconnection between teenagers’ online time spending and perceived negative effects gained from such exposure. However, in recent years the research paradigm is gradually changing.

Today, while being “alone” in a physical room, players are now allowed to be “together” online, and thus play collaboratively in virtual spaces. Suddenly and unexpectedly, online games emerged as rich social worlds (Ducheneaut et al, 2006), to which every

player enters with his or her unique perspectives, expectations, and gratifications.

More researchers join this fresh scholarly conversation exposing unique motivations and meanings children assign to online communication and computer games in the networked society. However, few studies seem to explore deeply why and how digital users construct meaning in their online interactions.

Therefore, in this autoethnographic study using the Constructivist Grounded Theory approach, the author aimed to investigate the nuances of online interactions of her children, by observing how her boys, aged 10 and 12, make sense of this virtual "playing" space. She aims to explicate the meanings they assign to their online communication and playing in this digital social space.

This exploratory pilot study has three central research questions:

RQ1: What interactions do kids experience in digital engagement with their peers online while playing a game? And what meaning do they assign to each interaction?

RQ2: How do they experience those online interactions and communications? What range of emotions do kids experience when engaging with their peers online while playing the game? How do these emotions help these kids to make and maintain new social connections?

RQ3: What is the role of digital media and communication technology for Kazakhstani boys in building effective communication with their peers in the new cultural setting?

The significant findings of the study revealed that the Kazakhstani boys, young digital users, were utilizing online games as a stage for seeking ways to gain access to social interaction in the offline world and to find ways to spend time excitingly. They were using digital games to obtain opportunities for "exciting" communications with their school friends after school time. Interestingly, playing "together" was more important to them than just playing.

Literature review

In the mid-2000s, scholars (Baym et al 2004; Haythornthwaite, 2005) researched how media influences the communication intensity and dynamics of connectivity between people. Baym et al (2004) looked at how college students communicated by comparing their interpersonal online, face-to-face, and telephone interactions. The first study, done via analyzing communication diaries, looked at how much time college undergraduates spend talking,

i.e. communicating via the internet, face-to-face, and telephone. Then using a survey, the scholars looked at how much internet the students used within local and long-distance social groups compared to other media forms. The results of the study suggested that the Internet was less frequent than face-to-face communication, the Internet was used nearly as often as the telephone, and online interaction was on almost the same level as telephone calls and face-to-face communication. Overall, the scholars found that while the use of the Internet was positively acknowledged as a model of interpersonal combination, face-to-face remained dominant back then (Baym et al, 2004).

Meanwhile, Haythornthwaite (2005) suggests that people, who are closely connected, use more media to communicate than those who are hardly related. While exploring how the Internet stimulated connections, she suggested several implications regarding the role of media in the dynamics of relationships between people including the following: a) media use is an important factor in controlling the intensity of the relationships in a given network; b) adding media use can serve as a good invisible activator in the weak ties; c) changing the medium of communication can disrupt current vulnerable bond networks (Haythornthwaite, 2005).

Overall, scholars acknowledge that the Internet offers new alternatives for communication in nuanced ways (Shlovski et al, 2006; Kobayashi, 2010; Shen and Williams, 2011). The researchers conducted a national panel survey in 2000 and 2001 to explore how internet use impacts communication and the social environment. The scholars found that intensive use of the Internet is linked to a decrease in the probability of visiting family or friends on a random day. Also, the results suggested that interactions in one medium/space caused the other channels of communication to be used as well. For example, physical visits stimulate more email interaction and phone calls generate more face-to-face visits, but email does not lead to any phone calls or visits (Shlovski et al, 2006).

Scholars Cole & Griffiths (2007) explored social interactions within and beyond the massively multiplayer online role-playing games. The study looked at the data collected from 45 different countries and 912 self-selected players. The results suggested that these games were discovered to be very communicative environments full of chances to meet new people. The scholars found that social interactions played an important role in the enjoyability of these games. The study demonstrated that online video games give people the chance to fully express them-

selves in ways they did not feel comfortable doing in real life (Cole & Griffiths, 2007).

Similarly, Kobayashi (2010) highlighted the democratic power of online communities to generate access to making new connections, or “bridging social capital” via uniting diverse populations around common interests and contexts. The author argues that being free from the limitations of “social attributes and attitudes” of the offline reality allows online communities to easily interact with like-minded individuals.

Other scholars (Ellison et al, 2010) turn their attention to how social network users employ different “communication strategies” to receive benefits from their social relationships. In other words, the scholars investigated the connection between “social capital” and specific online communication practices of BA-level students on Facebook. The researchers observed who users were communicating with and what they were doing with their collaboration partners. The results generated three key dimensions of interaction: a) initiating the relationships; b) maintaining the ties; and c) social information-seeking (Ellison et al, 2010).

It is worth noting that the concept of building “social capital” emerges as one of the central discussion points for studies that look at the relationship between offline and online communication (Ellison et al, 2010; Kobayashi, 2010; Skoric & Kwan, 2011; Shen and Cage, 2013). Scholars define “social capital” as privileges and advantages the users receive from their social relationships and social contacts. These can include such benefits as empathy, and access to diverse perspectives, viewpoints, and information (Ellison et al, 2010).

Not surprisingly, the scholars found a positive link between the use of social network sites and online social capital, reinforcing the idea that social network sites serve as digital instruments for the initiation and continuance of naturally occurring social ties (Skoric & Kwan, 2011). Their results suggest that massively multiplayer online games provide a powerful virtual space for casual communication and for experiencing a range of civic engagement among young people in Singapore, thus helping them to build stronger social capital (Skoric & Kwan, 2011).

Besides pure online interactions, personal offline meetups are also crucial in creating strong bonds between the members of an online community. For example, Shen and Cage (2013) explored how offline meetups among online community participants affected the health and mission of these communities. They discovered, that by meeting of-

line these groups strengthened their relationships, however, the downside of such interaction was that it was hard for newcomers to join these communities. In other words, these offline social interactions were possible at the expense of bridging social capital (Shen and Cage, 2013).

Discussing the concept of “core networks” is the focus of another study that explored the size and diversity of online gaming communities in China, home to 560 million digital users. The study found that Chinese online gamers have the largest and most diverse “core networks” than significant research investigations done in the past (Shen & Chen, 2015). However, it should be noted that this study was conducted in one homogeneous cultural setting.

Interestingly, the scholarship also looked at the dimension of age when exploring the impact of communication technology on well-being (Chan, 2015). The results of the study that explored this link suggest: a) maintaining strong-tie relationships becomes crucially important as people age; b) “multimodal connectedness” is beneficial for old people, but not for younger people, because young generations have more extensive yet weak-tie networks. The study was conducted among populations aged a minimum of 18 and up to 70 years and beyond (Chan, 2015).

Finally, scholars argue that the outcome of online communication, be it a specific digital engagement or playing games online is always unique; while it could be negative or positive, it always depends on the determinations, situations, and given circumstances of the user (Shen and Williams, 2011).

Filling Research Gap

The case under analysis, an investigation of the online digital engagement of the two boys from Kazakhstan in a new cultural setting, is specific for several reasons. Firstly, the U.S. as a country represents a new social environment for these children, because the family arrived from Kazakhstan to the U.S. for academic purposes in August 2017.

Secondly, the temporarily limited financial resources of the family represent a unique “economic” state/condition in which these children have limited opportunities to access physical recreational spaces. In addition, they no longer have direct physical access to their Kazakhstani network of friends and relatives due to the distance in geographical space and the time difference between Kazakhstan and the U.S.

Thirdly, the English language skills of the children in this study represent a new layer of richness of the analyzed case. For the participants of this study, English is their third language after Kazakh

and Russian. Although the boys passed the requirements of ESOL classes, as non-native speakers they are continuously in the process of improving their English language skills both at home and at school. Thus, the unique economic, cultural, and social context of this selected case makes it a rich example for investigating how the children of international scholars construct meaning in their online interactions when engaging digitally with their peers or when playing games online.

Theoretical Framework and Justification for Research Investigation

Using the Constructivist Grounded Theory approach, the author attempted to develop a cohesive understanding of how the young players from Kazakhstan perceive their online playing in the U.S. A tentative theory emerged from the data, generated from multiple observations, and in-depth interviews with the two young participants, informal analytical memos, and the concepts that were explicated from open and focused coding. The author called this emergent theory "*Chasing Friends and Fun in Exciting Interactions.*"

The key findings of the study revealed that the participants were using online games as a platform for seeking ways to spend time excitingly. They were using online interaction and online games to gain access to "exciting" communications with their school friends after school time. Interestingly, playing "together" was more important to them than just playing.

A closer look and analysis of the data revealed that playing in the "online" mode in the U.S. is perceived by the participants as having more affordances in terms of spending time with fun. As some studies indicate (Ducheneaut & Moore, 2004), online games often offer richer emotional experiences, greater exposure to gaining social skills, and more room and space for improving their learning and communication skills.

This exploratory pilot study partially attempts to fill the gap in the scholarly discourse by adding a new layer of analysis by exploring perspectives of this unique case.

Methodology

This exploratory pilot study that was guided by the Constructivist Grounded Theory had three central research questions:

RQ1: What interactions do kids experience in digital engagement with their peers online while playing a game? And what meaning do they assign to each interaction?

RQ2: How do they experience those online interactions and communications? What range of emotions do kids experience when engaging with their peers online while playing the game? How do these emotions help these kids to make and maintain new social connections?

RQ3: What is the role of digital media and communication technology for Kazakhstani boys in building effective communication with their peers in the new cultural setting?

Via conducting interviews and observation, the author aimed to generate some preliminary data to retrieve and explicate the meanings that the participants assign to their online interactions in the online game setting. Following the traditions of the Constructivist Grounded Theory approach theorized by Charmaz (2006), the author tried to remain open to any emergent additional data-led questions.

The unit of analysis for this study is the interactions in the online playing of the two child participants. Their unique time and place context, their past cultural background, current U.S. social setting, and the temporality of their presence in the U.S., all of these collectively represent a unique analytical case.

It is valuable to look at this data because analysis of such cases might generate detailed insights into how online playing spaces are explored by diverse online and offline communities. The findings of the study can help game designers to have a clearer understanding of how their games are used by this specific population: how young gamers play and what the affordances of an online playful interaction mean to diverse users. School educators might use this data to design better learning spaces by using online multi-player platforms strategically. Parents might find it useful in changing their perspectives toward online games. They may consider adopting new communication patterns to build better mutually beneficial relationships with adolescents.

It is worth noting that different people assign diverse and distinct meanings to online games. While for some populations, playing games online means avoiding physical contact with offline peers, for others online interactions may mean the opposite. As preliminary findings of this study indicated, for our participants playing games online meant simply following the "bodies" of their friends. In most cases, after school time their friends were beyond physical reach: they lived far away and often preferred hanging online. Therefore, the participants of this study also switched to playing online games. As we see, different social contexts produce different meanings of interactions for players with unique life perspectives.

Therefore, it is interesting to look at how specific populations of online gamers construct meaning when playing games. Joining the community of the *Fortnite* platform offered our small participants a great opportunity to fulfill two gratifications at the same time: playing and communicating without leaving home. For the participants of this study, playing in the online mode was perceived more as a solution in dealing with the problem of limited available affordable leisure options.

To explore what experiences online games offered for the two participants (P1 & P2), the author researched their interactions with and within two online games: the *Fortnite* game for Participant 1 (P1), 12 years old, and *Roblox* for Participant 2 (P2), 10 years old. The author observed and studied their interactions with and within the games by closely looking at their online playing and conducting in-depth interviews with the boys.

Data Collection and Data Analysis Methods

Overall, the data collection process included the following: a) conducting observation sessions; b) writing observation jottings; c) documenting first reactions and thoughts immediately after the observation sessions; d) writing more detailed full field notes blended with abstract level preliminary analysis; e) updating/correcting interview questions after observation sessions; f) conducting in-depth interviews; g) transcribing interview audio records; h) reflecting on the transcript data by adding notes to the transcribed interviews.

During the first observation session, the author focused on the *Fortnite* game and Participant 1 (P1). The author asked him to play the game as he normally would. While P1 was playing his game, the second participant was also in the room playing his own game. We labelled him *an offline distractor 1* (OD1) within this observation session.

It should be noted that during the in-depth interviews, it was challenging to get full, lengthy, and precise answers to the questions that the researcher designed because the participants: a) did not sometimes know precisely why they were making the choices they made; b) had challenges verbalizing their answers in English. Therefore, they sometimes asked if they could switch to the Russian language to respond to the question.

P2 was reluctant to give comments during the observation session and was very laconic in his interview answers because the researcher felt he did not feel comfortable sharing his thoughts on the game and was avoiding any disclosure of his feel-

ings. Since the participant's mental comfort was more important than the data collection, the author centered her attention on analyzing the interactions of P1 in his *Fortnite* game setting.

The author aimed to collect as much insightful and detailed data as possible from observation and interviews. However, the first interviews were not completely successful in getting thick raw data, because the children tended to give extremely brief answers. It should be noted that interviewing children requires specific training, mastery, and skills which, the author feels, she had not yet fully developed. Some prior specific experience might have been an advantage in carrying out the interviews in this study.

In her next methodological steps, the researcher analyzed her observation's original jottings, brief field side comments, full field notes, and interview transcripts. Then the analysis process continued with the coding procedure that went through two stages. In the first stage, the researcher applied line-by-line coding to define the initial codes from the data. Then the researcher focus-coded the rest of the data. The informal side notes on the digital and paper memos served as additional sources of information to verbalize the final codes.

Since coding means being deeply engaged with what has been said by the participants, the author tried to formulate gerunds to anchor the focus on the actions rather than themes, first. Thus, the initial codes retrieved from the first interview transcripts included, for example, such codes as *seeing maps and graphics*, *admiring visual aesthetics*, *experiencing challenges*, *prioritizing skills*, *adoring a costume*, *being excited about the design of the game*, etc.

Then the author revisited those codes repeatedly to identify key promising codes for future detailed elaboration. After the careful analysis of the initial codes, the author developed a theoretical sensitivity. She performed it by analyzing the informal analytical notes and memos, and by exploring what these initial codes might mean in a bigger context. For example, the author interrogated the possible interactions between the actions captured and documented through observation and the actions explicated through the initial coding of the interview transcripts. As Charmaz (2006) noted, researchers might unconsciously bring their perspectives when interpreting the data. Indeed, the author admits: that it was challenging to balance between being too subjective and staying too objective to grasp the elusive meanings the participants assign to their online playing.

Overall, the process of theory emergence was cyclical: the thought threads developed, grew, and then dissolved in the memos. The author went back and forth between initial coding and focused coding, note taking and then returning to the observation notes. The analysis was a reiterative process in which, for example, some promising initial codes like *“playing to learn”* brought the author to another idea, a reverse one as *“learning to play.”*

Overall, the process might seem chaotic and messy, but as Charmaz explains this messiness is a necessary step in arriving at a theory in the Constructivist Grounded Theory approach of data analysis and theory building.

Findings and Discussion

The key emergent theory that appeared from the analysis of data is that the participants interact with online games as a way of escaping from a non-exciting offline reality, which is a physical space at home, to a more exciting online or virtual place, which is the platform of the *Fortnite* game. By engaging and interacting in the online game they symbolically relocated their “bodies” to the “more exciting” virtual spaces. The researcher titled this theory *“Chasing Friends and Fun in Exciting Interactions.”*

The findings of the study could be outlined in three main domains:

- **Interactions with Visual Design:** *Experiencing Aesthetic Enjoyment*

- **Interactions with Peers and Friends online:** *Communicating for Fun*

- **Interactions with Skills:** *Playing to Learn*

Each of these three domains includes multiple layers for which the participants assign diverse meanings. In addition, each interaction domain generates different mixed both enjoyable and negative emotions for the participants at each level of engagement with the respective layer of interaction. For example, while a visual design overall might evoke cool and nice visual pleasures, the inability to buy these beautiful expensive costumes gave the impression that the participants felt frustrated because they could not afford to purchase these in-game outfits.

Similarly, interaction with peers and friends online seemed to bring both joy and anger depending on the exchanged content and context of the interaction. For example, P2 reported feeling satisfied when he was receiving praise from his friends, and reported feeling upset when his friends were trying to teach him some skills. Specifically, P2 said he did not like being treated as a “noob” which meant a new inexperienced gamer in their gaming jargon.

Overall, while engaging with and within “different layers of interaction” of the online game, the participants experienced rich emotions via 1) seeing new visual design; 2) performing activities in the virtual reality; 3) exercising their freedom to create experiences online; 4) communicating with their school friends online; and 5) playing to learn.

Interactions with Visual Design: *Experiencing Aesthetic Enjoyment*

The participants experienced rich emotions from seeing the visual design, the virtual locations, and the maps of the game. The analysis of initial codes from the observation notes revealed that images of the beautiful ocean or fantastically yellow cornfield, rich blue skies, or fascinating glider featured in the game served as a powerful source of positive emotions during their online interactions with the game. P1's excited encouragements like *“Look at the rainbow!”* or his enthusiastic singing of *“Alllileyleeyleeylee!”* or joyful manipulation of his pitch up and down while interacting with the visual elements of the game were interpreted as signs of enjoyment from experiencing visual pleasure. Additionally, in the interview, P1 reported that maps and graphics are one of the elements that keep him engaged in the game. *“It's the cool part,”* he said. The participants also reported experiencing rich emotions from enjoying the perceived “absolute” freedom in creating their online experiences and having an exciting time in the digital space. For instance, this online freedom implied an opportunity to perform dynamic activities like “jumping, running, climbing, hiding, dancing, aiming, firing” freely in this digital space. However, such activities are not always available or affordable in their offline space and reality. During one of his online sessions, P1 was singing: *“I am confident. I am confident.”* Experiencing new dance movements in the game represented an engaging element for P1. *“Look, how it can dance!”* he exclaimed encouraging P2 to pay attention to what was happening on the screen. Overall, the online games brought positive emotions to the young participants by letting them create their on-screen active lives.

Interactions with Peers and Friends Online: *Communicating for Fun*

The boys experienced rich emotions via communicating with their school friends online in a relaxed, “gaming”, virtual space. The following is an interesting discovery from one of the author's memos:

“While thinking of the reasons why participants chose to play online games in the U.S. and preferred staying online to playing offline, I discovered one detail. When the participants played offline (soccer, basketball, or tennis) in the U.S. they were playing

in most cases alone, without any “physical” friends who could join them. In contrast, online games (in the U.S.) often offered “digital” spaces full of digital “bodies,” “friends,” “peers,” and “strangers.” Also, as I recall now my observations from our trip to Kazakhstan last summer, my two participants spent most of their time playing outside with many other kids physically present nearby. This discovery made me think that my participants did not necessarily prefer online to offline; in fact, they rather chose spaces or gave preference to the places that offered richer experiences and more interactions with people, peers, and friends. Thus, for example in Kazakhstan, the boys were playing offline because the offline environment was such a space where they could interact with lots of people. Interestingly, in the U.S. “online game” platforms were full of crowds, whereas offline playgrounds were mostly empty. Thus, one of the reasons why the boys end up playing more online than offline is the “**people’s presence**” factor. They were simply following the people, their friends, and peers. They were flexible in switching from online to offline and vice versa as long as they could find friends to play or hang out with.”

P1 reported discussing the game with his school friends. He often made appointments for a virtual playdate at a specific time. For P1, playing with other players is an opportunity to learn new movements and strategies of the game. Playing the game without his peers, he suggested, creates a feeling of an “incomplete” experience. Therefore, he can easily postpone his “dinner time” just for the sake of catching his friends online. Though P1 has a brother, P2 in this study, P1 prefers to play with his friends first. For him playing with friends is a stronger priority. P1 suggested that playing with friends is temporary, elusive, and therefore “urgent.” Meanwhile, P1 considers his brother and his constant availability for playing games on any day at any time as something that is normal and, therefore not exciting.

Competing Demands for Attention

Two more reasons might explain why P1 preferred playing with his friends rather than with his brother, P2. Firstly, his friends have been playing the *Fortnite* game for a long time; therefore, they are more skillful and experienced and have a richer choice of digital skins, axes, and guns. P1 reported learning more from playing with his friends rather than with his brother. For P1, playing with his peer friends was more challenging. It seemed that this feeling of challenge brought him positive emotions; therefore, he seemed to perceive playing with

his friends as more exciting than playing with his brother.

Secondly, playing with his brother was perceived as a burden because his brother, Participant 2 in this study, constantly seemed to expect to be entertained and to be cared about and always seemed to demand the attention of P1. P2 sometimes felt isolated when P1 was focused on playing solely with his friends. Therefore, P1 reported that he felt he was obliged to invite his brother to his gang in the *Fortnite* community. Moreover, there were cases during the observed sessions, when P2 was communicating with the friends of his brother, P1. In some cases, P1 asked P2 to replace him in the game during the important episodes when P1 needed to complete an offline errand.

Interactions with Skills: *Playing to Learn*

These interactions include the actions the participants perform to improve their skills. In one of his interviews, P1 reported that playing the *Fortnite* game is not easy. He suggested that one must be competent in the skills to survive. In P1’s view competency in this game included such skills as being able to predict the enemies’ strategies and movements as well as being able to protect yourself and survive. “*I don’t like when players (opponents) land on me or my team and start using their guns on us without stopping,*” he said in one of the interviews. These strong emotions seem to generate the desire to become more experienced and competent.

P1 plays the *Fortnite* game with a focused and deep zeal. He says he wants to train his skills to be one of the final winners. He perceives this place as a space for having fun and learning without any responsibilities. “*Fortnite is a game where I can train my aim and my skills, and “kill” people but don’t get in trouble.*”

Mental engagement with the *Fortnite* game does not stop for P1 after the game is technically over. Before going to bed, he often watches screen recordings of random games posted on *YouTube* by other *Fortnite* players. He watches very attentively how the on-screen avatars are moving, he listens to the online conversations of these gamers when they are commenting on their strategies. He watches the techniques used by these gamers. He seems to be deeply engaged in this free voluntary learning experience.

When asked about why he was not giving up when losing so many times while playing this game, P1 said he wanted to train his survival skills. He reported that he was learning those skills via direct interaction in the game. Those interactions included jumping, running, avoiding enemies, building pro-

tective walls, and “destroying” houses and furniture. In one of the observation sessions, when asked about why he was destroying “things” in the on-screen location, P1 said that he had to destroy “things” like houses or furniture, to build his walls in the future. Thus, for him, on-screen destroying was perceived as a non-violent activity and as a normal task that he must perform to survive in the game.

Technical Noise and Offline Distractions

While this category is not the dominant one, it was dispersed within all previously discussed domains of interactions. The technical noise and offline distractions included such things as a slow Internet connection, broken mikes or headphones, screaming of Participant 2, online lagging, etc. These distractions generated some strong emotional reactions from P1. In one of his interviews, he said he did not like the level of “toxicity” in *Fortnite* meaning that some players, mostly strangers, were playing without communicating their violent actions. This “silent killing” by the random stranger players within the game seemed to irritate P1. *“I don’t like that most of the random people do not talk, and they can’t hear me.”*

This technical inability to communicate effectively because of the limited technical capabilities of the game seemed to be a major source of disappointment even when playing with his friends: *“Sometimes my teammates can hear me, but for some dumb and also unknown reason they are not capable of listening to me, which fails the team and we get a low rank in the match.”*

Finally, during his playing session, which may include multiple game start-overs, P1 says he does not notice how quickly time flies in the game. He manages to “die,” “commit” terminations, to be born again, and to start this cyclical process all over again. When he manages to survive, he dances happily imitating the movements from the screen and seems to enjoy these brief minutes of rejoice. When P1 wins, he jumps high in the room exclaiming *“I won! I won!”* or *“I am so happy!”* Interestingly, his offline home routine is also cyclical but is perceived by P1 as “monotonous” and “non-exciting” whereas his online setting (no matter how repetitive or reiterative it might seem to the outsider’s eye) stays an amazing and engaging place to be.

Conclusion

Papacharissi and Rubin (2000) offer a starting point to establish a bigger picture of major trends in computer-mediated communication (CMC) from a uses-and-gratifications perspective in the media

and communication field. The scholars emphasize that there is a need for “a clear understanding of the relationship between the individual user and the technology.” According to them, a more nuanced and detailed understanding will help scholars understand the effects of communication technologies better. Thus, the current study can contribute to the scholarly conversation by focusing on how my specific population, international children in the U.S. for whom English is not their first language, uses specific technology to a) satisfy their communicational and educational needs; b) negotiate their identity online; c) enrich their social and emotional experiences.

The researcher of this study admits trying to protect her sons by unconsciously creating safe, peaceful, and comfortable environments at home thus isolating them from potential dangers they might inadvertently face when being outside “home.” For example, in Kazakhstan, the society is male-dominated, therefore the boys are expected to be brutal and independent, and boys are expected to fight and speak curse words and use them when needed. This game seems to provide such an “excitingly violent” reality where they get skills that, as Ducheneaut and Moore argue, “could usefully translate to the real world” (Ducheneaut & Moore, 2004, p.4).

The findings of this study support the findings of the study by Ducheneaut and Moore (2005) that online games are more than just “killing” people. It is indeed perceived more as a place to find “exciting” experiences and communicate with friends. Playing meant “learning the competence skills” to the participants of this study. They seemed to treat this space as an extension of their “playground” and “informal school time,” because they were constantly chasing after their school friends to share fun and conversations in the informal non-school setting.

The scholars claim that games are “more than “mindlessly killing monsters,” the games are also about being socialized in a community (Ducheneaut & Moore, 2005) that can offer windows for social learning. Thus, it could be stated that games are exciting platforms for learning interaction techniques, acquiring aesthetic taste in visual design, improving communication skills with peers, and learning how to deal with the difficulties of life.

P1 plays games every day. It seems to be his second full-time job after school. He says he feels guilty for playing this game, but he continues to play because he seems to be treating this game not just as he says “one of the million ways to entertain” himself, but also as a space for achieving success via acquiring new skills and on-screen experiences. Fur-

thermore, this study confirms the implications of the earlier studies (Cole & Griffiths, 2007) that online space is a “highly socially interactive environment” that allows building strong friendships and emotional relationships. Additionally, the boys who found themselves in a culturally new setting were using online space and online communication in similar

patterns of communicating behavior as digital users of social networks in a study that identified the three key dimensions of online interactions (Ellison et al, 2010): the boys were staying in the digital space to initiate new friendships, maintain current ties and to seek social information about the shared topics and contexts.

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ЖАҢА КОММУНИКАЦИЯЛЫҚ ОРТАДА ЖАСТАРДЫҢ ОҚУ МӘДЕНИЕТІНІҢ ӨЗГЕРУІ МЕН ҚАЗАҚ ТІЛІН ҚОЛДАНУ ЕРЕКШЕЛІКТЕРІ

Бұл мақалада жастардың кітап оқу мәдениетіндегі өзгерістер мен қазіргі коммуникациялық ортадағы қазақ тілінің қолданыс ерекшеліктері талданған. Зерттеу жұмысында технологиялық жаңарудың әсерінен жастардың оқу дағдыларының өзгеруі, олардың дәстүрлі баспа, телевизия мен радио түріндегі бұқаралық ақпарат құралдарына қарағанда цифрлық форматтағы контентке басымдық беруі сарапталды.

Медиа-орта үнемі өзгеріп, тілдің лексикалық байлығына жаңа тенденциялар әсер ететіндіктен, бұл мақала жастардың қазақ тілін қолданудағы ерекшеліктерін жан-жақты талдауға арналды. Мақалада әлеуметтік медиа, цифрлық платформалар мен мобильді қосымшалар жастардың кітап оқуға деген ынтасы мен ақпаратпен қарым-қатынасын қалай өзгерткені көрсетіледі. Сонымен бірге, жаңа коммуникациялық технологияларға бейімделе бастаған жас ұрпақтың лингвистикалық мұраны сақтау жөніндегі көзқарасы анықталып, цифрлық медиадағы қазақ тілінің рөлі қарастырылды.

Арнайы жүргізілген әлеуметтік зерттеудің нәтижелеріне сүйенген авторлар жастардың кітап оқуға деген, оқитын кітаптарының мазмұнына байланысты өзгерістерді технологиялық дәуірдегі басты тенденциялармен байланыстыра отырып анықтады. Қазақ тілінің жаңа медиа-ортадағы қолданыс ауқымы да соңғы онжылдықта жылдам өзгерген медиа ландшафт пен Қазақстандағы тіл мен цифрлық медиа арасындағы өзара белсенді әрекеттестіктерге тәуелді екені тұжырымдалды.

Бұл зерттеудің мақсаты – ғаламдық ақпарат кеңістігіндегі процестердің қазақ жастарының оқу мәдениеті мен тілді қолдануына ерекше ықпалы туралы жан-жақты түсінік беру болды. Негізгі қорытындылар жастар арасындағы цифрлық форматтағы оқуға айтарлықтай бетбұрысты және қазақ тілінің заманауи коммуникациялық платформаларға интеграциялануын қолдайтын стратегиялар қабылдаудың қажеттілігін көрсетті.

Зерттеудің қорытынды тұжырымдарында технологиялық дамудың ықпалымен жастардың кітап оқу мәдениеті төмендегені, қазақша кітап оқитын жастардың үлесі орысша кітапты таңдайтын жастардың санынан аз екені дәлелденді. Авторлар жастарға қазақ тіліндегі ғылыми әдебиеттің жетіспеушілігін шешу жолдарын да ұсынды.

Түйін сөздер: жаңа дәуір, оқу мәдениеті, медиа тілі, жастар, кітап оқу, цифрлық коммуникация.

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Changes in the Reading Culture of Young People and Features of Kazakh Language Usage in the New Communication Environment

The article examines changes in the reading culture of young people and the features of using the Kazakh language in the modern communication environment. The study analyzes changes in young people's reading habits resulting from technological innovation and their preference for digital content over traditional media such as print, television and radio.

In the context of a constantly changing media environment and the influence of new trends on the lexical richness of the language, the article provides a comprehensive analysis of the features of the use of the Kazakh language by young people. It reveals how social networks, digital platforms and mobile applications have transformed the way young people read and interact with information. The study also considers the attitude of the younger generation, who are adapting to new communication technologies, towards the preservation of linguistic heritage, as well as the role of the Kazakh language in digital media.

Based on a specially conducted social study, the authors identified the main trends related to the

Based on a specially conducted social study, the authors identified the main trends related to the themes and content of books preferred by young people, and their connection with the technological era. The study's key findings showed that the degree of use of the Kazakh language in the new media environment depends on the rapidly changing media landscape and the interaction of the language with digital media in Kazakhstan.

The purpose of this study is to provide a comprehensive understanding of the influence of processes in the global information space on the culture of reading and language use among Kazakh youth. Key findings indicate a significant shift among young people towards digital reading and highlight the need for strategies that support the integration of the Kazakh language into modern communication platforms.

The final conclusions of the study state that, under the influence of technological advancements, the reading culture of young people has declined, and the proportion of young people reading books in Kazakh is smaller compared to those preferring to read in Russian. The authors also developed recommendations to address the lack of scientific literature in the Kazakh language.

Key words: new era, reading culture, media language, youth, book reading, digital communication.

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Изменения культуры чтения молодежи и особенности использования казахского языка в новой коммуникационной среде

В данной статье рассматриваются изменения культуры чтения молодежи и особенности использования казахского языка в современной коммуникационной среде. Исследование анализирует изменения в привычках чтения молодых людей под влиянием технологических инноваций и их предпочтение цифровому контенту по сравнению с традиционными средствами массовой информации, такими как печать, телевидение и радио.

В условиях постоянно меняющейся медиасреды и влияния новых тенденций на лексическое богатство языка, статья посвящена комплексному анализу особенностей использования казахского языка молодежью. В статье выявляется, как социальные сети, цифровые платформы и мобильные приложения изменили формы чтения и взаимодействия молодых людей с информацией. Рассматривается отношение молодого поколения, адаптирующегося к новым коммуникационным технологиям, к сохранению языкового наследия, а также роль казахского языка в цифровых медиа.

На основе специально проведенного социального исследования авторы определили основные тенденции, связанные с тематикой и содержанием книг, предпочитаемых молодежью, и их связь с технологической эпохой. Основные результаты исследования показали, что степень использования казахского языка в новой медиасреде зависит от быстро меняющегося медиаландшафта и взаимодействия языка с цифровыми медиа в Казахстане.

Цель данного исследования – обеспечить всестороннее понимание влияния процессов в глобальном информационном пространстве на культуру чтения и использование языка казахской молодежью. Основные результаты показали значительный переход молодежи к цифровому формату чтения и необходимость стратегий, поддерживающих интеграцию казахского языка в современные коммуникационные платформы.

В итоговых выводах исследования констатируется, что под влиянием технологического давления культура чтения молодежи снизилась, и доля молодых людей, читающих книги на казахском языке, становится меньше по сравнению с теми, кто предпочитает чтение на русском языке. Авторы также разработали рекомендации по решению проблем нехватки научной литературы на казахском языке.

Ключевые слова: новая эпоха, культура чтения, язык медиа, молодежь, чтение книг, цифровая коммуникация.

Кіріспе

Жаңа медиатеchnологиялардың қарқынды дамуы цифрлық дәуірде коммуникацияда төңкеріс жасады. Әлеуметтік медианың, жылдам хабар алмасу формаларының және онлайн платформалардың пайда болуымен тілді қолдану айтарлықтай өзгерістерге ұшырады.

Ұзақ трансформациялар кезеңіндегі тілдің өзгеруін түсіну үшін тарихи контексті зерттеу өте маңызды. XX-шы ғасырдың аяғында интернеттің пайда болуы және одан кейін Facebook, Twitter және Instagram сияқты әлеуметтік медиа платформалардың таралуы адамдардың қарым-қатынас тәсілін қалыптастыруда шешуші рөл атқара бастады. Жаһандық аудиториямен өзара

әрекеттесу мүмкіндігі тілдің қолданылуына қаты әсер етті. Жаңа медиа платформалар бірегей лингвистикалық бейімделулерді тудырды. Хэштегтер, мемдер және эмодзилер сияқты мүмкіндіктер пайдаланушыларға күрделі эмоциялар мен идеяларды қысқаша жеткізетін цифрлық тілдің ажырамас бөліктеріне айналды.

Технологиялық ғасырдағы тілдің өзгеруі зерттеу қарым-қатынас стильдерінің қалай дамып жатқанын да анықтайды және коммуникациялық технологиялар тілдің өзгеруіне айрықша ықпал етіп, оның лексикалық байлығына кері әсер етуде. Бейресми цифрлық тілдің басым болуына байланысты дәстүрлі грамматика мен емленің ықтимал эрозиясы да аландаушылық білдіреді. Жаңа медианың осындай жағымсыз аспектілерді ілгерілетудегі рөлін зерттеу, жалған ақпараттың, өшпенділік сөздерінің және уытты коммуникацияның жылдам таралуы – қазақ тіл білімі мен коммуникация саласы назар аударуға тиісті, жаңа цифрлық дәуірде қазақ ұлтының бірегейлігін сақтау үшін күрделі проблемаға айналды. Өйткені бүгінде медиа мен коммуникация саласы адам өмірінде үлкен маңызға ие болып, мемлекеттік саясатта ең құнды басымдық деп қаралауда.

Қазақ тілінің жаңа медиа-ортада өзгеру заңдылықтарын табу – күрделі және динамикалық зерттеулерді қажет етеді. Тарихи контекст, лингвистикалық бейімделулер, әлеуметтік лингвистикалық перспективалар, қарым-қатынас стильдері және олармен байланысты мәселелердің барлығы цифрлық дәуірде тілдің дамуына айтарлықтай қысым жасауда.

Бұл зерттеу мақаласында жаңа медианың жылдам әрі үнемі өзгертін құбылмалы әлемінде тілдің қалай түрленетіні мен бейімделетіні туралы құнды тұжырымдар жасауға деген әрекет жасалды. Мақаланың мазмұны келесідей құрылымдардан тұрады. Кіріспе бөлімінен кейін қазақ тілінің қолдану мәселелерінің жалпы контексті көрсетілген. Одан кейін зерттеу методологиясы таныстырылған, оның логикалық жалғасы ретінде нәтижелер мен талқылаулар көрсетілген. Қорытынды бөлімде зерттеудің басты нәтижелері мен жасалған тұжырымдар, болашақ зерттеулердің бағыттары мен ескерілетін шектеулер көрсетілген.

Тілдік контекст

Қазақ ұлтының өз ұлттық кодын сақтау мәселесі тек ХХІ ғасырда емес, бірнеше ғасыр бойы өзекті болып келе жатқан мәселе. Қа-

зақ халқының этнос ретінде қалыптасу тарихы 40 ғасырды құрайды және Қазақстан территориясында палеолит дәуірінен бері өмір сүрген барлық қауымдастықтар шаруашылық және этномәдени тұрғыдан тұтас әрі біркелкі дамып, жергілікті тайпалардың, ал одан соң қазақ этносының құрылуына фундаменталды негіз қалаған. Мұны тек археологиялық зерттеулер ғана емес, антропологиялық зерттеулер де көрсетеді (Ысмағұлов, 2019; Мұстафина, 1992).

Дегенмен, «қазақ» атауындағы этностың қалыптасып, жеке Қазақ хандығын құру уақыты 1465 жылмен белгіленген. Сол уақыттан бері қазақ этносының 40 ғасыр бойы қалыптасуына алып келген алғышарттары жалғасын тауып, этностың бірегей өз ұлттық коды – тілі, мәдениеті, әдет-ғұрыптары, дүниетанымы дамиды (Сәрсембаев, 2015). Ұлттық бірегейлікті сақтау мәселесі Қазақ хандығының ХVIII-XIX ғасырларда Ресей империясына қосылуынан бастау алады. Сол уақыттан бері бүгінге дейін Қазақстан территориясында қазақ тілімен қатар орыс тілі қатар қолданысқа ие, ал қазақ тілінің қолданылу өрісін кеңейту Қазақстанның тәуелсіздік алғаннан кейінгі ең басты мақсаттарының бірі деп танылып, ұлттық ғылыми қауым өкілдері, тұтастай қазақ қоғамы мемлекеттік тіл мәртебесін алған қазақ тілінің миноритарлы тілге айналу қаупінің алдын алуға шақыруда (Ахметжанова, 2010; Уәлиұлы, 2009).

Қазіргі қазақ тілі Қазақстан Республикасының мемлекеттік тілі болып бекітілді, ал орыс тіліне этносаралық қарым-қатынаста қолданылатын ресми тіл мәртебесі берілді. Қазақстандықтардың басым бөлігінің билингвалды екендігін көптеген зерттеулер дәлелдеп берді. Алайда, Евдокимовтың ойынша, Орталық Азияда орыс тілі рөлінің төмендеу тенденциясы мен аймаққа қатысты сыртқы тілдерді – қытай, ағылшын және түрік тілдерін үйренушілер санының артуы және сыртқы ойыншылардың ықпалының артуы байқалады (2020). Медиа кеңістіктің жаһандануы әсерінен қолданысқа ағылшын тілі белсенді түрде еніп жатыр, сондықтан мультилингвалды азаматтар санының көбеюі жақын болашақта анық байқалатын болады. Мысалы, Ұлттық статистика бюросының 2023 жылғы деректеріне сәйкес, 5 жастан асқан халықтың 44,9%-ы екі тілде, тағы 28,6%-ы үш тілде сөйлейді. Санақ қорытындысы бойынша Қазақстан тұрғындарының 1,7%-ы 4 тілде сөйлейді, 5 тілді халықтың 0,2%-ы біледі. 6 тілді білетін полиглоттардың үлесі 0,1% немесе 8 845 адамды құраған. Жасы бойынша ағылшын тілін білетіндердің үлесі 10-

14 жас және 25-29 жас аралығында, яғни біздің зерттеудің іріктемесіне енетін жастар санатына осы демографиялық топ кіреді.

Қазақстан Президенті Қ.-Ж.Тоқаев өзінің 2024 жылдың 25 сәуірінде сөйлеген сөзінде қазақ тілінің этносаралық қарым-қатынас тіліне айналатынына сенетінін айтты. Бүгінгі жастардың күнделікті қарым-қатынаста қай тілді көбірек қолданатынын анықтау қазақ ұлтының болашақ дамуын айқындайтын басты факторлардың маңыздысын болжауға мүмкіндік береді. Бұл мәселеге кедергі келтіріп отырған себептердің бірі – қазақ тілінің бизнес қауымдастық пен қаржы-экономикалық, технологиялық салаларда кең қолданысқа ие болмауы. Сондықтан жұмыста, оқу орындарында және іскерлік коммуникацияда мемлекеттік тілдің орнына орыс тілін қолдану тартымдылығы жоғары болып қалуда (Shynubekova, 2015; Aisultanova, 2015).

Бұл да ғылым мен білім, тіл, мәдениет және ақпарат салаларына жауапты мемлекеттік органдардың күнделікті назарда ұстауға тиіс әрі қоғамның белсенді көмегін қажет ететін проблемалардың қатарындағы маңызды бағыт. Біздің зерттеу еңбегіміз де осы мазмұндағы ғылыми зерттеулерге серпін беретін жаңашыл ізденістердің қатарынан орын алатын жұмыс болады деп сенеміз.

Библиографиялық шолу

Адамзаттың ғылыми-технологиялық жетістіктері жаһандану үрдістерін бұрын-соңды болмаған жылдамдықпен жеделдетіп, ғаламдық коммуникацияның жаңа формаларын туғызды. Жаңа медиа платформалардың жетілуі жеке адамдардың қарым-қатынасында, ақпаратты тұтынуында және кітап оқуында елеулі өзгерістерге әкелді. Осы орайда мемлекеттер арасындағы өзара экономикалық және саяси тәуелділік пен қарым-қатынастың үздіксіз өсуі мен кеңеюі ағылшын тілінің маңызын күшейтті (Тао, 2019).

Бұл процесті сипаттайтын америкалық саясаттанушы, Джон Кеннеди атындағы Гарвард мемлекеттік басқару институтының профессоры Джозеф Най енгізген «жұмсақ күш» термині қазіргі таңда дамыған мемлекеттердің тілдік, мәдени, саяси ықпалының нативті түрде жүзеге асуын білдіреді. 1990 жылдардың басында профессор Най «soft power» ұғымын Кеңес Одағының ыдырауынан кейінгі Америка Құрама Штаттарының «әлем экономикасында үстемдікке жету мақсатын айқындаған жаңа бағдары» деген көзқарас білдірген еді (Nye, 1990).

Қазіргі таңда бұл ұғымның көрінісін тек АҚШ-та ғана емес, Ұлыбритания (Pamment, 2016; Nisbett, 2016), Германия (Grix, 2014; Quitzow et al. 2022), Қытай (Chen, 2009; Shambaugh, 2015), Корея (Lee, 2009) мен Жапония (Nakano, 2020; Iwabuchi, 2015) сияқты дамыған елдердің ұстанып отырған саясатынан да көрінеді.

Жалпы әлемде жүріп жатқан интеграциялану процесінен дүниежүзілік қауымдастықпен қарым-қатынас орнату мен көпбағдарлы сыртқы саясатты іске асырып жатқан Қазақстан да шетте қала алмайды. Аталған мемлекеттерден басқа Қазақстанға түркітілдес елдердің ішінде Түркияның (Сафонкина, 2014; Плотников, 2016), Кеңес Одағында жетекші рөл атқарған Ресейдің де (Торкунов, 2012; Шестопал, 2018) ортақ тарихқа, рухани туыстыққа негізделген саяси, мәдени ықпалдары айтарлықтай салмақты. Тао мұндай жаһанданудың артықшылықтарымен қатар кемшіліктері де бар екенін меңзеп, мысалға ағылшын тілінің жалпы коммуникативті кодқа айналып, көптеген ұлттық тілдердің қолданылуының төмендеуіне әкеліп жатқанын айтады. Мұндай тенденция өз кезегінде мәдени әртүрліліктің эрозиясына, жергілікті дәстүрлер, тілдер мен құндылықтардың жаһандық мәдениеттің ықпалы күшейген сайын маргиналдану немесе ұмытылу қаупіне әкелуі мүмкін (Тао, 2019; Wahida et al., 2023; Mutavi, 2023). Тұтастай алғанда, жаһандану процестерінің мәдениеттердің өрісін тарылту әлеуеті мәдени әртүрлілік пен ұлттық құндылықтарды, рухани мұраны сақтау үшін ұлттық мәдениеттерді қорғап, насихаттаудың маңыздылығын көрсетеді (Olko et al. 2016; Rakhymbayeva, 2022; Ахметжанова, 2010).

Ғаламтор мен әлеуметтік желілер жаһандану процесінің үдеуіне айтарлықтай әсер етіп, мәдени, тілдік шекараларды жоюда (Borcuch, 2014; Al-Rfouh, 2017; Nisar, 2021), әсіресе мұны қазақстандықтардың әлеуметтік желілерді қолдану көрсеткіштерінен көреміз. Datareportal халықаралық сервисінің 2024 жылғы есебіне сәйкес, Қазақстанда TikTok желісін белсенді қолданушылар саны барлық интернет пайдаланушыларының 77,5% (14,1 миллион адам) құрайды екен. Бұл көрсеткіш Қазақстандағы басқа әлеуметтік желі қолданушыларының санына тең. Екінші орынды Instagram – 66,5% (12,1 миллион) және үшінші орынды Facebook – 14,3% (2,6 миллион) қолданушыларымен иеленген. Ал әлеуметтік желілерге трафикті жіберетін қолданысқа ие ең танымал платформалар – Pinterest және YouTube. Жастар теледидар орнына әлеуметтік желілер мен телебағдарламалардың онлайн нұсқасын

YouTube платформасынан көреді. Сонымен қатар, ойын-сауық мазмұнындағы TikTok (Wang, 2020) қолданушылары саны бойынша барша қазақстандық аудиторияны қамтыса, ғылыми бағытта оқитын ересек аудитория (студенттер, магистранттар мен докторанттар) Instagram мен Facebook-ке басымдық береді (Yessenbekova, 2024). Дегенмен жастардың ғаламтор мен әлеуметтік желілердегі қазақ тіліне деген көзқарасы әлі де толық зерттеле қойған жоқ.

Осы жайттардың барлығын ескере отыра, жастардың жаңа медиа-орта жағдайында қазақ тілінің қолдану деңгейін, кітап оқу әдеттерін зерттеу ұлттық идеологияны дамыту мен қазақ тілінің өрісін кеңейтуге көмектесе алады. Қазақстанның көпэтносты ел болуы жастардың басым көпшілігінің билингвалды немесе мультилингвалды болуына әкелді. Цифрлық медиа қазақ қоғамында барған сайын кең ауқымын кеңейтіп келе жатқандықтан, бұл өзгерістер жас ұрпақтың тілді қолдануы мен оқу тәжірибесіне қалай әсер ететінін түсіну мақала авторларына өте маңызды мәселе болып саналады (Джилкишиева, 2012).

Бұл мақалада медиа-кеңістікте қазақстандық жастар қай тілді қолданғанды ыңғайлы санайды және ол қандай себептерге байланысты, жастарға қазақтілді медиа контенттің қай түрі жетіспейді және цифрлық медиа-орта жас азаматтардың кітап оқу әдеттеріне қалай әсер етеді деген мәселелер зерттелді. Бұған дейін бұл тақырыпта Қазақстанда ауқымды зерттеу жұмыстары жүргізілмеген, сондықтан осы зерттеуге қатысқан 1570 жас азаматтың қазақ тіліне деген көзқарастары жинақталып, талдануы бұл бағыттағы отандық зерттеулерге пайдалы болады деп ойлаймыз.

Зерттеу әдістері

Зерттеуде тілді қолдану заңдылықтарын өлшеу және бағалау үшін сандық зерттеу әдісі қолданылған. Бұл әдіс жастардың тілді қолдану жиілігі мен тенденциялары туралы сандық деректер алуға тиімді саналады. Уақыт өте келе авторлардың басқа да зерттеулерімен салыстыра отырып, заңдылықтар мен өзгерістерді анықтауға пайдалы болады деп таңдалды. Сонымен қатар сандық әдістер жастардың тілді қолдануы мен демография, әлеуметтік медианы пайдалану немесе оқу үлгерімі сияқты басқа айнымалылар арасындағы статистикалық қатынастарды ашуға, корреляциялар мен қатынастарды анықтауға көмектеседі (Haddock, 2022; Reem, 2022). Сонымен қатар сандық зерттеулер кішірек, репрезен-

тативті емес үлгілері бар сапалы зерттеулермен салыстырғанда нәтижелерді жалпылауға мүмкіндігін береді (Schmeichel, 2018).

Сандық әдісті таңдаудың тағы бір себебі – бұған дейінгі қазақ ғалымдарының осы тақырыпқа ұқсас еңбектерінде көбінесе сапалық зерттеулер жүргізілді. Мысалы, Ауғанбаева, Дәулетова, Әбдіжаппар компьютерлік технологиялардың жастардың сөздік қорына сленгтердің ену әсерін (Ауғанбаева, 2024; Дәулетова, 2023; Әбдіжаппар, 2021), ал Алишариева әлеуметтік тілдік желілердің социолингвистикалық талдауын жүргізіп, орыс тілінің интернет пен теледидардың әсерінен әлі де қазақ тілімен тең қолданылып жатқанын анықтаған (Алишариева, 2014).

Бұл зерттеудің методикалық негізін мектеп оқушылары, студенттер, магистранттар, докторанттар арасында жүргізген әлеуметтік сауалнама құрайды. Әлеуметтік зерттеу 2024 жылдың ақпан-сәуір аралығында Google Forms платформасында жүргізілді. Сауалнама сұрақтары кәсіби әлеуметтанушылардың қатысуымен құрастырылып, жауаптары анонимдік қағидаларын сақтай отыра онлайн форматта Google Forms қосымшасы арқылы жиналды. Сауалнамаға 14-35 жас аралығындағы Қазақстанның барлық өңірлерінен 1570 адам қатысты. Мектеп оқушылары ата-аналарының ауызша келісімімен сұрақтарға анонимді түрде жауап берді. Сауалнама нәтижелері SPSS статистикалық талдау бағдарламасымен талданды.

Нәтижелер мен талқылау

Бұл мақаланың басты мақсаты – түбегейлі өзгерістерге ұшыраған цифрлық ақпараттық кеңістіктегі қазақ тілінің қолданылу ерекшеліктерін, медиа-ортадағы өзгерістерін зерттеу. **Зерттеудің гипотезасына сәйкес**, қазақ жастарының арасында кітап оқудың азаю себептеріне ақпараттық технологиялар қалыптастырған **цифрлық мәдениет** әсер етуде. Сондықтан арнайы жүргізілген әлеуметтік зерттеудің **міндеттерін** жастардың цифрлық коммуникацияда басым түрде қолданатын тілін анықтау; цифрлық мәдениеттің жастардың кітап оқу дағдыларының әсерін анықтау; жастардың қазақтілді медиаконтентке көзқарасын түсіну; жастардың медиаконтент таңдауына байланысты мемлекеттік ақпараттық саясатты дамытудағы жаңа бағыттарды анықтау деп белгіленді.

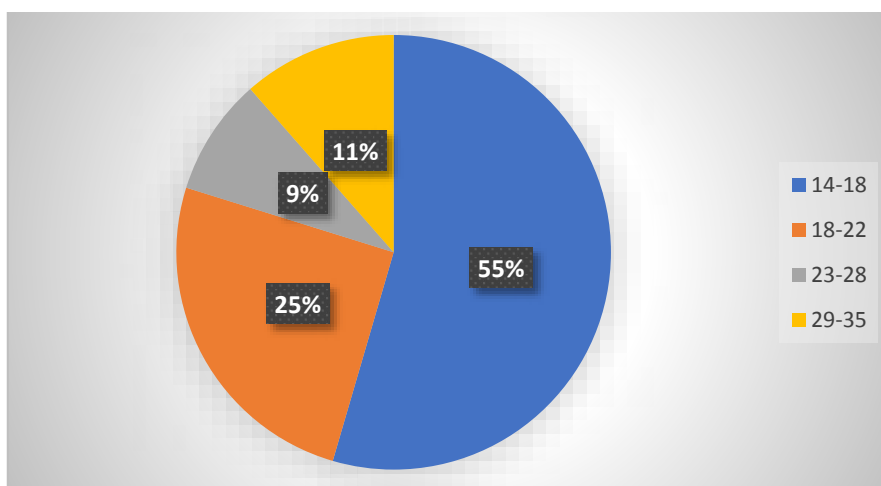
Арнайы ұйымдастырылған сауалнамаға қатысушы респонденттердің әлеуметтік-

демографиялық сипатты мынандай болды. Сауалнамаға қатысқан 1570 жастың 99,3%-ы Қазақстан азаматтары болды, ал 0,7%-ы Қазақстанда тұрып, оқып жатқан басқа елдердің азаматтары. Сонымен қатар респонденттердің 32,6%-ын ер адамдар және 67,4 %-ын әйел адамдар құрады.

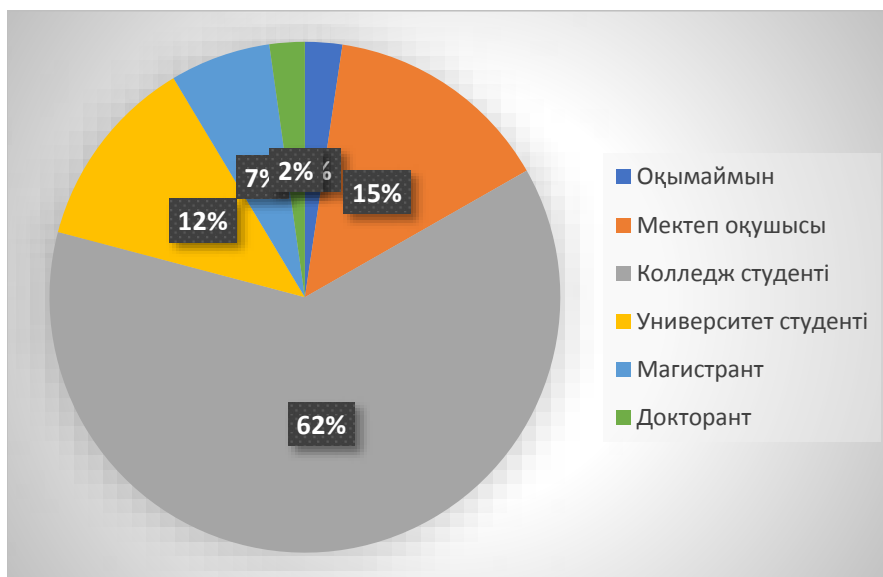
Жауап берушілердің 54,5%-ы 14-18 жасындағы жасөспірімдер, 25,3%-ы 18-22 жас аралығындағы жастар және 23-28, 29-35 жас шамала-

рындағы азаматтардың үлесі сәйкесінше 8,7% және 11,5%-ды құрады. Олар мына жиынтық кестеде көрсетілген:

Жоба аясындағы зерттеу міндеттеріне сәйкес респонденттердің 14,4%-ы мектеп оқушылары, 62,4%-ы колледж студенттері және 20,9%-ы университет студенттері, оның ішінде бакалавр, магистранттар мен докторанттар болды. Сауалнамаға жауап бергендердің 2,4%-ы еш жерде оқымайтын, жұмыс істейтін жастар.



1-диаграмма

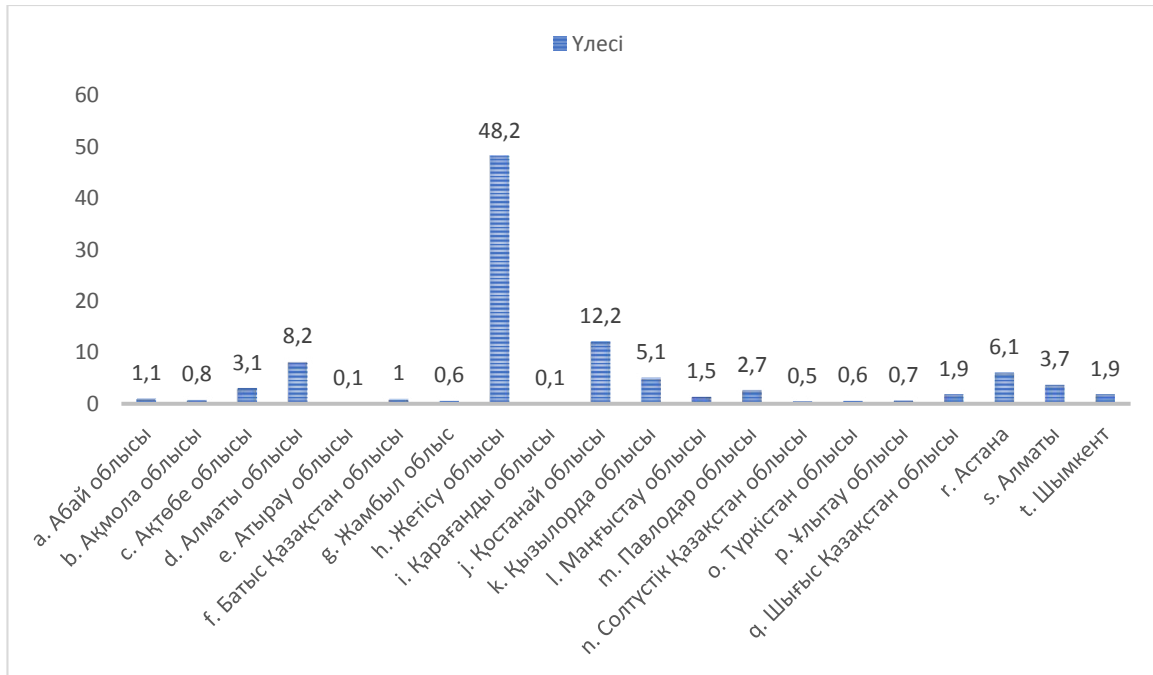


2-диаграмма

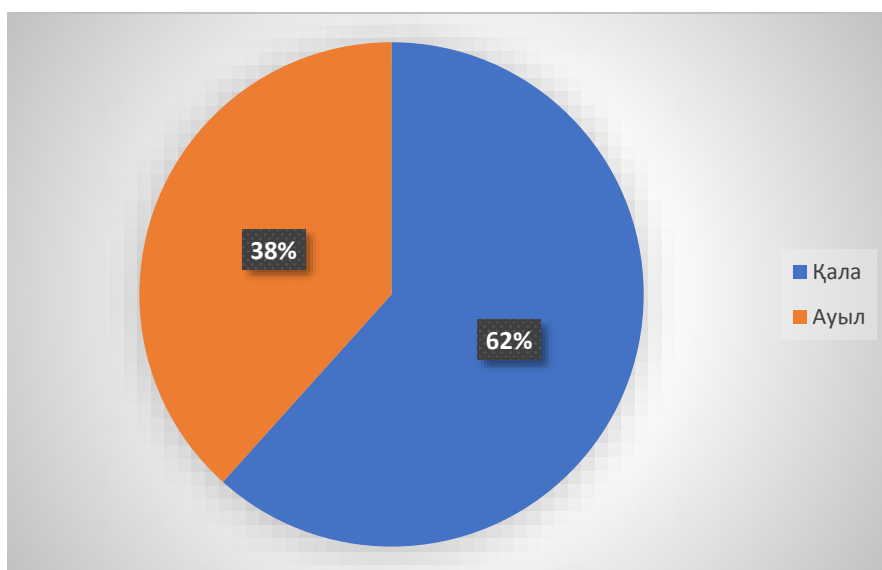
Зерттеудің репрезентативтілік деңгейін көтеру үшін Қазақстанның барлық өңірлерінен респонденттерден жауап жинау мақсаты қойылды. Осыған сәйкес, респонденттер ең белсенді жауап берген өңірлер – Жетісу облысы (48,2%), Қостанай облысы (12,2%), Алматы облысы (8,2%) және Астана (6,1%), Алматы (3,7%) қалалары болды.

Қазақ тілін қолдану көрсеткіштері жастардың тұрғылықты өңірлерімен де тығыз байланысты екенін сауалнама көрсетіп берді. Қазақ тілінің қолданыс аясын қала және ауыл жастары арасында салыстырмалы түрде көру үшін 61,7% қала жастары мен 38,3% ауыл жастары сұралды.

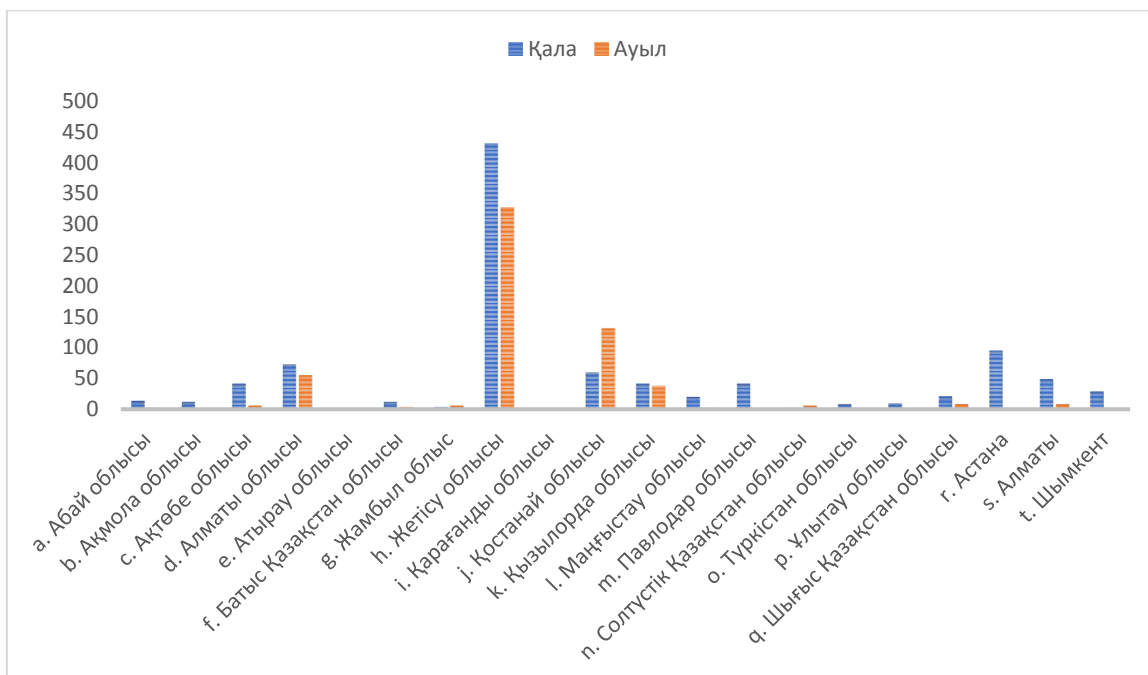
Оның ішінде әр аймақтағы қала және ауыл жастарының үлестері келесідей болды:



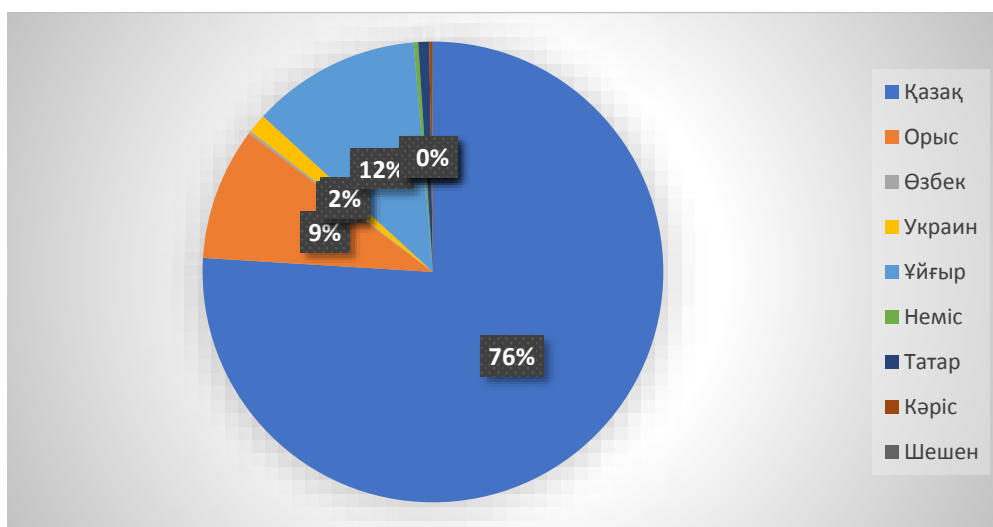
3-диаграмма



4-диаграмма



5-диаграмма



6-диаграмма

Сауалнамаға қатысқандардың 75,9%-ы қазақ, 11,8% ұйғыр, 9,3%-ы орыс, 1,3%-ы украин және сызбада көрсетілген басқа да этностар өкілдері болды.

Жалпы 1570 респонденттің 76,8%-ы тек білім алу мекемелерінде оқитындар болса, 22,7%-ы оқумен қатар жұмыс істейтіндерін көрсеткен.

Жастардың жаңа медиа-орта жағдайында кітап оқуға қызығушылығы

Респонденттердің жартысынан көпшілігі (58%-ы) бос уақытын ғаламторда өткізеді,

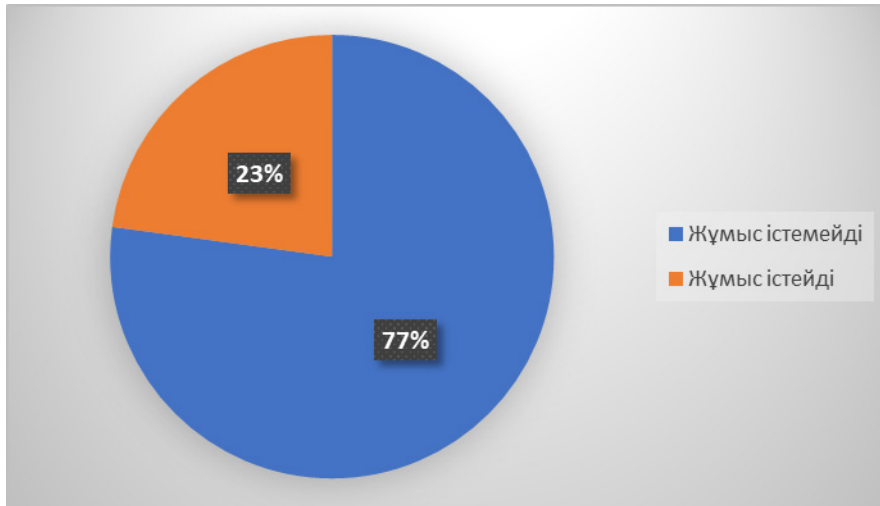
35,2%-ы кітап оқитынын, ал 33,9%-ы спортпен айналысатынын белгіледі. Қалған 2,1% бен 1,5% қатысушылар сәйкесінше хоббиге уақыт бөліп, жұмыс істейтінін хабарлады. Ал жастардың 0,8%-ы ештеңе істемей, үйде демалып немесе достарымен қыдыруды таңдайтынын айтқан.

Барлық сегменттердің жартысынан көбі бос уақытында ғаламторда уақыт өткізуді жөн көреді, ал олардың ең көп үлестері мектеп оқушыларының (71,3%), докторанттардың (65,7%),

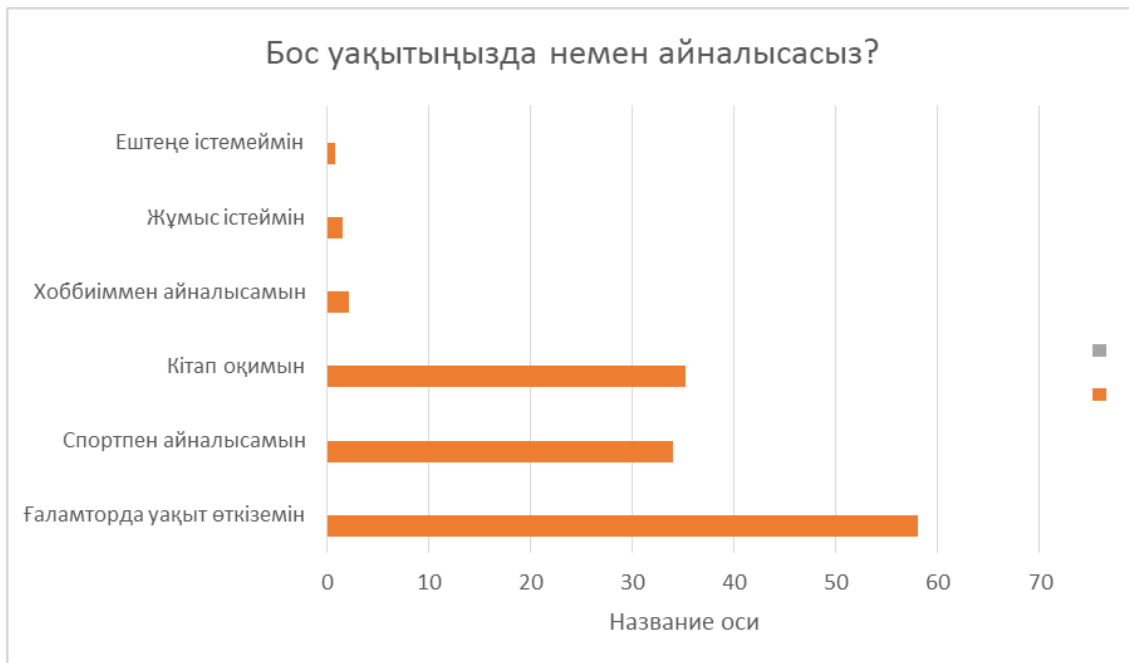
магистранттардың (60%) арасында болды. Ал университет пен колледж студенттерінің тек 57%-ы мен 54,9%-ы жауаптың осы нұсқасын таңдаған.

Білім алушы жастардың ғылыми дәрежесінің өсуіне қарай бос уақытында кітап оқитын жастардың үлесі де артып отыратынын зерттеу

жақсы дәлелдеп берді. Мысалы, докторанттар (62,9%) мен магистранттардың жартысынан көбі (54%) кітап оқиды. Ал басқа сегменттердің арасында кітап оқитын жастардың саны азайып отырған: бакалавр студенттерінің 39,4%-ы, колледж студенттерінің 32,3%-ы, ал оқушылардың тек 30%-ы ғана бос уақытын кітаппен өткізеді.



7-диаграмма

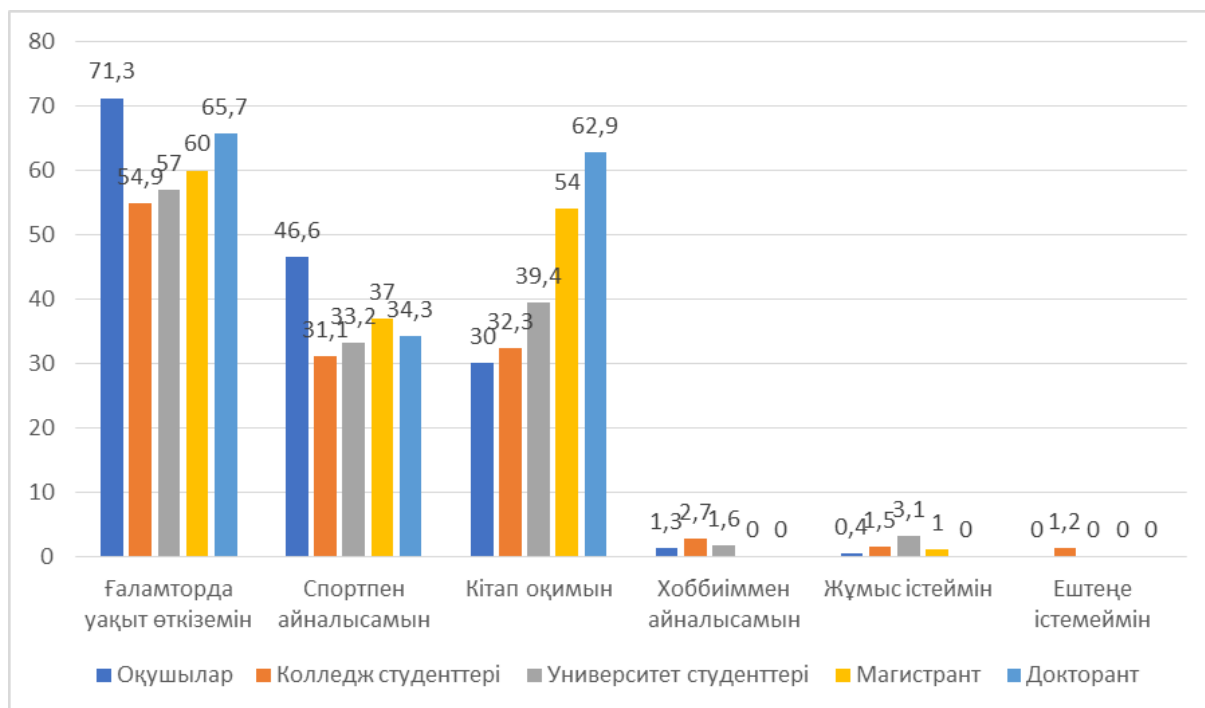


8-диаграмма

Жалпы «Сіз кітап оқисыз ба?» деген сауалға «Иә» деп жауап берген жастардың үлесінің динамикасы да алдыңғы сұрақтың динамикасына ұқсас: ең жоғары 97,1%-ық көрсеткіші докторанттар және 85%ық үлесі магистранттар арасында. Мектеп оқушыла-

рының 82,3%-ы, университет студенттерінің 80,8%-ы, ал колледж студенттерінің 79%-ы кітап оқиды.

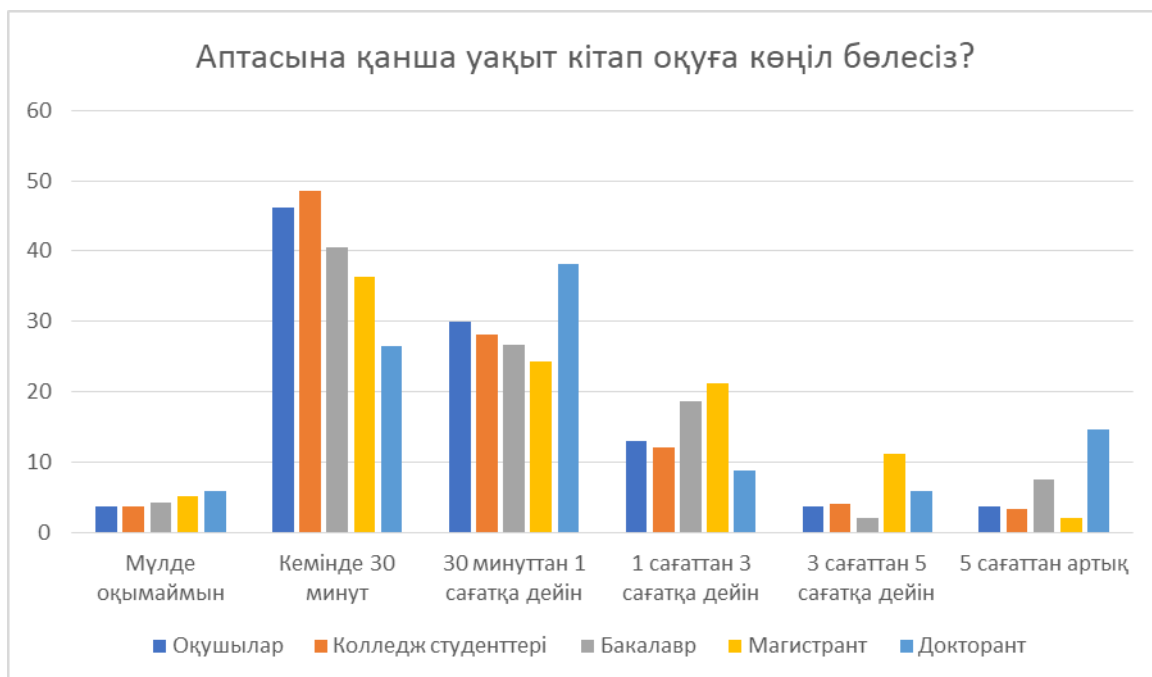
Оның ішінде барлық сегменттердің басым бөлігі кітап оқуға аптасына 30 минуттан 1 сағатқа дейін ғана уақыт бөлетінін белгілеген.



9-диаграмма



10-диаграмма



11-диаграмма

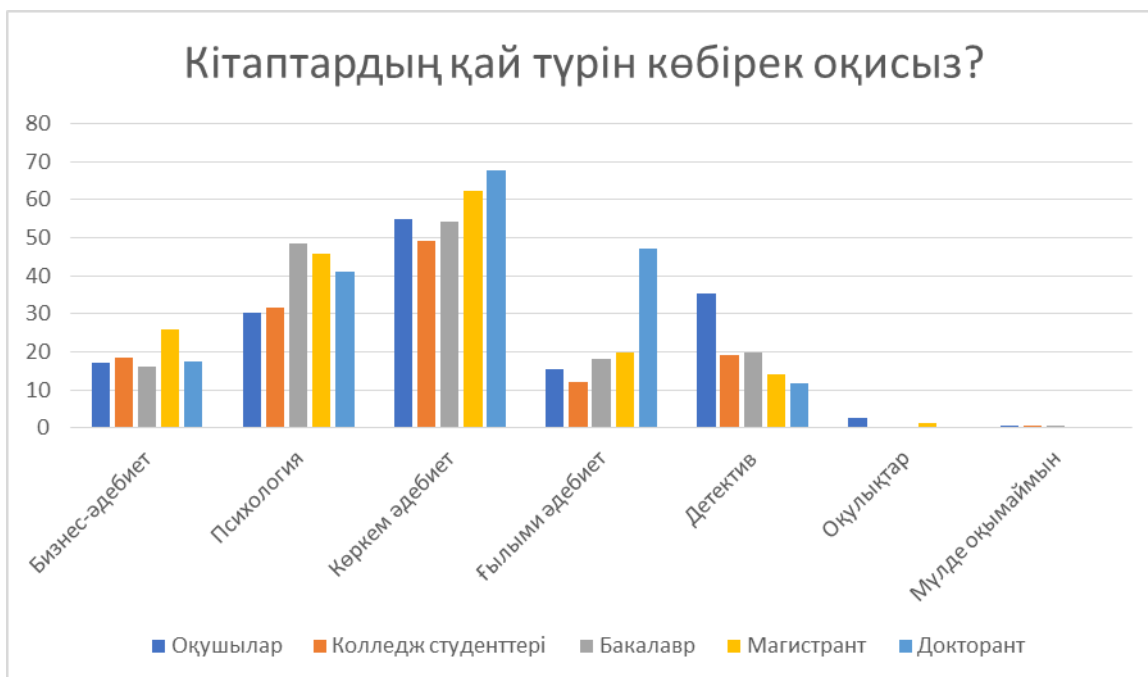
«Сіз кітап оқисыз ба?» сұрағына оң жауап берген респонденттер көбінесе көркем әдебиетті (34,6%), психология (24,7%), детектив (14,5%) және бизнес (12,7%) мазмұндағы кітаптарды оқығанды ұнатады.

Ал сегменттер арасындағы кітап тақырыптарының таңдау үлестері келесі сызбада берілген:

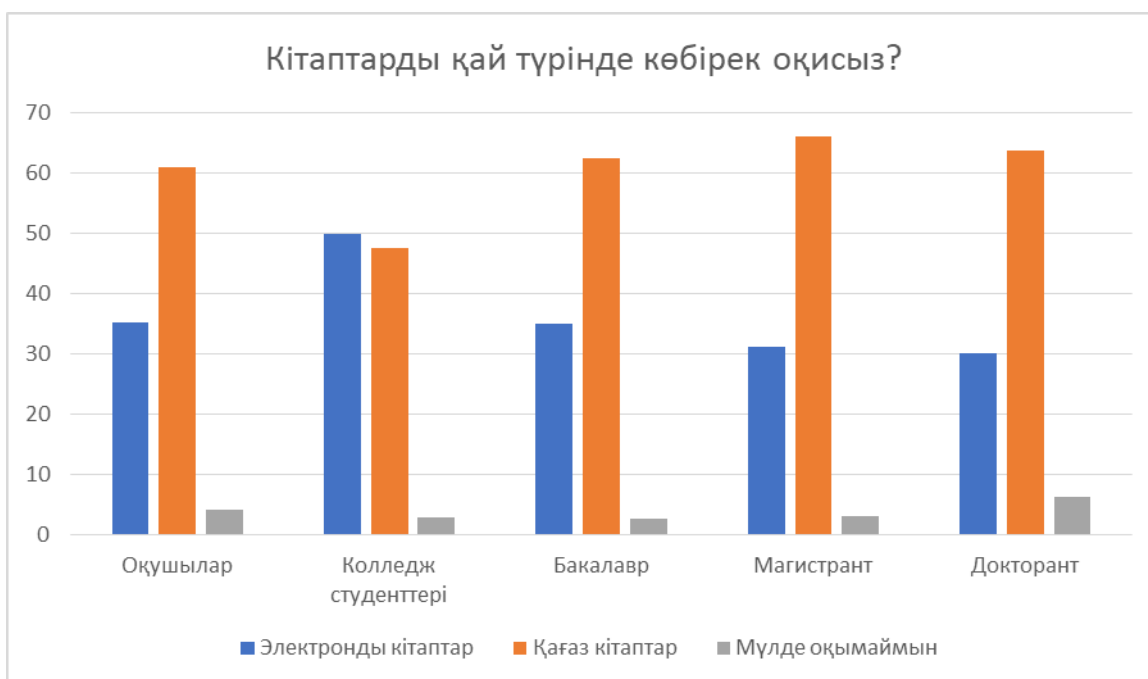
Респонденттердің басым бөлігі электронды кітаптарға (43,4%) қарағанда қағаз кітаптарды (52,6%) артық санайды екен. Дегенмен колледж студенттері басқа сегменттерге қарағанда электронды кітаптарға басымдық берген: олардың 49,9%-ы сауалнамадағы жауаптың электронды кітаптар деген нұсқасын таңдаған.



12-диаграмма



13-диаграмма



14-диаграмма

Респонденттердің басым көпшілігі Қазақстанның қазақ тілі кең қолданылатын оңтүстік өңірінен болса да, жауап берген жастардың 50,4%-ы көбінесе орысша кітаптарды оқитынын белгіледі және тек 46,6% жауап берушілер

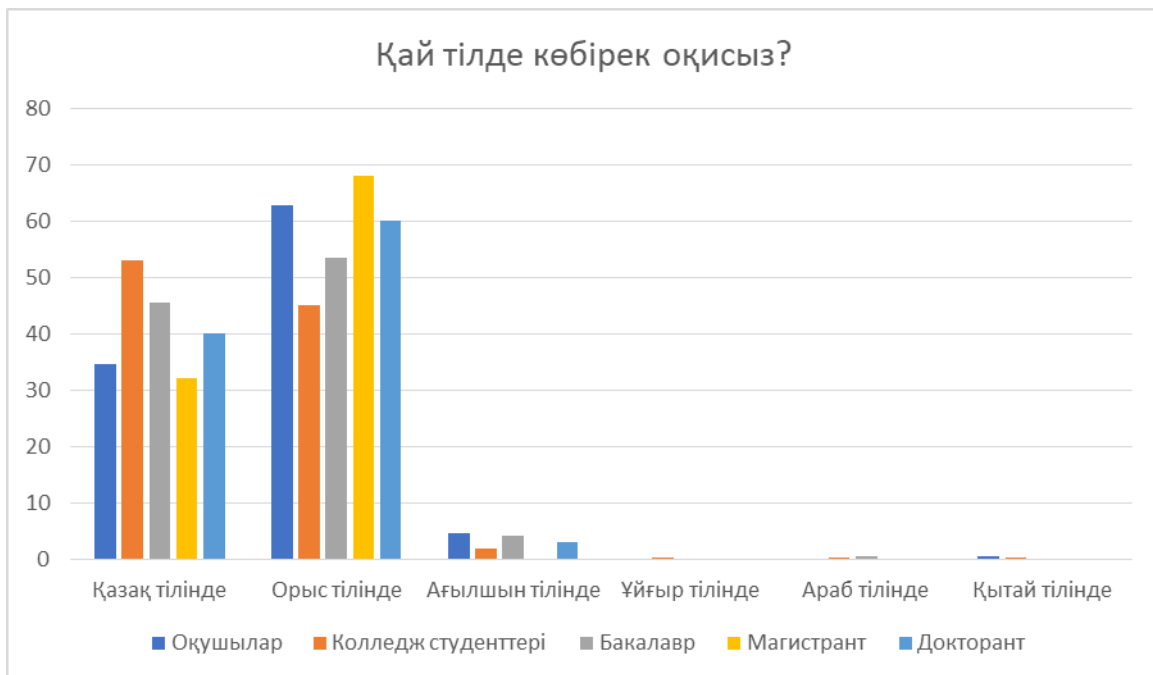
кітапты қазақша оқитынын білдірді. Ағылшынша оқитын жастардың үлесі небәрі 2,5%-ды құрады және 0,6% жас азаматтар ұйғырша, арабша, қытайша оқуға басымдық беретінін көрсетті.



15-диаграмма

Жас мөлшеріне байланысты сегменттерде көбінесе орысша оқитын жастар магистранттар (68%), докторанттар (60%), оқушылар (62,7%) және студенттер (53,4%) арасында екенін көруге болады. ЖОО-да оқып жатқан жастар арасында

мұндай көрсеткіштің жоғары болуы біздің қазақ тілінің кәсіби, ғылыми ортада әлі де кең тарала қоймағаны туралы гипотезамызды растайды. Бұл тұжырымды келесі сұрақтың жауаптары да нақтылай түседі.



16-диаграмма

«Сіз көбінесе қай тілде ойланасыз?» сұрағына жауап берушілердің 59,9%-ы ойлану процесі қазақ тілінде жүретінін, ал 36,8%-ы орыс тілінде

ойланатынын көрсеткен. Яғни бұған дейінгі кітап оқу тілінің көрсеткіштері жастардың күнделікті қолданыстағы тілімен емес, қазақтілді контенттің

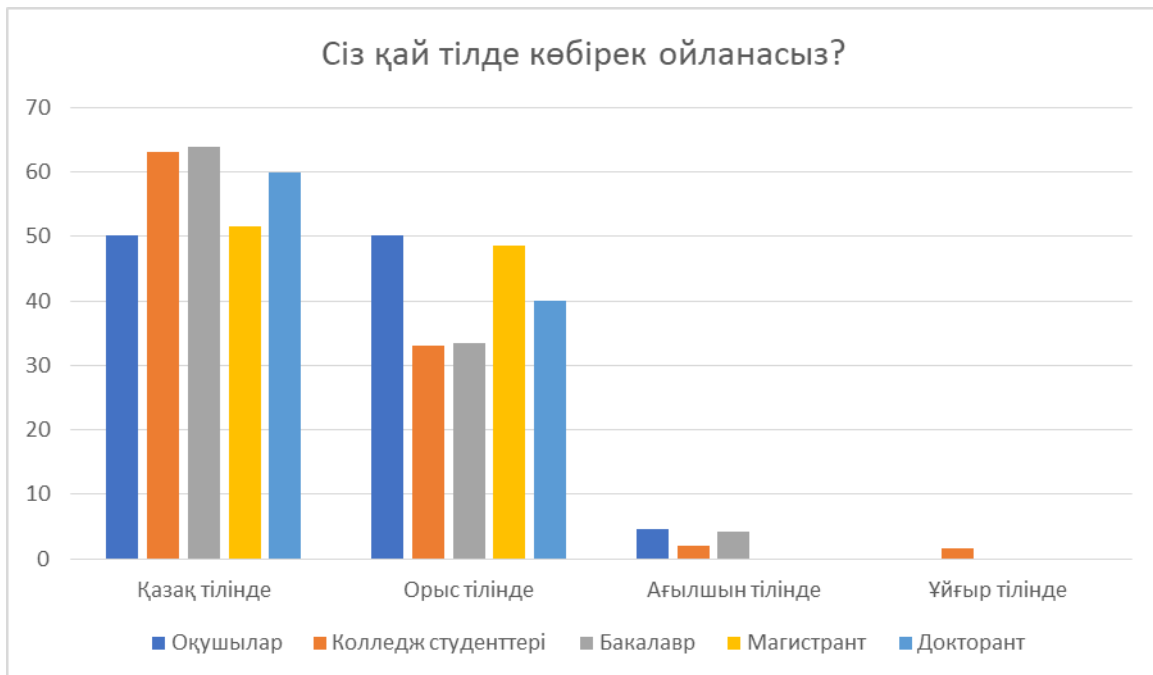
қолжетімділігі мәселесімен тығыз байланысты екенін көре аламыз. Сауалнамаға қатысқандардың 76%-ы қазақ бола тұра, олардың 59,9%-ы ғана қазақ тілінде ойлайтыны жастар арасындағы тілдік ахуалдың қандай екенін көрсетеді. Сонымен қатар қазақ жастарының билингвалды екендігінің тағы бір дәлелі олардың қазақ тілі мен

орыс тілін қатар қолданатынын көрсететін осы сұрақтардың жауаптары деуге негіз бар.

Сауалнамаға қатысқан мектеп оқушыларының қазақ тілінде және орыс тілінде ойлайтындар арасындағы үлестердің бірдей (50,2%) болуы да қазақ тілінің болашағына қатысты проблеманың әлі де қиын екенін дәлелдейді.



17-диаграмма



18-диаграмма

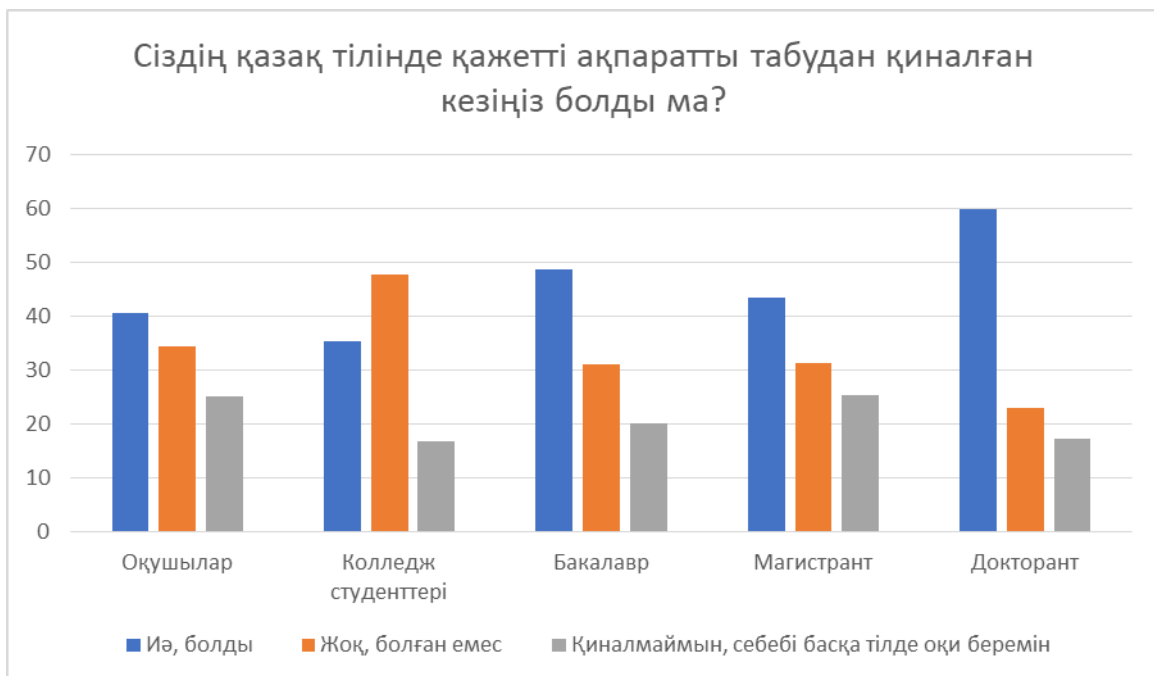
«Сіздің қазақ тілінде қажетті ақпаратты табуда қиналған кезіңіз болды ма?» деген сұраққа респонденттердің 39%-ы «Иә, болды», 41,2%-ы «Жоқ, болған емес» және 19,4%-ы басқа тілде де оқи беретіндіктен қиналмайтынын белгілеген.

Олардың ішінде қазақтілді ақпаратты іздеуде қиындықтарға тап болғандардың көбі докто-

ранттар (60%), университет студенттері (48,7%), магистранттар (43,4%) және мектеп оқушылары (40,6%) болды. Жұмыс істемейтін жастардың да 44%-ы қазақша материалдарды табуда қиындықтар барын белгілеген. Бұл сауалға «Жоқ, болған емес» деп жауап берген жастардың басым бөлігін 47,7 % үлеспен колледж студенттері құраған.



19-диаграмма



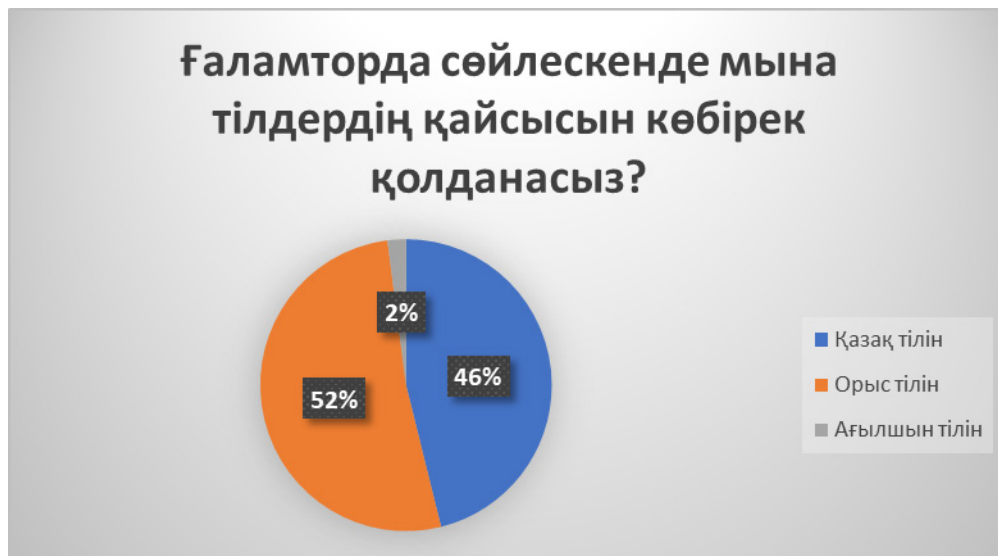
20-диаграмма

Жастардың қазақ тілін қолдануына медиа-ортаның әсері

Сауалнамаға қатысушылардың 91,6%-ы әлеуметтік желілерді жеке өмірінде, оқу, жұмыс бабымен және тағы да басқа мақсаттардағы коммуникация үшін қолданады. Бұндай коммуникациялық форматтарда олардың басым бөлігі (48,2%) орыс тілін, ал 42,9%-ы қазақ тілін қолданады. Тағы 1,9%-ы әлеуметтік желілерде ағылшын тілінде сөйлескенге басымдық береді.

Респонденттердің 30,1%-ы ғаламторға күніне 1-ден 3 сағатқа дейін уақытын арнайды.

Ең аз дегенде 13,3%-ы күніне жарты сағат ғаламторда отырады, ал 17,6% жастар күніне 5 сағаттан артық уақытын виртуалды кеңістікте өткізеді. Оның ішінде 46,2%-ы онлайн фильмдер мен видеолар көріп, музыка тыңдайтынын, 45,9%-ы оқу аясында үй тапсырмаларын орындайтынын, 43,7%-ы әлеуметтік желілерде уақыт өткізетінін белгілеген. Сонымен қатар жас азаматтардың 39,7%-ы ғаламтордан жаңа білім алып, 35,6%-да коммуникация мақсатында қолданып, жаңа хабарламаларды тексеретінін жазған.



21-диаграмма



22-диаграмма

«Сіз ғаламторды көбінесе қай мақсатта қолданасыз?» сұрағында ең аз үлес жинаған жауаптар: «Жаңалықтар оқу» (24,2%), «Қызмет/тауарларға тапсырыс беру» (19%), «Жұмыс үшін» (17%) және «Ойнау үшін» (15,9%) болды.

Топтар бөлінісінде бұл жауаптардың үлестері келесідей болғаны анықталды:

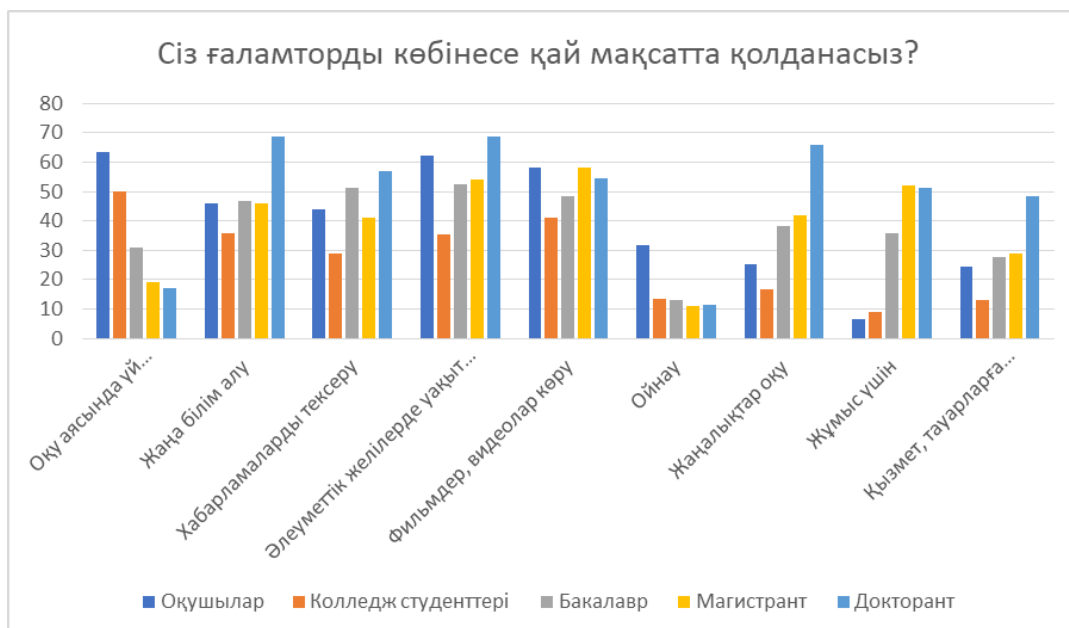
«Сіз қазақ тіліндегі хабарламаларды, жарнаманы, жаңалықтарды түсінесіз бе?» деген сауалға респонденттердің басым бөлігі (67,7%) әрқа-

шан түсінетінін белгілеген. Жауап бергендердің 17,6%-ы кейде ғана түсінетінін, ал 9,4% сирек түсінетінін және 5% мүлде ешқашан түсінбейтінін көрсеткен.

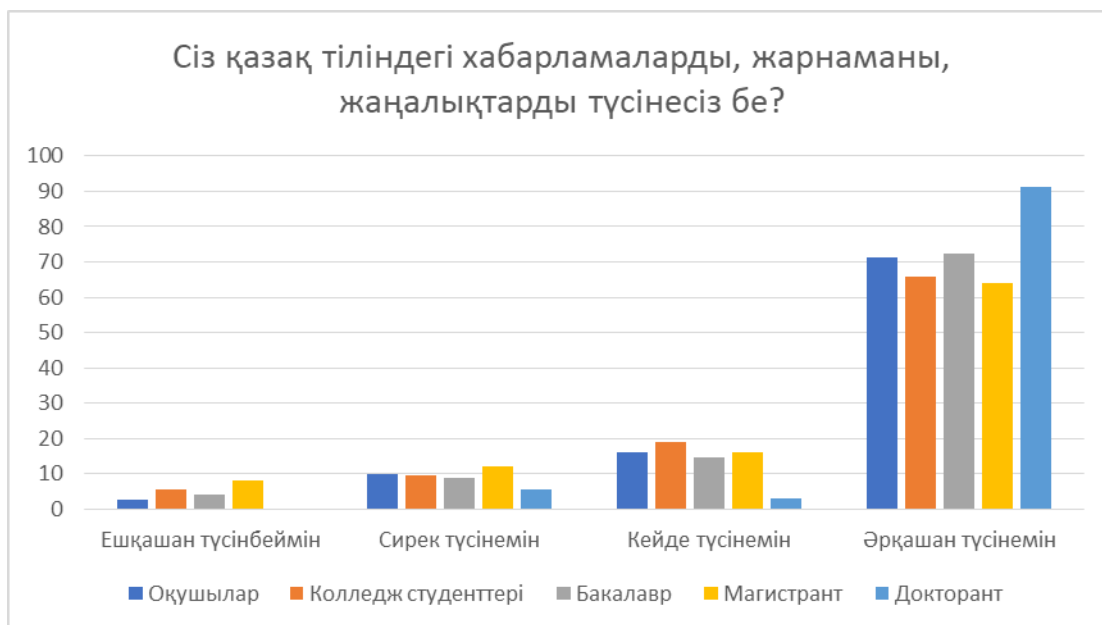
Оның ішінде қазақ тіліндегі контентті әрқашан түсінетіндер барлық топтарда басым екенін көреміз, ал ең көп үлесі докторанттардың – 91,4%, бакалавр бөлімінде оқитын студенттердің – 72,4%, мектеп оқушыларының – 71,4% арасында екені байқалады.



23-диаграмма



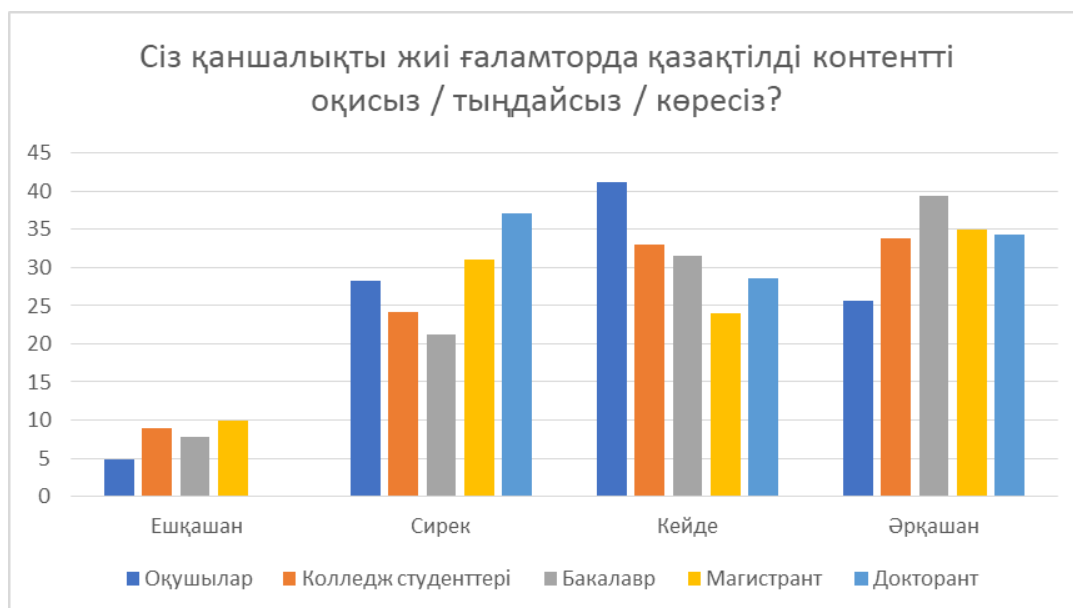
24-диаграмма



25-диаграмма

Мақсатты түрде үнемі қазақтілді медиакон-
тетті тұтынатын респонденттердің үлесі 33,4%-
ды қамтиды, ал контентті тұтынуда тілге бай-
ланбайтын жауап берушілердің үлесі 33,4%-ды
құрайды. Жауап берушілердің 25,1%-ы қазақтіл-
ді медианы сирек тұтынатынын, ал 8,1%-ы мүл-
де тұтынбайтынын белгіледі. Олардың ішінде
қазақша контентті мақсатты түрде әрқашан кө-
ретіндердің үлесі барлық сегменттерде де басқа

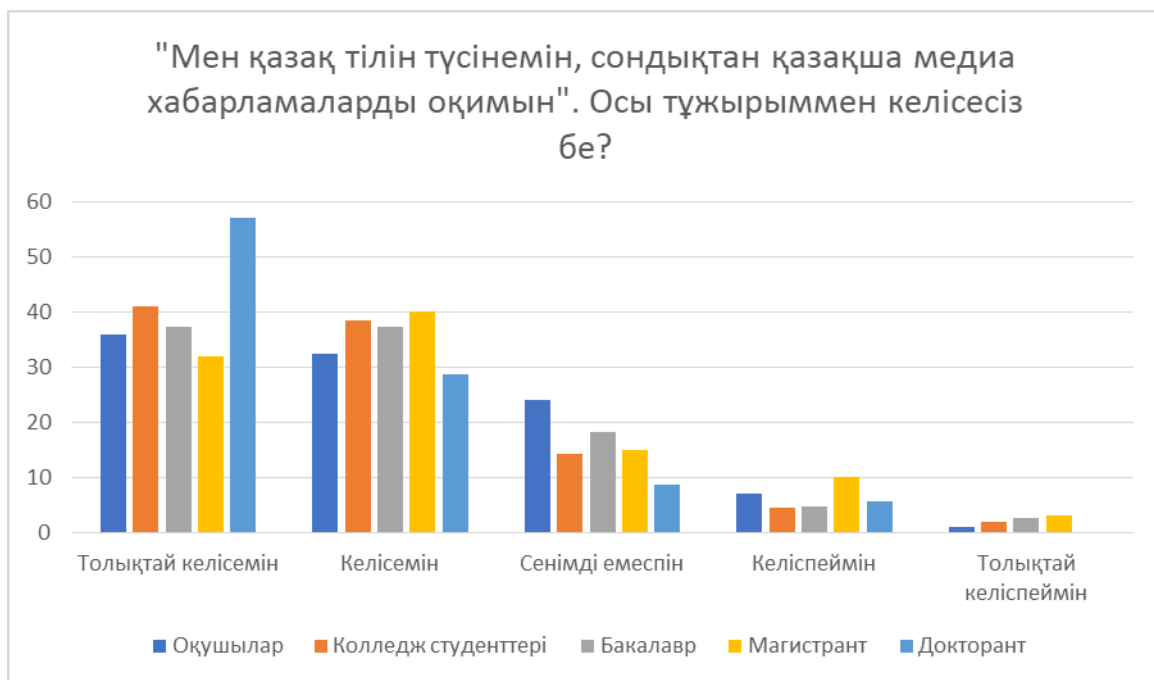
тілді контент көретіндердің үлесінен төмен еке-
нін көре аламыз. Себебі «Ешқашан», «Сирек»,
«Кейде» деп жауап берген респонденттердің
қосындысы «Әрқашан» деп жауап берген жас-
тардың санынан көп. Университет студенттері-
нің арасында бұл көрсеткіш 39,4%, магистрант-
тар арасында 35%, докторанттар ішінде 34,3%,
колледж студенттері арасында 33,9%, ал мектеп
оқушыларының ішінде 25,7%-ды ғана құрайды.



26-диаграмма

Дегенмен «Мен қазақ тілін түсінемін, сондықтан қазақша медиа хабарламаларды оқимын» тұжырымымен келісесіз бе?» деген Лайкерт шкаласы бойынша қойылған сұраққа «Толықтай келісемін» және «Келісемін» деп жауап берген жастардың үлесі басым болды (39,5% және 37,2%). Бұл сұрақтың жауаптары «Сіз қазақ тіліндегі хабарламаларды, жарнаманы, жаңалықтарды түсінесіз бе?» сұрағына жауап нәтижелерін растайтынын көре аламыз.

Яғни, респонденттердің басым бөлігі қазақтілді медиаконтентпен бетпе-бет келген жағдайда, оны түсініп, көре алады, бірақ күнделікті мақсатты түрде тек қазақтілді контентке таңдау бермейді. Бұл да біздің зерттеудің тосын күтпеген нәтижесі болды. Бұдан «жастардың айналасындағы ақпараттық кеңістікте қазақтілді контент қоршап тұрса, басым болса, қазақ тілін таңдайтындар саны да әлдеқайда көп болады» деген тұжырым жасадық.



27-диаграмма

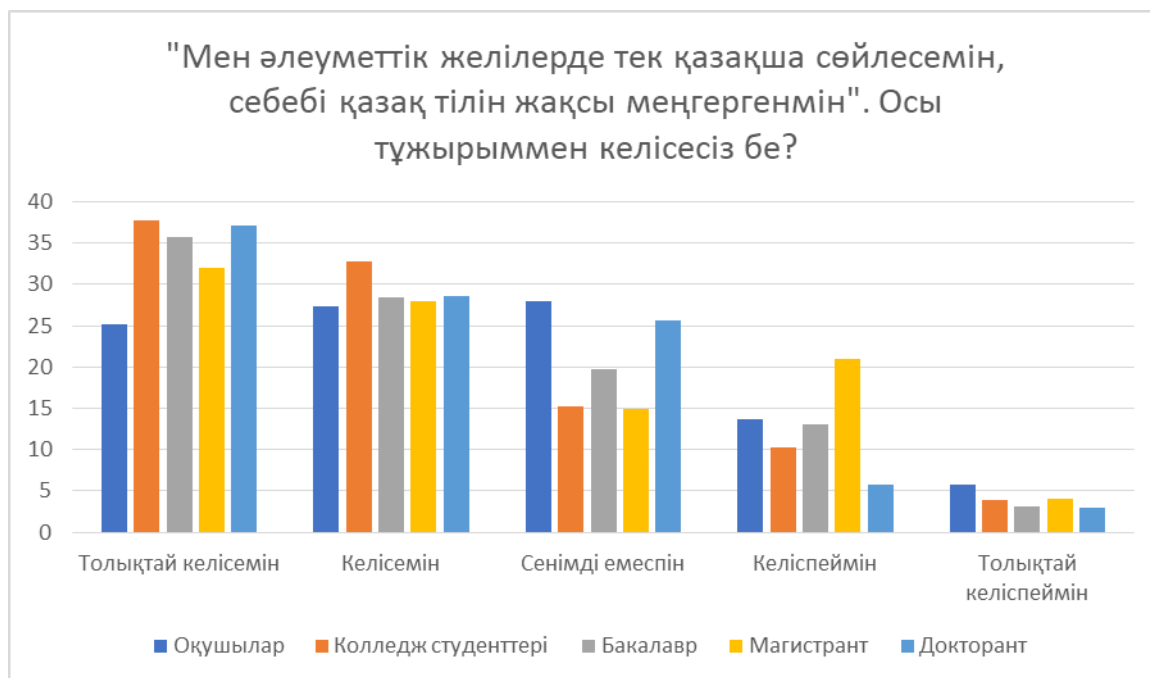
Әлеуметтік желілердегі коммуникацияны тек қазақ тілінде жүргізетін респонденттердің үлесі 35,1%-ды құрады. Жауап бергендердің 30,7%-ы да «Мен әлеуметтік желілерде тек қазақша сөйлесемін, себебі қазақ тілін жақсы меңгергенмін» деген жауапты таңдаған. Алайда бұл жауап дәрежесі «Толықтай келісемін» жауабының дәрежесінен 5%-ыздай төменірек. Сондықтан жастардың 65,8%-ы үшін коммуникацияда белгілі бір тілге деген басымдық, таңдау жоқ деуге негіз бар, яғни жастардың осынша бөлігі қазақ тілінде де, орыс тілінде де бірдей дәрежеде сөйлесе береді. Қалған 34,2% жауап берушілер «Сенімді емеспін» (18,2%), «Келіспеймін» (11,9 %) және «Толықтай келіспеймін» (4,1 %) жауаптарын таңдады.

Жауап берушілердің 57%-ы «Қазақ тіліндегі хабарламаларды түсіну үшін маған олардың орысша аудармасы керек» тұжырымымен келісесіз бе?» сауалға аударманың қажет емес екенін көрсеткен, ал қалған 28,6% аудармаға мұқтаж екені және тағы 14,4% респондент «Сенімді емес» екенін белгілеген.

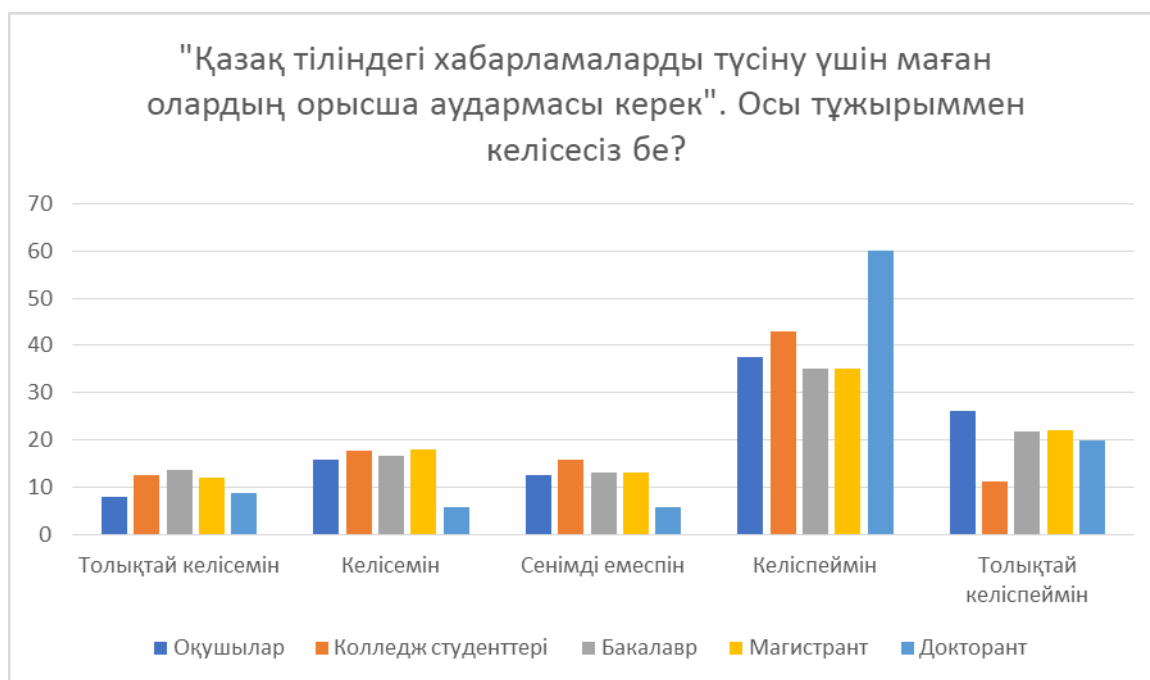
Тағы бір қызықты нәтиже: орыстілді ақпараттың қазақша аудармасын қажет ететін жауап берушілердің үлесі 28,7% болып шықты, ал 16,1% сенімді емес екендерін, 55,2%-ы орыс тіліндегі ақпаратты аудармасыз түсіне беретінін көрсетті. Бұндай жауаптардан мектеп оқушыларының 21,7%-ының, студенттердің 31,8%, 25% магистранттар мен 11,5% докторанттардың орыс тілін меңгеру деңгейі төмен екендігін көре-

міз. Сауалнама нәтижесінің таңданыс тудырған мәселесі де осы сауалмен байланысты болды. Өйткені орта білім орындарындағы әрбір 5-ші бала орыс тілін нашар меңгерсе, әрбір 3-ші ма-

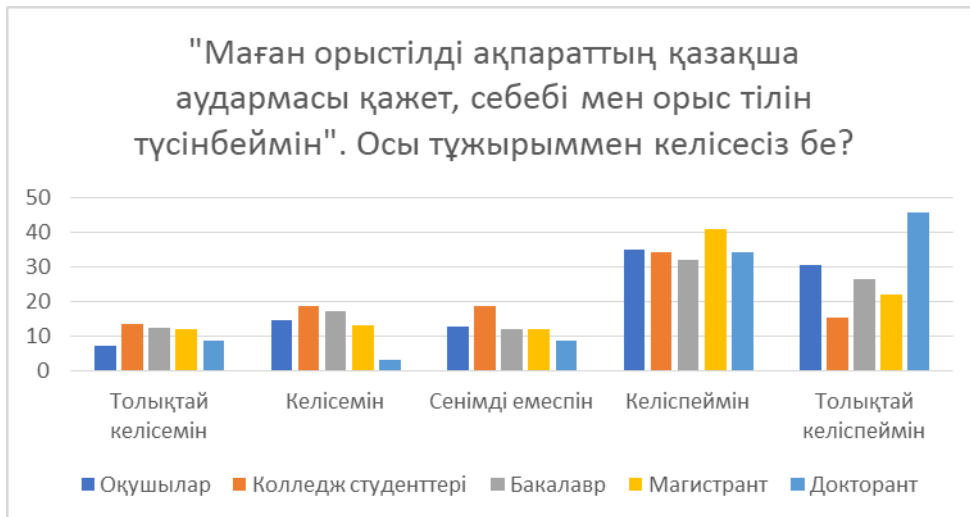
гистрант және әрбір 9-шы докторант орыс тіліндегі контентті қазақшаға аударып қана түсінеді. Ал еш жерде оқымайтын жұмысшы жастардың арасында бұл көрсеткіш тек 11,1%-ды құраған.



28-диаграмма



29-диаграмма



30-диаграмма

Әлеуметтік желілерде мақсатты түрде тек қазақ тілін қолдануды ыңғайлы деп санайтын респонденттер үлесі 19,9%-ды құраса, тағы 22,4%-ы бұл тұжырыммен келісетінін мәлімдеген. Қалған 21,8%-ы «Сенімді емеспін» жауабын тандаса, 35,9% жауап берушілер бұндай тұжырыммен келіспейтінін белгілеген.

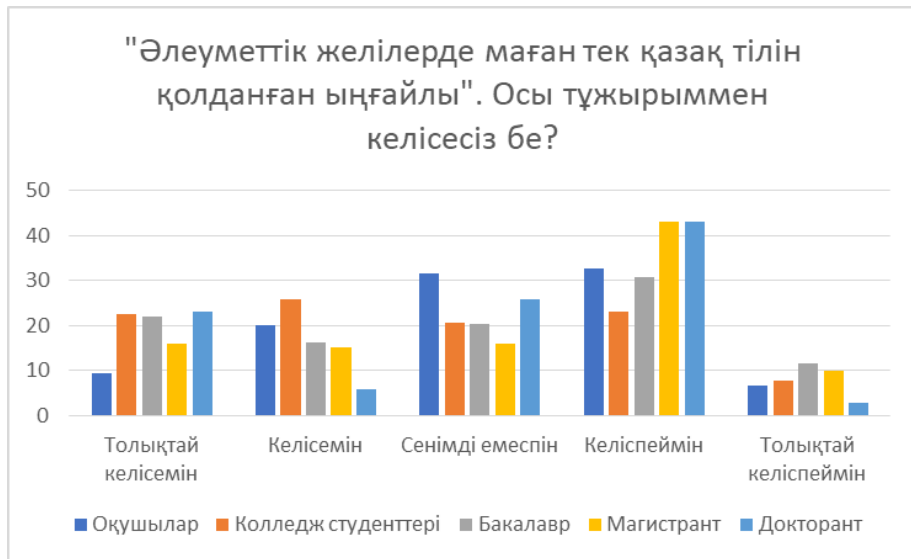
«Сізді ғаламтордағы қазақтілді медиа-контенттің саны / көлемі қанағаттандырады ма?» сауалға респонденттердің басым бөлігі (44,4%) қанағаттандырады деп жауап берсе, 19,5%-ын толықтай қанағаттандырады деп көрсеткен. Жауап берушілердің 22,5% медиа-кеңістіктегі қазақша контенттің жеткілікті екеніне сенімді емес, ал 13,6% респондент жеткіліксіз екеніне сенімді.

Олардың ішінде «Қанағаттандырмайды» және «Мүлдем қанағаттандырмайды» деген жауаптарды таңдағандардың ең жоғары үлесі докторанттар (42,9% және 5,7 %) мен университет студенттерінің арасында (20,2% және 2,6%) екені анықталды. Сонымен қатар докторанттардың арасында «Толық қанағаттандырады» жауабын таңдаған респонденттердің жоқтығы да жағымсыз көрсеткіш деп бағаланды. Басқа топтардың басым бөліктері докторанттармен салыстырғанда «Қанағаттандырады» және «Толықтай қанағаттандырады» жауаптарын таңдаған. Докторанттар жауаптары үлестерінің басқа топтарға қарағанда ерекшеленуі қазақ тіліндегі ағартушылық және ғылыми мазмұндағы контенттің жеткіліксіз екенін көрсетіп берді.

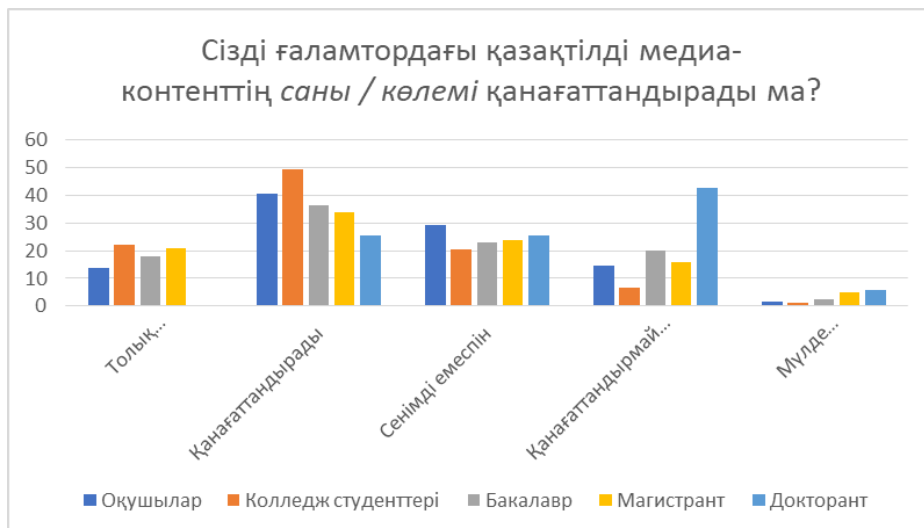
«Сізді қазақтілді медиа-контенттің сапасы қанағаттандырады ма?» сауалына жастардың басым бөлігі «Қанағаттандырады» (45,4%) және «Толықтай қанағаттандырады» (20,3%) деп жауап берген. Бұл көрсеткіштер жалпы ақпараттық кеңістіктегі қазақша медиа-өнімдер сапасының дамып, жастар көңілінен шығып жатқандығын айшықтайды. Тек 22,4% жауап берушілер сапа деңгейіне сенімді емес екенін, 9,8% қанағаттанбайтынын және 2,1% толық қанағаттанбайтынын көрсеткен.

Жас мөлшері бойынша сегменттер арасындағы үлестерге назар аударсақ, сапаға көңілі толмайтын жас азаматтардың ең жоғары көрсеткіші тағы докторанттар арасында екенін көреміз (28,6% бен 8,6%) және олардың 31,4%-ы қазақтілді медиа-контенттің сапасына «Сенімді емес» екенін белгілеген. Ал сапаға қанағаттанатын респонденттердің ең жоғары үлесі колледж студенттерінің арасында – 50,2% (қанағаттанады) мен 23% (толық қанағаттанады) болып тіркелді.

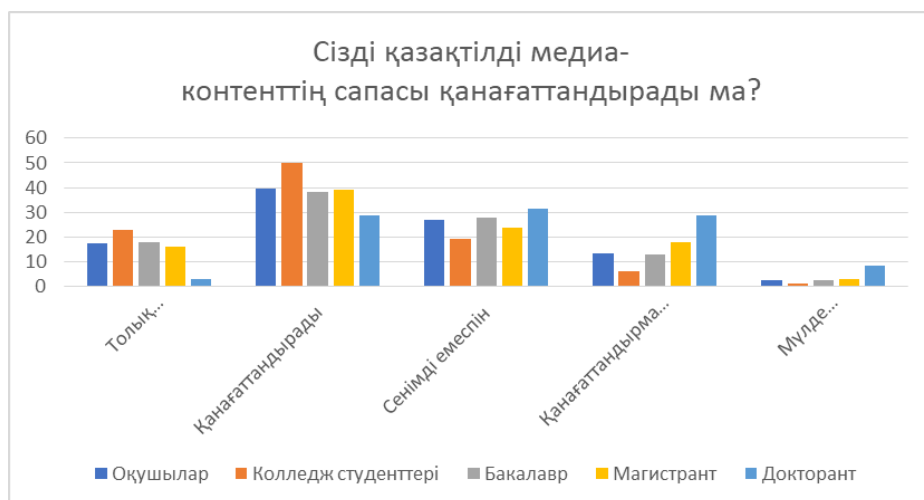
«Сіздің ойыңызша медиа-контенттің қай түрі қазақтілді кеңістікте жеткіліксіз?» деген тағы бір маңызды сауалға зерттеуге қатысқан респонденттердің: 54,7%-ы танымдық, 37,2%-ы ғылыми, 30,9%-ы ойын-сауықтық, 28,4%-ы іскерлік және 26,7%-ы психологиялық контенттің аз екенін көрсеткен. Өз жауабын жазғандардың арасында балаларға арналған медиаөнімдердің де жеткіліксіз екенін көрсеткендер болды, ал жауап берушілердің 1,4%-ы қазақша контентке мүлдем қызықпайтынын белгілеген.



31-диаграмма



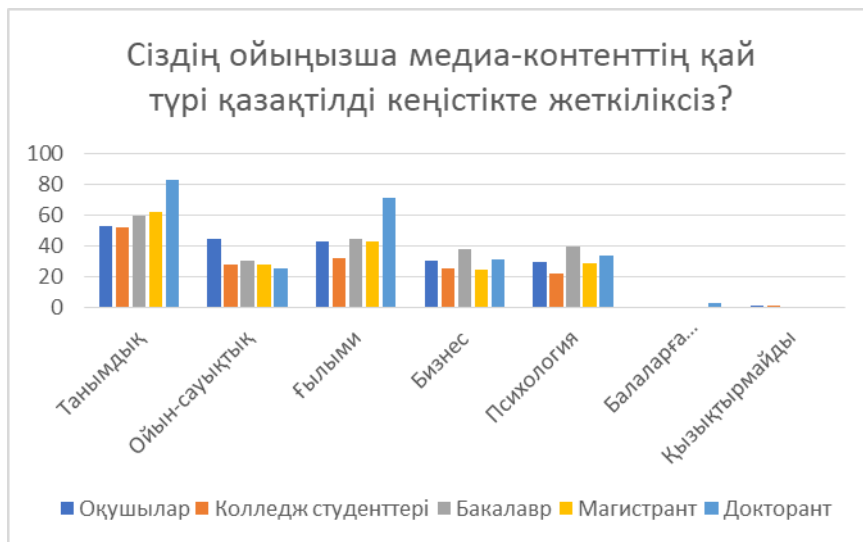
32-диаграмма



33-диаграмма

Танымдық контентті көбейту керек деген пікірді топтарда респонденттердің көпшілігі қолдаған, олардың ішінде ең жоғары үлес докторанттарға (82,9%) тиесілі, магистранттардың да 62%-ы осылай ойлайды. Ғылыми контенттің жеткіліксіз екенін көп белгілегендер PhD студенттері (71,4%) болған, университет студенттер

(45,1%) мен магистранттардың (43%) шамамен бірдей үлесі жауаптың осы нұсқасын таңдаған. Ойын-сауықтық, ғылыми, бизнес және психологиялық контент жеткіліксіз деп ойлайтындардың басым бөлігі мектеп оқушылары (44,9%, 43,1%, 31,1%, 30,2%), университет студенттері (31,1%, 45,1%, 37,8%, 39,9 %) арасында тіркелді.



34-диаграмма

Жастардың жаңа медиа-орта жағдайында кітап оқуға қызығушылығы

Білім алушы жастар арасында өткізілген әлеуметтік зерттеу жастардың жаңа медиа-ортада кітап оқуға қызығушылығының төмен екенін көрсетті. Барлық жастағы респонденттердің жартысынан көбі (58%-ы) бос уақыттарын ғаламторда өткізеді және олардың 35,2%-ы ғана кітап оқитыны анықталды. Уақытын ғаламторда өткізуді тек мектеп оқушылары мен студенттер емес, магистранттар мен докторанттар да таңдаған, бірақ оқудағы ғылыми дәрежесінің өсуіне қарай бос уақытында кітап оқуды таңдайтын жастардың үлесі өсіп отыратыны тіркелді. Ғаламторда уақыт өткізумен қатар кітап оқуды қатар алып жүру деңгейі ғылыми дәрежесіне тәуелді (корреляция) болатыны байқалды: докторанттар (62,9%) мен магистранттардың жартысынан көбі (54%) кітап оқиды. Ал басқа жас сегменттердің арасында білім дәрежесіне сай кітап оқитындардың саны азайып отырады: бакалавр студенттерінің 39,4%-ы, колледж студенттерінің 32,3%-ы, ал оқушылардың тек 30%-ы бос уақытын кітаппен өткізеді.

Жалпы «Сіз кітап оқисыз ба?» сұрағына «Иә» деп жауап берген жастардың көрсеткіші докторанттар және магистранттар арасында ең жоғары болған. Дегенмен нәтиже ауқымы жағынан мектеп оқушылары, колледж және университет студенттері бұл көрсеткіштен ұзап кетпеген, оларда кітап оқитындар үлестері тиісінше 82,3%-ды, 79%-ды және 80,8%-ды құраған. Оның ішінде барлық сегменттердің басым бөлігі кітап оқуға аптасына 30 минуттан 1 сағатқа дейін ғана уақытын бөлетінін белгілеген. 7-8 сағат

Зерттеуде анықталған ерекше жағдай бұл – оқымайтын жұмысшы жастардың арасында кітап оқитындар санының студент жастардан да жоғары болуы. Жұмысшы жастардың 91,7%-ы кітап оқуды ұнататын болып шықты. Оның шынайылығын біз бұндай әлеуметтік мәртебесі дар жастардың «Аптасына қанша уақытыңызды кітап оқуға арнайсыз?» деген сауалға берілген жауаптары дәлелдеп тұр: кемінде 30 минут (25,7%); 30 минуттан 1 сағатқа дейін (28,6%); 1-3 сағат (20,0%); 3-5 сағат (17,1%) және 5 сағаттан артық (5,7%). Бұл жауаптарда мұқият талдауды қажет ететін көрсеткіштер бар.

Респонденттер көбінесе көркем әдебиетті, психология, детектив және бизнес бағыттарындағы кітаптарды оқығанды ұнатады және олардың басым бөлігі электронды кітаптарға (43,4%) қарағанда қағаз кітаптарды (52,6%) таңдайды екен.

Әлеуметтік зерттеудің алаңдататын нәтижесі – респонденттердің басым көпшілігінің (50,4%) кітаптарды орысша оқитыны, ал 46,6% ғана кітапты көбінесе қазақша оқиды. Барлық топтық сегменттерде орысша оқитын жастар магистранттар (68%), докторанттар (60%), оқушылар (62,7%) және студенттер (53,4%) арасында кездесетінін көруге болады. ЖОО-да оқитын жастар арасында мұндай көрсеткіштің жоғары болуы біздің қазақ тілінің кәсіби, ғылыми ортада әлі де ауқымы кеңей қоймағанын, кең таралмағаны туралы гипотезамызды растайды.

Бұл тұжырымды «Сіз көбінесе қай тілде ойланасыз?» сұрағына 59,9%-ы ойлану процесі қазақ тілінде жүретінін, ал 36,8%-ы ғана орыс тілінде ойланатынын көрсеткені растайды. Кітап оқу тілінің көрсеткіштері жастардың күнделікті қолданыстағы тілімен емес, қазақтілді контенттің қолжетімділігі мәселесімен байланысты екенін көреміз. Сонымен қатар жастардың билингвалды екенінің тағы бір дәлелі олардың қазақ тілі мен орыс тілін қатар қолданатынын көрсететін осы сұрақтардың жауаптары деп айтуға толық негіз бар. Бұл тұжырымға тағы бір дәлел – «Сіздің қазақ тілінде қажетті ақпаратты табудан қиналған кезіңіз болды ма?» сұрағына респонденттердің 39%-ы «Иә, болды», 41,2%-ы «Жоқ, болған емес» және 19,4%-ы басқа тілде де оқи беретіндіктен қиналмайтынын белгілегені. Олардың ішінде ең көп қазақтілді ақпаратты іздеуде қиындықтарға тап болған докторанттар, университет студенттері, магистранттар және мектеп оқушылары болды.

Зерттеу нәтижелеріне сүйеніп, жаңа медиа-орта жағдайында жастардың жалпы кітап оқу мәдениетінің орта дәрежеден төмен екенін, ал оның ішінде қазақша кітаптарды оқитын жастардың үлесінің орыс тілінде оқитын жастардың санынан аз екенін анықтадық. Бұл тенденцияны өзгерту үшін қазақтілді кітаптардың санын жастарға қызықты мазмұнда, тақырыптарда көбейтіп, насихаттауды ұсынамыз. Сонымен қатар қазақ тіліндегі ғылыми әдебиеттің жетіспеушілігінде біздің зерттеуіміз дәлелдеп берді.

Жастардың қазақ тілін қолдануына медиа-ортаның әсері

Қазіргі әлеуметтік желілер жастардың негізгі коммуникация көзіне айналғаны дәлелдеуді қа-

жет етпейтін ақиқат. Мұны сауалнамаға қатысушылардың 91,6%-ы растап, әлеуметтік желілерді жеке, оқу, жұмыс бабымен және тағы басқа мақсаттарда коммуникация үшін қолданатынын көрсеткен. Назар аударатын тағы бір мәселе – олардың желілік қарым-қатынаста қазақ тілінен гөрі орыс тілін көп қолданатыны.

Орташа медиана есебімен жастар күніне 1-ден 3 сағатқа дейін уақытын интернет кеңістігінде өткізеді және оның басым бөлігінде онлайн фильмдер/видеолар көріп, музыка тыңдайды, үй тапсырмаларын орындап, әлеуметтік желілерді парақтайды. Бұл орайда сауалнамаға қатысқандардың мақсатты түрде үнемі қазақтілді медиаконтентті тұтынатындар үлесі 33,4%-ды қамтыды, ал контентті тұтынуда тілге байланбайтын жауап берушілердің үлесі 33,4%-ды құрады. Жауап берушілердің 25,1%-ы қазақтілді медианы сирек тұтынса, 8,1%-ы мүлдем тұтынбайды. Контентті мақсатты не мақсатсыз қазақ тілінде тұтынбаған жағдайда да, респонденттердің басым бөлігі (67,7%) қазақ тіліндегі хабарламаларды, жарнаманы, жаңалықтарды жақсы түсінетіні анықталды. Оның ішінде қазақ тіліндегі контентті әрқашан түсінетіндер барлық топтарда да басым екенін көреміз, ал ең көп үлес докторанттардың, бакалавр студенттерінің, оқушылардың арасында байқалады. Қазақша контентті мақсатты түрде әрқашан көретіндердің үлесі барлық сегменттерде де басқа тілді контент көретіндердің үлесінен төмен болды. Бұл респонденттердің басым бөлігі қазақтілді медиаконтентпен бетпе-бет келген жағдайда, оны түсініп, көре алады, бірақ күнделікті мақсатты түрде тек қазақтілді контентті өздері іздеп, таңдау бермейтінін білдіреді. Бұл жаңа дәуірдегі жаңа коммуникациялық ортаның ерекшеліктерін тағы да айшықтап тұр: тұтынушы желіден ақпарат іздемейді, ақпарат тұтынушының алдында, кросс-медиа және трансмедиа формаларында оны қоршап тұруы тиіс. Осындай жағдайда ғана қазақ тілінің дамуы, оны жастардың қолдануы мәселесінде ілгерілеушілік болады. Зерттеуде әртүрлі формада қойылған мағыналары ұқсас барлық сұрақтардың жауаптары көрсетті.

Қазақ тілі мен орыс тіліндегі ақпараттардың аудармаларын қажет ететіндердің үлесі шамамен бірдей болды (28,6% және 28,7%): осынша адамға қазақтілді контентті орысшаға және керісінше орыстілді контентті қазақшаға аудару сервистері қажет. Дегенмен жастардың басым бөлігі мұндай аудармаларды қажет етпейтінін, билингвалды екендерін айтқан.

Зерттеу нәтижелері қазақстандық жастардың басым бөлігін ғаламтордағы қазақтілді медиа-контенттің саны, көлемі, сапасы қанағаттандыратыны анықталды. Алайда докторанттар арасында медиаконтенттің санына да, сапасына да көңілі толмайтындар саны басым екені байқалды. Докторанттардың жауаптарындағы үлестің басқа топтарға қарағанда ерекшеленуі қазақ тіліндегі ғылыми контенттің жеткіліксіз екенін тағы бір рет дәлелдейді.

Оқитын жастар қазақтілді медиаконтентте танымдық, ғылыми, ойын-сауықтық, бизнес, психология, балалар бағыттарындағы контенттің жетіспейтінін көрсеткен. Танымдық контентті көбейту керек деген пікірді барлық топтағы респонденттер қолдаған, олардың ішінде ең жоғарғы үлес докторанттар мен магистранттардың арасында болды. Ғылыми контенттің аздығын ең көп белгілегендер де PhD студенттері, университет студенттері мен магистранттар болса, ойын-сауықтық, бизнес және психологиялық контенттің тапшылығын мектеп оқушылары мен университет студенттері белгілеген.

Тіл адамдардың идеяларын жеткізетін, тәжірибе алмасатын және мәдени сәйкестіктерін бекітетін негізгі құрал қызметін атқарады. Цифрлық ғасырда жаңа коммуникациялық технологиялар мен платформалардың пайда болуына байланысты тілді қолданудың ландшафты күрт өзгергенін біздің зерттеуіміз көрсетіп берді. Әлеуметтік медиа, жылдам хабар алмасу және цифрлық мазмұнды жасау құралдары жастардың өзін таныту және басқалармен қарым-қатынас жасау тәсілдерін өзгертіп қана қоймай, қазақ тілінің жаңа медиа-ортадағы қолданыс ауқымына да ықпал ете бастады.

Бұның бәрі Қазақ еліндегі мемлекеттік мәртебеге ие жалғыз қазақ тілінің болашағын анықтайтын факторлар. Орын алған өзгерістердің қазақ тілін дамытуға, қоғамды топтастырып жасампаз арнаға бұру үшін мемлекет пен қоғам бірлесіп ортақ іс-қимылдар стратегиясын іске асыру қажеттігі бұл зерттеу мақаласының басты тұжырымы деп ойлаймыз.

Қорытынды

Отандық медиа зерттеушілер арасында жаңа коммуникациялық ортада жастардың оқу мәдениетінің өзгеруі мен қазақ тілін қолдану ерекшеліктері көп талқылана бермейтін ғылыми мәселе. Мақалада жастардың кітап оқу мәдениетіндегі өзгерістер бүгінгі коммуникациялық тех-

нологиялардың жылдам дамуымен байланыстыра зерттелген. Кітап оқу дағдыларының өзгеруі, дәстүрлі баспа, телевизия мен радио түріндегі бұқаралық ақпарат құралдарын қолдану мен цифрлық форматтағы контенттің арасалмағы сарапталды.

Тақырыпқа қатысты жүргізілген әлеуметтік зерттеу соңғы жылдардағы медиа-ортадағы өзгерістер қазақ тілінің қолданылуына жаңа тенденциялар әсер ететінін, жастардың қазақ тілін қолданудағы ерекшеліктерін анықтауға көмектесті. Зерттеу барысында әлеуметтік медиа, цифрлық платформалар мен мобильді қосымшалар жастардың кітап оқуға деген ынтасы мен ақпаратпен қарым-қатынасын қалай өзгерткенін көрсетті.

Зерттеу қорытындысы бойынша қазақ тілінің жаңа коммуникациялық ортадағы өзгерістеріне бірнеше фактор ықпал ететінін айтуға болады. Оларға мыналар жатады:

бірінші, цифрлық медиа платформалар, оның ішінде, әлеуметтік желілер мен видео алмасу қызметтерінің, онлайн форумдардың көптігі лингвистикалық инновацияларға жол ашты, қазақ тілін қолдану жаңа коммуникациялық ортаға бейімделіп, жастар арасында «желілік қысқартылған» формалар дами бастады. Пайдаланушылар цифрлық коммуникацияға ыңғайлы жаңа сөздерді, тіл өрнектерін және сленгтер жасады. Бұл жерде батыстық ағылшын тіліне еліктеу де байқалады;

екінші, интернеттегі тілдік байланыс белсенді әрі жылдам жүруде. Көпмәдениетті және көптілді қоғамдарда тілдер өзара әрекеттеседі және бір-біріне әсер етеді, нәтижесінде цифрлық дискурста гибридті формалар мен кодтар ауыстырылады. Қазақ тілі де сыртқы тілдік әсерлерден қорғана алмауда, сыртқы әсердің күшімен өзгеруде;

үшінші, жаһандану процестердің ықпалымен интернет арқылы әлемдегі тілдердің өзара байланысы артып, жаһандық тенденциялардың ықпалымен жастар арасында көптілді орта қалыптасып үлгерді. Мысалы, сауалнамаға қатысқандардың 33,4%-ы мақсатты түрде үнемі қазақтілді медиаконтентті тұтынса, контентті қабылдауда тілге мүлдем байланбайтын жауап берушілердің үлесі 33,4%-ды құраған. Яғни, қазіргі жастардың бірнеше тілді меңгеруі мен аударма платформалардың жетілуі арқасында жас тұтынушылар ақпаратты кез келген тілде қабылдай алады, түсінбейтін материалын, видео немесе аудио контентті аудармада оқиды.

Бұл зерттеудің тағы бір маңызды қорытынды тұжырымы – қазақ тілінің жаңа медиа-ортадағы қолданыс проблемалары соңғы онжылдықта жылдам өзгерген медиа ландшафт пен цифрлық медианың өзара белсенді әрекеттесуіне тәуелді болуы деп санаймыз. Сауалнама нәтижелері қазақ жастарының цифрлық форматта оқуға деген айтарлықтай бетбұрысын да дәлелдеді. Осындай қорытынды тұжырымдарға сүйеніп келесідей ұсынымдар жасай аламыз:

- қазақ тілінің заманауи коммуникациялық платформаларға интеграциялануын қолдайтын стратегиялар қабылдау қажет;

- технологиялық ортаның ықпалымен қазақ жастарының кітап оқу мәдениеті төмендеген, қазақша кітап оқитын жастардың үлесі орысша кітапты таңдайтын жастардың санынан аз болуы да мемлекеттік тіл саясаты бойынша дайындалатын бағдарламаларда жаңаша қағидалар мен ұстанымдар, кешенді шаралар қабылдау ұсынылады;

- қазақстандық жастарға қазақ тіліндегі ғылыми әдебиеттің жетіспеушілігін шешу жолдарын ғылым мен білім саласына жауапты уәкілетті органдар отандық ғылыми қауымдастықпен бірлесіп қолға алулары маңызды. Әзірше бұл бағытта серпінді ұсынымдар қарасы көрінбейді;

- жаһандық тенденциялардан қазақ тілі де шет қалған жоқ және шет қала да алмайды. Қазақ жастары цифрлық платформаларды өздерінің ана тілін желідегі қарым-қатынасқа бейімдеу арқылы қолдануда. Сондықтан цифрлық трансформациялардың қазақ тілінің құрылымына, сөздік қорына, жас азаматтардың тұлғасына әсерінің қаншалықты терең екенін анықтау ауқымды зерттеулерді қажет етеді.

Цифрлық технологиялар оқу мен ақпарат алмасудың жаңа мүмкіндіктерін ұсына отырып, ұлттың тілін, мәдениеті мен рухани байлығын сақтауда, дамытуда үлкен қиындықтар туғызуда. Цифрлық әлем жастар үшін тартымды және технологиялар ақпаратпен өзара әрекеттесу және оқу үшін зор инновациялық мүмкіндіктер ұсынады. Дегенмен бұндай артықшылықтарға қарамастан, цифрлық форматты таңдаған білім алушы материалды үстірт түсінеді, оның ойлау функциялары төмендейді. Ал қағаз кітаптарды оқу тереңрек түсінуге, есте сақтауға және кітап мазмұнын эмоционалды қабылдауға үйретеді. Бұл мәселені де қоғамда жиі талқылап, насихаттау қажет.

Біздің зерттеуіміз қазақстандық жастардың ақпаратты тұтынудың цифрлық форматтарына көбірек бейім, дәстүрлі баспа БАҚ-тан алшақтап, қарым-қатынаста ана тілін сирек қолданады деген гипотезаны растайды. Қорыта айтқанда, цифрлық ортада оқудың электрондық және дәстүрлі түрлері арасындағы тепе-теңдікті сақтау сапалы білім беру мен жастарды ұлттық тәрбиемен қамтуда аса маңызды деп ойлаймыз. Бұл цифрлық дәуірде оқу мәдениетін нығайтудың тиімді стратегияларын тұжырымдаумен қатар цифрлық технологиялардың оқу мәдениеті мен біліміне әсерін одан әрі зерделеуді және түсінуді талап етеді.

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**MEDIA DISCOURSE OF «HATE SPEECH»
IN DIGITAL COMMUNICATION: CASES OF SOCIAL MEDIA**

The article is devoted to the phenomenon of implementation of traditional forms of “hate speech” on the social networks such as Facebook and Instagram. In particular, the content and stylistics of texts containing signs of “hate speech”, the aspects of framework normative documents and the main concepts of verbal aggression in electronic communication are analyzed. Moreover, the concept and media discourse of “hate speech” are extrapolated to form a basic tool for building a personal brand, increasing loyalty on social networks through negativity, condemnation, slanderous or aggressive statements against opponents.

The purpose of the study is to map the negative factors of the impact of modern socially oriented content on the stylistic and linguistic presentation in the social media texts. The author also attempted to consider the incentive motives of these phenomena and counteraction measures for the escalation of “hate speech” on the Internet. The author puts forward the idea of the need for a scientific understanding of the legal nature of “hate speech”, which includes several controversial aspects of the contraposition: the right to freedom of opinion is not/is the basis for choosing any (even aggressive or hateful) forms of expression of these opinions.

The practical significance and value of the work lies in the focus on improving communication technologies for monitoring and analyzing social media and systematizing available information. The author notes the need for technological strengthening of tools and methods for tracking hate speech on social networks, and proposes a discussion on defining criteria for assessing the aggression level of hate speech and its prevalence on the global network.

The research methodology is based on the use of comparative, textual and linguistic analyzes of precedent electronic media texts containing signs of “hate speech”. The results of the study substantiate the need for a prompt response to the dynamic increase of hateful rhetoric by society and the state, strengthening methods of legal counteraction and ethical regulation, as well as increasing media and information literacy of the population. From the point of view of professionalizing the blogosphere, it is reasonable to use mediation technologies for conflict resolution, promote the concept of a respectful interactive environment and strengthen counteraction measures for “hate speech” in social networks.

Key words: “hate speech”, electronic texts, digital platforms, media discourse, personal brand, information vacuum.

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**Цифрлық коммуникацияның «өшпенділік тіл» медиадискурсы:
әлеуметтік медиа кейстері**

Мақала «Фейсбук» және «Инстаграм» әлеуметтік желілерінде орын алған өшпенділік тілдің дәстүрлі формаларының имплементация феноменін зерттеуге арналған. Атап айтқанда, өшпенділік белгілерін қамтитын мәтіндердің мазмұны мен стилі, шеңберлік нормативтік құжаттардың аспектілері және электронды коммуникациядағы тілдік агрессияның негізгі ұғымдары талданады. Сондай-ақ, әлеуметтік желілерде жеке бренд құру, негативті пікір тарату, айыптау, жала жабу, оппоненттермен агрессивті түрде сөйлесу арқылы аудиторияның назарын аудатаратын құралдар жинағын қалыптастыру мақсатында «өшпенділік тіл» тұжырымдамасы мен медиа дискурсының экстраполяциясы жүргізілді.

Зерттеу мақсаты – әлеуметтік маңыздылығы бар заманауи контенттің әсерін әлеуметтік желі мәтіндеріндегі стилистикалық және лингвистикалық құбылыстар арқылы бақылау; сонымен қатар, автор бұл құбылыстың себептерін және интернетте кездесетін өшпенділік тілдің күшеюіне қарсы тұру шараларын қарастыруға тырысты. Автор контрпозицияның дискуссиялық тұстарын қамтитын «өшпенділік тілдің» құқықтық табиғатын ғылыми тұрғыдан түсіну қажеттілігі туралы идеяны алға тартады: пікір білдіру бостандығы кез келген пікірді

формаларды таңдауда (тіпті агрессивті немесе жеккөрінішті) негіздеме бола алмайды / бола алады.

Жұмыстың практикалық маңыздылығы мен құндылығы әлеуметтік медианы бақылау мен талдау және бар ақпаратты жүйелеу үшін коммуникациялық технологияларды жетілдіруге бағытталған. Автор әлеуметтік желілердегі өшпенділік тілді қадағалау құралдары мен әдістерін технологиялық тұрғыдан күшейту қажеттілігін атап өтеді, сондай-ақ, өшпенділік тілдің агрессиялық деңгейін және оның ғаламдық желіде таралуын бағалайтын критерийлерді анықтау бойынша дискуссияны ұсынады.

Зерттеу әдістемесі «өшпенділік тіл» белгілері бар прецедентті электронды БАҚ мәтіндерінің салыстырмалы, мәтіндік және лингвистикалық талдауларын пайдалануға негізделген. Зерттеу жұмысының нәтижелері қоғам мен мемлекеттің өшпенділік риторика деңгейінің өсуіне дер кезінде назар аударуының, құқықтық қарсылық пен этикалық реттеу әдістерін күшейту, сондай-ақ, халықтың және бұқаралық ақпарат құралдарының ақпараттық сауаттылығын арттыру қажеттілігін негіздейді. Блогосфераны кәсібилендіру тұрғысынан қақтығыстарды шешу үшін медиация технологияларын қолдану, сыйластық интерактивті орта тұжырымдамасын насихаттау, әлеуметтік желілерде өшпенділік сөздеріне қарсы шараларды күшейту орынды.

Түйін сөздер: «өшпенділік тіл», электрондық мәтіндер, сандық платформалар, медиадискурс, жеке бренд, ақпараттық вакуум.

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Медиадискурс «языка вражды» в цифровой коммуникации: кейсы социальных медиа

Статья посвящена изучению феномена имплементации традиционных форм ненавистнической риторики в социальные сети «Фейсбук» и «Инстаграм». В частности, анализируется контент и стилистика текстов, содержащих признаки языка ненависти, аспекты рамочных нормативных документов и основные концепты речевой агрессии в электронной коммуникации. Также проведена экстраполяция данных медийного дискурса «языка вражды» на совокупность алгоритмов формирования базового инструментария для выстраивания личного бренда, увеличение лояльности в соцсетях за счет негатива, осуждения, клеветнических или агрессивных высказываний в отношении оппонентов.

Цель исследования – провести картирование негативных факторов воздействия современного социально-ориентированного контента на стилистическую и лингвистическую реализацию в текстах социальных сетей; автор также предпринял попытку рассмотреть побудительные мотивы данного явления и меры противодействия эскалации ненавистнических высказываний в интернете. Автор выдвигает идею о необходимости научного осмысления правового характера «языка вражды», включающего несколько дискуссионных аспектов контрапозиции: право на свободу мнений не является/является основанием для выбора любых (даже агрессивных или ненавистнических) форм выражения этих мнений.

Практическая значимость и ценность работы реализуются в ориентированности на усовершенствование коммуникационных технологий мониторинга и анализа социальных медиа и систематизации имеющейся информации. Автор отмечает необходимость технологического усиления инструментов и методов отслеживания языка ненависти в соцсетях, а также предлагает дискуссию по определению критериев оценки уровня агрессии ненавистнической риторики и ее распространенности в глобальной сети.

Методология исследования строится на использовании компаративного, текстового и лингвистического анализа прецедентных электронных медиатекстов с признаками «языка ненависти». Результаты исследовательской работы обосновывают необходимость оперативного реагирования на динамизацию наращивания ненавистнической риторики со стороны общества и государства, усиления методов правового противодействия и этического регулирования, а также повышение медийной и информационной грамотности населения. С точки зрения профессионализации блогосферы имеет смысл использовать медиативные технологии урегулирования конфликтов, продвигать концепт уважительной интерактивной среды и усиливать меры противодействия языку ненависти в соцсетях.

Ключевые слова: «язык вражды», электронные тексты, цифровые платформы, медиадискурс, личный бренд, информационный вакуум.

Introduction

The interactive model of informational interaction between communication participants takes a leading position in the discourse of modern digital media. According to the research conducted by the consulting company Kepios, almost five billion people, or just over 60% of the world's population, actively use social networks (data as of July 2023). The average social media user has access to seven platforms, the most popular among which are WhatsApp, Instagram and Facebook (owned by Meta).

Modern online publications are characterized by hypertextuality, interactivity, and openness (Deuze, 2003). In terms of communicative effect, all participants of the digital discourse take part in the development of media reality. Each user of social networks has an opportunity to express their opinion and position regarding any issue. In addition, users of digital media independently prepare the material and are responsible for its distribution (Yesenbekova et al., 2023). It should also be noted that the number of ways of content production and distribution will increase every year, since digital platforms adhere to a different logic in their work compared to traditional media (Hughes, 2018).

In the context of the active dynamization of digital communications, there is a growing concern about the spread of negative or harmful content and flaming as the most common form of cyberbullying. This phenomenon is based on the use of verbal aggression, in which a virtual offense causes real discomfort or a psychological reaction. Pluralism and diversity of opinion or evaluation on the Internet can not only spread information, but also carry dangerous destructiveness, especially for children and adolescents. In particular, the information published on social media in text, video and audio formats can lead to an escalation of social tension and even real conflict. The position of "opinion leaders", therefore, can have an impact on the worldview, beliefs and attitudes of an individual or audience to the events.

In this regard, the scientific understanding of the legal field of the use of verbal aggression and "hate speech" in the modern Internet space is being updated, in which the right to freedom of opinion and the choice of form of expression of these opinions come into conflict. Moreover, in the concept of the theoretical framework of the study, the author tries to answer several questions: How is verbal aggression in digital media related to destructive forms of communication (blackmail, ridicule, threat, dissemination of fake information, exposure, electronic

texts discrediting a person)? Can verbal aggression on social media be considered as a sign of deviant communicative behaviour? Are the patterns of aggressive behaviour of popular Kazakhstanis able to influence the building (formation) of a personal brand on social networks?

Materials and methods

The empirical basis of the study is electronic media texts of social networks such as «Facebook» and «Instagram». Posts and comments of users that received a large number of likes and dislikes were selected for analysis. Since the functions of the social networks such as Facebook and Instagram imply duplication of publications on both platforms, the results of quantitative and qualitative analysis of media texts have different indicators. To stratify quality indicators, publications were selected, the content of which caused an ambiguous reaction from users of social networks, which eventually influenced the social mood of the majority of Kazakhstanis. During the research, the author also drew attention to the influence of the content characteristics and content of publications on representatives of government agencies and the public sector. In quantitative terms, the selection of material was carried out based on the following indicators: the number of likes/dislikes; number of subscribers; number of reposts; number of stories published. Using the continuous sampling method, examples of the use of hate speech in the electronic texts were investigated.

The method of contextual and comparative interpretation of the main connotations of the media text is used to identify the manipulative component that affects the public perception of information, as well as the growth of popularity, loyalty and recognition of a personal brand through the use of hate speech, in particular, the text taken in the event aspect is considered. The comparative and linguistic segment of the analysis of precedent electronic media texts allows to develop a basic understanding of the most commonly used models of verbal aggression in social media texts. Features of media discourse were revealed due to the methodological potential of content analysis, since this methodology involves the representation of social reality in the media space.

Literature review

The linguistic aggression has been studied widely from a variety of positions. The founders of the Dangerous Speech Project note that for «real ag-

gression, people must first be taught to see enemies in other people through malicious texts» (Benesch S., 2018). The authors came to an understanding of linguistic aggression as violence that must be prevented by making it less common or less convincing. Scholars are searching for universally accepted definitions of «dangerous speech», discussing how digital and social media «allow dangerous speech to spread and threaten the world».

The research of Harvard scientists devoted to innovative dehumanization (Austin J.L., 1962) can be considered fundamental in the historical context; the legal studies of John Bachman and Jack Holland are also interesting (Bachman, Holland, 2019).

The incitement through media texts was studied by the Virginia scholar S. Benes in his work «Vile Crime or Inalienable Right, Defining Incitement to Genocide» (Benesch, S. (2003).

R. Brown's study (2016) «Defusing Hate: A Strategic Communication Guide to Counteract», which is a strategic communication guide to counteracting aggressive hate speech, can be considered valuable methodological material.

Media discourse as management of public consciousness was examined by M.R. Zheltukhina (2003). One of the fundamental works is the study conducted by Yu. N. Karaulov. The researcher studies media texts in the communicative space (Karaulov, 2004). Khorosheva, Shustova, Kosteva devoted their works to the linguistic confrontation, as well as the influence of information flows on mass consciousness (Khorosheva et al., 2019). In the article devoted to the process of mediatization in Kazakhstan, D. O. Baigozhina (2018) describes the features of the media culture of Kazakh society. Klushina's research is devoted to the mediatization as the most important stylistic process. The communicative-axiological category of straightforwardness in Kazakh media discourse was examined by Zhakupova A.D. and Omarova N.G. According to them, the communicative-axiological category of straightforwardness is relevant in Kazakh media discourse, since truthful, sincere or even harsh statements play an important role in forming ideas about the development of freedom of speech in the media (Zhakupova et al., 2023).

Despite the large number of research devoted to media discourse, according to the author of this study, hate speech in national digital discourse is not studied widely and thoroughly. Media discourse is considered as a complex system of virtual communicative space, the main function of which is performed by mechanisms that have a manipulative effect on the linguistic consciousness of society.

An overview of the transformation of the media industry in the digital age is presented in the scientific work of professor of the University of California Martin Hilbert (2016). The book called «The Content Trap: A Strategist's Guide for Digital Transformation» by Bharat Anand provides valuable advice on analyzing the impact of technological change on the media landscape, as well as the consumption of media content by the audience. The study helps to predict consumer demand for media products (Anand, 2016). American investigative journalist Nicholas Carr examined the influence of the World Wide Web on the information society. The book called «Take a Look: What the Internet is Doing to Our Brain?» describes the audience's way of thinking and consuming information (Carr, 2011).

Results and discussion

In the study of communication methods in digital media discourse, an integrated approach is important, since this topic is an interdisciplinary area. Unlike traditional media, social media are more capable of implementing the function of manipulative influence. Before the emergence and development of digital communications, traditional types of media had a static nature of transmitting information, since the communicative interaction between the recipient and the sender was fixed. Social media of our time is characterized by its dynamism, in which all users of digital platforms have the opportunity to participate in the creation of content. Due to the activity of the audience in the use of social networks, media reality has undergone great changes. The transformation of modern media discourse has created a new virtual reality, where each participant in communication forms his own attitude to what is happening as a result of consuming information. From the perspective of the concept of the dialogical nature of media texts, every person with any degree of involvement in media discourse is a recipient of media reality (Duskaeva, 2012).

The audience of social networks can be divided into the following categories: active, passive and inactive users of virtual pages. In quantitative terms, the active category includes users who publish posts and stories, write comments, or make reposts at least once a day. A qualitative analysis of posts by active users showed the thematic diversity of published information, as well as the expressed subjective attitude of the addressee. The users belonging to the active category often represent the intention of the call. The group of passive users includes those communication participants who rarely work on their

content and prefer to observe what is happening rather than exchange information. Inactive users can be those users of social networks who have their personal accounts, but have never taken part in media discourse after registering the page. Active users of social networks can be considered professional repeaters of media reality. This is usually a category of individuals engaged in journalistic, blogging, and social activities. Citizens who express active civic position through digital platforms and have a certain number of followers, authority, reposts, citations or a permanent loyal audience are considered to be «opinion leaders». D. Berry and E. Keller (2003) outlined the ideal image of a leader of public opinion who inspires the most trust based on an analysis of the behaviour of American citizens.

Based on the results of content analysis of social networks, it was possible to establish that the audience's attention is focused on socially significant topics in the posts (publications) of «public opinion leaders». It is worth noting that people who are considered to be «public opinion leaders» take an active part in shaping information flows, and are able to form the information agenda and exert manipulative influence through distributed content. The study found that the «public opinion leaders» try to influence the consciousness of their subscribers and form a personal brand by carrying out acts of manipulation. In this study the personal brand is considered not only from the position of the individual who disseminates information, but also from the position of the hero of the content. For example, having a large number of subscribers, the famous local TV host Dinara Satzhan devotes posts to other famous and less famous people on the «Facebook» and «Instagram» platforms, thereby influencing their personal brand. Influencers are increasingly focusing their attention on social media. The rich and famous people increase their wealth through recognition. Sales are growing, and the «personal brand» continues to influence the masses (Lin et al., 2022).

With the development of Internet technologies, the emergence of new types of social networks and the involvement of a large number of registered users has led to the formation of an «information vacuum», where everyone has the opportunity to manage his or her account by implementing individual and collective intentions. Being under the influence of an «information vacuum», digital society gives preference to communication in the virtual space. In addition, the «information vacuum» can serve as a manipulation function, where hate speech is often used. During the observation, several cases were examined that caused a resonance

on social networks. As a result, it was found that any high-profile event can end up in an «information vacuum» under the manipulative influence of social network users. Since the «information vacuum» assumes the lack of opportunity to study and consider the problem comprehensively, the distributor of digital content and other participants in communication build communication taking into account their own interests.

Due to digital resources, the level of openness and trust between government and society increases. This trend boosts the development of citizen journalism. Over the past five years, almost all Kazakhstani TV channels have opened accounts on social networks, simultaneously duplicating news on digital platforms. Cross-media platforms such as «Facebook», «Instagram», «WhatsApp», «Telegram» or «Twitter» have become a bridge between professional journalists and online content creators (Hilbert, 2016). It can be seen how the content of news portals operating online is developing. The mass media discourse uses an interactive social method (Zhetpisbaeva et al., 2024).

During studying of the topic within the framework of this research, an analysis of the account of two local TV channels adapted to the social network «Instagram» was carried out. The methodological basis was the site «Popsters», which analyzes social media accounts. Two Kazakhstani TV channels were chosen for this study: «24 KZ», «Atameken Business» (Figure). The period of study was from April 14 to May 14, 2024. Quantitative data was collected according to the following criteria: the number of publications, the number of views, the average statistical data on the number of views, the number of likes and comments.

«24 KZ» statistics: 4376 videos of news content were uploaded, the total number of views is 14563129. The number of likes is 138771, the number of comments is 30706.

Statistics of the «Atameken Business» TV channel: 632 videos of news content were uploaded, the total number of views is 7538406, the number of likes is 96559, the number of comments is 28818.

Judging by the statistics of TV channels adapted to social networks, the account of the TV channel «24 KZ» is the leader in the number of videos and views, as well as in the number of likes. In terms of the number of comments, a similar situation is observed; both accounts are active on social networks and focus on feedback from the audience. A feature of feedback in the digital space is the immediate receipt of comments from subscribers and the ability to answer viewers' questions in the same mode. Due

to social networks, victims of domestic violence openly discuss the problem and are not afraid of publicity. Thus, digital platforms have influenced

people's thinking. It is possible that this trend will lead to long-term changes in politics and culture (Zhang, 2023).

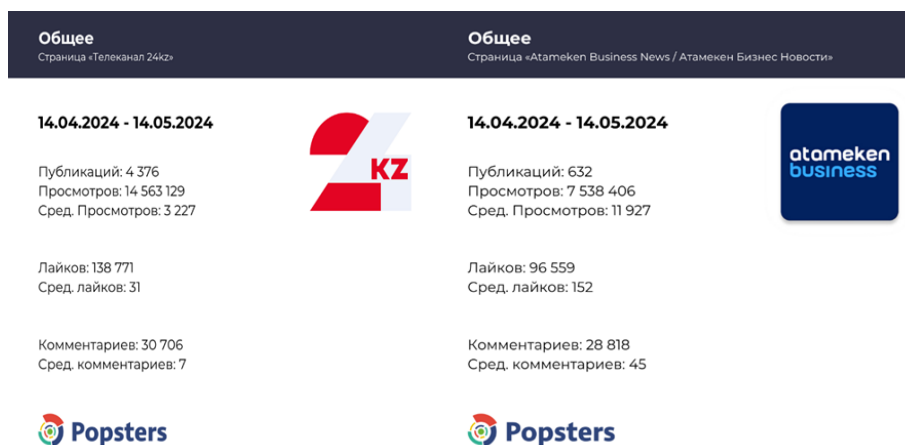


Figure: Analysis of the account of the TV channels «24 KZ» and «Atameken Business», adapted to the social network «Instagram».

The study used a method for monitoring indicators of the use and spread of hate speech in the Kazakhstani digital space. The study of the content of the social network «Facebook» was carried out from February to May 2024. The choice of this platform is due to several factors: firstly, the majority of registered accounts in Kazakhstan are on the social network Facebook; secondly, the content of the social network corresponds to the information agenda; thirdly, a large number of public figures, officials of various ranks, and «public opinion leaders» are concentrated on Facebook; and finally, there is a significant number of resonant publications, the content of which contains media texts that discredit the honour and dignity of other people, slanderous materials, and offensive statements on this platform.

In the process of studying this area, the following types of hate speech were identified:

- Creating a negative image of another person through evaluative expressions and opposition;
- Calls to boycott using cancel culture (exclusions, cancelling);
- Formation of a personal brand by devaluing or appropriating the others work;

Ridiculing the appearance of the interlocutor or his relatives, as a form of manipulation and shift of emphasis;

- Doubts and objections regarding a person's professionalism (as a form of sophistry and manipu-

lation);

- Inciting ethnic hatred.

Based on the above criteria, the author conducted a comparative analysis of text situations played out on the Internet and contained signs or connotations of verbal aggression. The cases of journalist Dana Ormanbaeva, investigative journalist Gulbana Abenova, journalist Vadim Kozachkov, human rights activist Dina Tansari (Smailova) and journalist Dinara Satzhan were selected.

The substantive features of the first case of Dana Ormanbaeva, related to cases of litigation after publications, are as follows: this is the story of lawsuits for libel or slanderous statements on social networks. In November 2020, blogger Denis Krivosheev said that a criminal case had been opened against Dana Ormanbayeva for detaining a person in a video interview with the online newspaper «ZONAkz». In 2021, the Almaty City Court ruled to find the blogger guilty of libel against a journalist. According to Dana Ormanbaeva, she decided to go to court for the sake of a precedent, since media texts on social networks are not controlled and are a «hotbed» for the dissemination of false information.

This story demonstrates the syncretic nature of hate speech and defamation and its incorporation into the legal process and litigation. Publication or dissemination of false information on social media is automatically duplicated in official media. The

conflict was examined through a linguistic examination, using the keywords «restrained by force», «a criminal case has been opened». In the dictionary, «to detain» means not to let go (Efremova, 2000). Based on this, the court ruled in favor of the plaintiff and awarded a fine to blogger D. Krivosheev.

The second case that received wide coverage on social networks is the mutual claims and trial of blogger Zhanna Akhmetova and journalist Dana Ormanbaeva. In a comment under the post, the blogger used the word «mongrel» to refer to the journalist. In a counterclaim, blogger Akhmetova demanded to remove the post from the social network, in which, in her opinion, her personal data was disclosed (the post dated July 3, 2022 on her personal Facebook account). The story received wide publicity and sparked discussion about online culture and ethics.

The spread of fake information in modern life is becoming a common phenomenon, but it makes it difficult for an unprepared user to verify true information or identify false and manipulative maxims. In this regard, the use of scientific methods to improve the level of competencies and media literacy is being updated (Karimova et al., 2023).

The next case of digital hate speech also involves a lawsuit. In April 2024, the police opened a criminal case against Dana Ormanbaeva for inciting ethnic hatred. Earlier, she posted a story on the social network «Facebook», which was duplicated on «Instagram». The text of the story in an aggressive manner expresses the attitude towards the nationality of the opponent, contains profanity and insults (Tengrinews.kz, 2024). There are also signs of threat in the text of the story (in the sentence «We will «execute» you with special pleasure»). According to Ozhegov's dictionary: «to execute» means: 1. K. criminal is subject the death penalty 2. K. criminal is subject to moral suffering, punish (Ozhegov, 2016). This criminal case is still under investigation and no decision has been made.

The third case is related to the story of investigative journalist Gulban Abenova. The Social Health Insurance Foundation filed a lawsuit against the journalist for disclosing information about the financial activities of the foundation. The post about the luxurious life of the head of the foundation, Aibatyr Zhumagulov, caused widespread discussion on social networks. Besides, the following words were used in relation to the director of the department: “low level”, “Press-in-law” in the text to Gulban Abenova. The plaintiffs regarded the media text as discrediting not only the director, but also the entire foundation and the healthcare system as a whole.

The next case is also related to a lawsuit against journalist Gulban Abenova. The Minister of Science and Higher Education sued a million tenge, winning the case against the journalist in court. In November 2020, Gulbanu Abenova published a post entitled «Mutually beneficial internship» on her personal Facebook page: «During the period of his work, Kazakhstani teachers were sent for internships to foreign universities, a huge number of interns went to Brunel University London, University of Leicester in the UK, University of Montreux in Switzerland. They sent large groups of teachers from one university at a time abroad. For example, in 2012–2013, 78 employees of the University Valikhanov in Kokshetau took part in the competition under the «Bolas-hak» program. Of these, 34 people from this university became winners of the presidential scholarship «Bolas-hak». According to some sources, the amount for an internship per year reached up to 20000 USD for each intern, which was more expensive than a year of study in a master's or doctoral program. But for a master's degree you at least receive a diploma, and for such an internship you only receive a certificate of completion of the internship».

In September 2022, the Astana court partially satisfied the claim against the journalist and blogger «for the protection of honour, dignity and business reputation, and the recovery of compensation for moral damage» (Azattyq.org, 2022)

The case of the director of the “Don't Be Silent” Foundation, Dina Tansari (Smailova), and producer Bayan Alaguzova is also of interest. Well-known TV host and producer Bayan Alaguzova published a post regarding the judicial investigation against the former Minister of National Economy Kuandyk Bishimbayev: «The most terrible and monstrous thing is that the former relationship has become much more important than the fact of murder. Part of society believes that it is her own fault, how is this possible? Nothing can ever justify violence, torture and death. I feel terrible for everything that is happening. Saltanat, forgive us all, rest in peace» (the post dated April 3, 2024 on «Instagram»). This short message was followed by an immediate reaction from human rights activist Dina Tansari (Smailova) on her Facebook page: «This statement by Bayan suggests that she sympathizes with Saltanat, but, on the other hand, she admits that Bishimbayev killed her for the past relationship! Horrible! Just the queen of double standards! This is what Dana Ormanbaeva constantly writes about; you cannot broadcast so irresponsibly to an audience with 4.5 million subscribers, «infecting» society with your double standards» (the post dated April 4, 2024 on her personal page

on «Facebook»). This story is an example of an information war between «opinion leaders». Although this case, which can be characterized as a virtual dispute, did not continue in the form of lawsuits, such rhetoric has an impact on the public mood. A large number of subscribers ensures a high level of views, which means it involves a struggle for public attention in order to impose a certain opinion.

The sixth case went beyond the country and reached the audience of a neighboring country in terms of popularity. We are talking about a statement by Russian journalist Tina Kandelaki in her Telegram channel about the displacement of the Russian language in Kazakhstan: «The Ministry of Transport of the Republic wanted to rename several railway stations and replace Russian names with Kazakh ones. For example, they propose replacing the station «Uralsk» with «Oral», «Uzen» with «Zhanaozen», etc». Kazakh TV host Dinara Satzhan called such rhetoric a «provocative statement», posting the following post on her «Facebook» page: «First, we are an independent sovereign state. There is a good Russian proverb: « don't interfere with someone else's monastery with their own rules»! And let us decide for ourselves what railway station to call. Secondly, Kazakhstan has been gradually returning its native language, lost during the years of Soviet regime, throughout the years of its independence. Thirdly, Russian is the official language of interethnic communication in our country, and Kazakh is the state language». In addition to famous people, some social media users reacted to the statements of the Russian TV host. It is noteworthy that Kazakhstanis left comments under Tina Kandelaki's post in two languages: Kazakh and Russian. Almost all types of hate speech were evident in the comments. The content of the media texts of the discussion participants corresponds to «inciting ethnic hatred». This is confirmed by the following appeals: «Live in your Russia and dictate your rules to them»; «Do you want to destroy the Kazakh language and conquer the land»? «Kazakhstan does not obey Russia like your Georgians» etc. (comments under Dinara Satzhan's post on her personal «Facebook» page dated January 16, 2024).

The seventh case concerns the murder of Saltanat Nukenova, which had a great impact on public discourse on issues of combating domestic violence, and caused active discussion not only in Kazakhstan, but throughout the world. Many expressed their own opinions regarding this tragedy, including public opinion leaders. Ambiguous reactions were caused by resonant posts on social networks by prominent political figure Ermukhamet Yertys-

bayev: «I am for an honest, objective, fair trial – a jury trial. Since the case is resonant, the trial should be open and transparent. But not the trial that Itkulov is trying to sell us (another well-known blogger in Kazakhstan – editor's note). He demands that the trial be a show trial so that the murderer is recognized as a murderer. Is it really difficult to go into a search engine and type in what a show trial is? A show trial is a judicial performance, a sham trial, an open trial in which the guilt of the suspect is predetermined. We don't need a show trial. We will hammer the last nail into the coffin of the rule of law». In addition, the chairman of the People's Party of Kazakhstan expressed his opinion regarding the division of Kazakhstan into New and Old, fearing that such a division would lead to a split in society (the post by Ertysbayev dated March 5, 2024 on his personal «Facebook» page).

Journalist Gulbanu Abenova received angry comments after she devoted several posts to the topic of the murder of Saltanat Nukenova: «If you don't think like everyone else, then that's it, you're screwed. You are corrupt, you are a slut and you are not human. You must be wiped off the face of the earth; you have no right to live. What picture did we paint? It's black and white. He (Kuandyk Bishimbayev – editor's note) in black is a monster, a maniac, a killer. And no other colors, not even semiones. Black and that's it. She is white, fluffy, innocent» (the post by Gulbanu Abenova dated February 18, 2024 on her personal «Facebook» page).

After several similar posts, the victim's lawyer, Zhanna Urazbakhova, also responded: «Saltanat's body has multiple injuries, including signs of suffocation, a broken nose, lacerations, abrasions, and bruises. There is not a single whole area on the body. Description of only EXTERNAL bodily injuries on 2 pages, not to mention internal ones. Getting injured when falling from your own height is EXCLUDED!!! The unprincipled «mistress» Gulbanu Abenova points to alcohol intoxication and that the injuries were sustained in a fall. This is completely a figment of her imagination. The injuries were CAUSED by a blunt, hard object».

The study of the above cases illustrates the tendency of social networks towards open, free and poorly controlled expression of emotions. Of course, traumatic topics that evoke strong emotions quite often become the basis for negative statements, sometimes containing signs of hateful terminology. The cases involving types of hate speech have been confirmation of how important communication is in the digital space. The representatives of the media play a key role in this issue. In our opinion, they

bear the main responsibility for disseminating verified information and establishing feedback from social media users.

The author tried to formulate methods of ethical communication (digital conversation) on social networks based on the conducted research:

- Method of discussing a conflict situation, a parity discussion that does not become personal, conflict triggers, traumatic assessments and insults;

- Method of studying the source of the conflict, a detailed analysis of the interests and positions of stakeholders, studying the history and precursors of the conflict situation;

- Method of conflict management, competence in conducting discussions, ability to argue statements taking into account the interests of all parties. Development of stress resistance;

- Method of prevention and avoidance of conflict, carrying out preparatory procedures, establishing confidential communication;

- Feedback method with conflicting parties. Conducting business communication and searching for a solution (compromise);

- Method of conflict resolution, studying ways of reconciliation, mediation techniques.

The essence of the above methods is to implement the social mission of digital conversation, in which communication is not carried out unilaterally (social networks users are recipients and the communicator is journalists, bloggers, «opinion leaders with a large number of subscribers»).

At the stage of discussing a conflict situation, the initiator of communication disseminates information, discusses socially significant topics, in other words, creates an informational occasion for further discussion, as well as establishment of connection with the audience.

Using the method of investigating the source of the conflict, the communicator makes an attempt to find out the true causes of the conflict through a comprehensive study of the situation, as well as recognition of hate speech in media texts.

The conflict management method is an important part of communication with recipients. It is important to behave correctly in an ambiguous situation. For example, the publication of personal data may cause a conflict between interested parties. In this case, the author of the post needs to conduct explanatory work in order to de-escalate the conflict.

The prevention method is one of the effective ways to prevent a conflict situation. While reading the news feed, you can highlight publications that contain elements of hate speech. Conflict can be prevented by clarifying legislation that penal-

izes all types of hate speech, as well as controlling destructive language and hateful rhetoric on social networks.

The audience feedback method involves communication with subscribers, which is largely implemented by answering questions in the comments, as well as studying the problem of people who have asked for help or made suggestions.

The conflict resolution method involves effective measures that help to eradicate the conflict. For example, contacting mediators to further broadcast reconciliation on social networks. Recently, law enforcement agencies have been effectively using the method of conflict resolution after provocative statements by citizens. This is confirmed by the case involving a Kazakh woman who insulted the Kazakh language live on her personal «Instagram» page. Law enforcement agencies carried out search operations, after which the transmitter of hate speech posted a public apology for her statement.

Conclusion

Digital media discourse is a complex system of virtual communication, including a number of multidirectional forms of communication and information exchange, and the manifestation of positions. This is a global communication space that unites the media, social networks and messengers. Millions of voices and opinions. The methods developed during the study can be used as a tool for resolving conflict situations in the process of digital conversation. Considering the influence of manipulation on the linguistic consciousness of social network users, it is necessary to create regulatory parameters to control communication processes. The examples listed in the main part of the article show the importance of a comprehensive study of the topic of confrontation in social media. According to the results of the study, the following ways to solve the problem of regulating hate speech in social media are proposed: creating a center for countering and preventing social conflicts that monitors social networks; taking comprehensive measures at the legislative level to combat the propaganda of hate speech; revising media policies regarding the dissemination of news content, including strengthening fact-checking and countering fakes and deepfakes; creating textbooks and methodological developments for teachers and students on teaching media and information literacy, and conducting discussions in digital communication of social networks.

When broadcasting hateful rhetoric of public figures, journalists need to keep in mind ethical

principles, since the dissemination of destructive or extremely negative statements leads to the “acceptance” by society of national, racial or religious hatred propaganda, which constitutes incitement to discrimination, hostility or violence, as the norm. There is also a need for strict control by social network administrators when posting content. It means they need to divide texts with a predominance of negative evaluative vocabulary and texts containing illegal content that contradicts the laws of the country. In addition, increasing the level of media literacy of the population is of great importance for the state. It must be taken

into account that through “opinion leaders” the audience of social networks receives certain information that is formed, like an agenda, with certain goals and attitudes. Given the flexible structure of hate speech, this topic requires prolonged attention and a further comprehensive approach to study.

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REPRESENTATION OF WOMEN IN THE MEDIA IN MONGOLIA AND TURKEY: A COMPARATIVE STUDY

In this study the past and present life criteria of the women's society in Mongolia and Turkey examines. The female workforce in the media sector of the two countries is compared. The purpose and idea of the scientific work is to analyze the activities of women working in the mass media and to study the representation of women specialists in the production process and their place in society by conducting a comparative study. The study aims to understand the parallels and contrasts between the roles, difficulties and possibilities experienced by women involved in female workforce in media industry in these two countries. The theoretical significance of the research is that the findings can be presented as a multidisciplinary study enriched by theoretical and methodological achievements of various social sciences.

Practical importance – the results of the conducted research can be used in journalistic and legal practice and in comparative analyses. Research methodology – in order to achieve the purpose of the study, the theories and approaches related to the participation of women in the paid labor force in two countries (Turkey, Mongolia) were classified in different ways. In studies with a dominant sociological approach, they were grouped into two large groups according to their problematic aspects. According to the results of the research attention was paid to the reasons for women's participation in the working life, those who question their working conditions, and the reasons for the concentration of women in certain business areas with limited and special characteristics. Result – the comparative study of the female workforce in the media sector: Mongolia and Turkey was made and the ultimate goal was determined.

Key words: Central Asia, Mongolian women, education, media, journalism, advertisement, film, Turkey.

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Моңғолия мен Түркияда әйелдердің БАҚ саласында алатын орны: салыстырмалы зерттеу

Осы зерттеуде Моңғолия мен Түркия әйелдер қоғамының өткен және қазіргі өмірлік белгілері қарастырылады және оларды екі елдің медиа секторындағы әйелдер жұмыс күшімен салыстырады. Ғылыми жұмыстың мақсаты мен идеясы – бұқаралық ақпарат құралдарында жұмыс істейтін әйелдердің іс-қызметін талдау және салыстырмалы зерттеу жүргізу арқылы әйел мамандардың өндіріс процесіне қатысуын және олардың қоғамдағы орнын зерттеу, осы екі елдің медиа индустриясында әйелдер еңбегі саласында жұмыс істейтін әйелдердің рөлі, қиындықтары мен мүмкіндіктері арасындағы қарама-қайшылықтарды түсіну. Жұмыстың теориялық маңыздылығы мынада: алынған нәтижелер әртүрлі әлеуметтік ғылымдардың теориялық және әдіснамалық жетістіктерімен байытылған көп салалы зерттеу ретінде ұсынылуы мүмкін. Бұл мәселеге, ең алдымен, әйелдердің жұмыс өміріне немесе әйелдердің жұмыс күшіне қатысуы туралы түсініктерді шектеу пайдалы болар еді.

Практикалық маңыздылығы – жүргізілген зерттеу нәтижелерін журналистік және заңгерлік тәжірибеде, сонымен қатар салыстырмалы талдауда да қолдануға болады. Біз талқылайтын тақырып аясында қарастырылып отырған жұмыс пен еңбек үйден тыс және жалақы үшін жұмыс істеуді білдіреді. Сөз жоқ, ақы төленбейтін еңбек, әсіресе әйелдерге қатысты болса, әлеуметтік ғылымдарда да, әйелдерді зерттеуде де өте маңызды орын алады, үй шаруашылығы және оны кеңейту тұжырымдамасын енгізеді. Алайда, біздің мәселелеріміздің аясында бұл екінші еңбек тобы тек гендерді қамтиды, сондықтан бұл гендерлік әлеуметтік еңбек бөлінісі мен жұмыс күшіндегі гендерлік кемсітушілікке қатысты жағдайларды қоспағанда талқыланбайды. Зерттеу әдістемесі – зерттеу мақсатына жету үшін екі елдегі (Түркия, Моңғолия) жалдамалы жұмыс күшіне әйелдердің қатысуымен байланысты теориялар мен тәсілдер әртүрлі жіктелді. Социологиялық көзқарасы басым зерттеулерде олар проблемалық аспектілері бойынша екі

топтастырылды. Зерттеу нәтижелері бойынша әйелдердің еңбек өміріне қатысу себептеріне, олардың еңбек жағдайларына күмән келтіретіндерге, сондай-ақ шектеулі және ерекше сипаттағы бизнестің белгілі бір салаларында әйелдердің шоғырлану себептеріне назар аударылды. Ғылыми жұмыстың құндылығы – зерттеу барысында Моңғолия мен Түркияның БАҚ саласындағы әйелдер жұмыс күшіне салыстырмалы зерттеу жүргізілді.

Түйін сөздер: Орталық Азия, Моңғол әйелдері, білім, БАҚ, журналистика, жарнама, кино, Түркия.

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Представленность женщин в СМИ Монголии и Турции: сравнительное исследование

В исследовании проводится компаративный анализа прошлых и настоящих витальных критериев женского общества Монголии и Турции, изучается специфика женской рабочей силы медиа-сектора двух стран. Цель и идея научной работы – проанализировать деятельность женщин, работающих в средствах массовой информации, изучить представленность женщин-специалистов в производственном процессе, статусные характеристики и роль в обществе. Исследование формирует понимание параллелей и контрастов между ролями, трудностями и возможностями, с которыми сталкиваются женщины, работающие в сфере женского труда в медиаиндустрии. Теоретическая значимость работы заключается в том, что полученные результаты могут быть представлены как мультидисциплинарное исследование, обогащенное теоретическими и методологическими достижениями различных социальных наук.

Результаты проведенного исследования могут быть использованы в журналистской и юридической практике, а также в последующих исследованиях данной проблематики и сравнительном анализе гендерных концептов. В контексте темы, выбранной авторами, рассматриваемая работа и труд означают работу вне дома и за заработную плату. Особенно, когда речь идет о женщинах, занимающих важное место как в социальных науках, так и в женских исследованиях, учитывая концепцию домашнего хозяйства и ее расширения. Однако в рамках нашей проблематики эта вторая группа труда включает в себя только гендер и, следовательно, это не будет обсуждаться, за исключением случаев, когда речь идет о гендерном социальном разделении труда и гендерной дискриминации в рабочей силе.

Методика исследования – на основании доминирующего социологического подхода к проблеме были выделены две группы. Особое внимание было уделено причинам участия женщин в трудовой жизни, тем, кто ставит под сомнение условия их труда, а также факторам концентрации женщин в определенных сферах бизнеса с ограниченными и особыми характеристиками.

Ключевые слова: Центральная Азия, монгольские женщины, образование, СМИ, журналистика, реклама, кино, Турция.

Introduction

With the change of power in Mongolia after the 1990s, it brought class difference along with freedom for women. With the collapse of the Ottoman Empire and the establishment of the new Republic, we see that Turkish women have participated in important changes in social and economic life. The fact that some of the changes experienced by the women of the two countries, which include many differences from religion, culture, education system to lifestyle, are the same, as well as some of the problems they face, show that women in each country are faced with the same problems. We will examine one by one issues such as the business life of women in both countries, the differences in business life, the extent to which gender equality is effective in the

business field, their family lives, social lives, and the cultural place of women in the society of both countries. While addressing these issues, our most important issue is that while women in the lower income group cannot actively participate in economic life in Turkey, we will show in this study that this situation is the opposite in Mongolia.

In this study, the place of women of both countries in economic life is generally stated. After declaring their independence in 1921, the Mongolians, who were engaged in nomadism and animal husbandry, took the first step towards an innovative lifestyle of factories and urbanization. Mongolian society has become supportive of women's initiatives in social life. Although women are limited in some areas, they have strong potential in society. In this year, the individual rights and social and politi-

cal rights of Mongolians came into force with the constitution. The state has always provided people with the opportunity to be appointed in the business sector, as well as organizing large-scale work in order to increase the education level of individuals, improve their health status, and improve some processes such as social security. Thus, positive developments continued in the lives of the Mongolian people for 70 years. For the first time, in 1924, the Mongolian government legally stated the equality of men and women within the framework of the Constitution, providing women with a great opportunity to contribute to politics, recognition of their labor rights, protection of personal rights in legal terms, and their participation in social life and participation in economic and political fields. During the Soviet years, the government organized multilateral activities to support women's education and work. As a result, in a short time, women began to show themselves actively in the fields of education and work. Due to the collapse of the socialist structure and the transition of the state to a democratic structure in these years, class discrimination emerged as a result of unfair sharing in the society where everyone was equal. This process of change has affected women's political participation, business life, health declines and loss of their position in social life.

Women experience a decline in their social lives. Although agreements were signed by the new government after 1996 to raise the status of women and advance their position, the effects of the transition to democracy are still continuing on women due to the fact that these agreements and works are not carried out as activities. 1989-2000 years When we look at the numbers, it is stated that the level of women in Mongolia in writing, reading or receiving education in all kinds of fields is at a much higher level than men (UNDP, Mongolia's Human Development Report 2003). Although there is a lot of advancement in women's education, they still have difficulties in reaching high positions in their careers and trying new opportunities. This indicates that women are not suitable for the formation of vocational education and economic contribution. According to a 2006 study, women working in permanent salaried jobs increased to 53.9% of the total population from 2000 to 2006. However, women were included in the unemployed list more than men. The salary of women who have a job in Mongolia is determined depending on where they work and the job they have. It is not calculated according to education level. This causes women to work for lower wages than men. While men spend an average of 17.5 hours per week on unpaid work, women spend 31.8 hours

per week (USG. Labor Force Survey Report 2004). This is women; It shows that, apart from economic and labor capital areas, she also devotes most of her time to financial responsibilities of the family, such as child care, patient care, and meal preparation (ZHJT, "Unpaid work" survey, Free labor 2005).

Literature review

In general, statistical literature about women was used during the research period in which we discussed the development period of women in the field of education and career in Central Asia and Turkey after the 2000s and their social and economic aspects. In our literature list included materials of ACAR Feride, "Women's Human Rights in Turkey: International Standards, Law and Civil Society", in Gökçeçek Ayata, Sevinç Eryılmaz Dilek and Bertil Emrah Öder (Den), Women's Rights: International Law and Practice, Prof. Dr. Dogramaci. E, Women's Past and Present in Turkey also used some statistical research materials of Mongolian researchers' field of feminism. Rather than literary books, research documents dealing with women's lives from a serious socio-economic perspective were used in our article. An analysis was made by comparing studies on women conducted by researchers in Mongolia and Türkiye. Women who manage the family have superiority in the family economy. If both men and women in the family steal, the women take care of the money.

Due to some inequalities, women work more in informal sectors. In the informal sector, 54% are women. Recently, the number of people going abroad to work has increased significantly. South Korea, Check Republic, Japan like in countries 2007 to your data according to 15 thousand people are working registered. When we look at the data in 2004, it is stated that 68.5% of Mongolian women working in the USA and 53.9% in South Korea have undergraduate education. The number of women in power is very small compared to the past. Although she set a goal of increasing the number of women in power to 15-30 in 2015, this was not possible It has reached a level where it can be said that there are no women in the state's decision-making mechanism and legal bodies. The free movement that emerged with democracy in 1990 market the economic structure has led women to express and live their own ideas openly. But problems such as keeping up with democracy and closing the economic gap of the society, which has lived under state authority for 70 years, have placed a heavy burden on women's shoulders and led them

to exclusion from social life. In the research titled «Women's Initiative in Politics and Public Opinion», which was conducted with the participation of 500 people in the capital Ulaanbaatar in 2006, 67.7% answered that the scarcity of women in politics is due to the lack of recognition of successful, talented women. 15% argued that women should do housework and take care of children, and that politics is only a man's job. When we look at this, it can be seen that the society still has not lost its traditional thinking. During this research, very few people approved of women organizing marches and leading propaganda stands. Looking at the disapproval of more than 50% of them, it becomes clear that they do not accept women as managers.

The majority of the people say that the lack of women in power means "successful women are not recognized". In order to be a successful woman, she must work in good positions, but women are not given a place in these positions. In order for women to work in the decision-making mechanism, the media should promote the work done by women, the work they have achieved, and the idea projects that will contribute to society. Mongolian women on the media figure included in the newspaper titled "The Capital newspaper article", which was first published at the end of the 19th century. News published during this period expressed problems such as rich people making girls from poor families do a lot of work for little pay, and Chinese people using beautiful women for entertainment.

After 1921, women's rights began to be talked about a lot. During this period, the issue of women's equality with men was frequently brought to the agenda, and it was constantly heard in the newspapers that women had the right to study and work. During this period, the Mongolian government established the media sector infrastructure. This year has caused women to experience positive changes in social life. The publication of the magazine "Mongolian Women" between 1926 and 1990 made a great contribution to eliminating violence against women or negative thoughts towards women in society. Even though the state published the years of authoritarian regime, these magazines brought positive developments for women. However, after 1990, with the change in the state structure and the significant difference between men and women, women fell from the position they had achieved during communism. If we look at the newspaper content in Mongolia these days, the type of news published between May 18 and May 23 consists of 80% news about men and 20% about women. In addition, while news about politics, economics, elections and mines

are mostly on the agenda, only less than two news stories are about women.

These news, such as the marketing of women to foreign countries, the murder of Mongolian women abroad, the profile of women exposed to family violence, etc., are always reflected in today's media, with women as the exposed part. On the other hand, the women who give interviews in the newspaper are women who cannot influence the state decision-making mechanism, such as models, singers, and actors, while the media clearly shows that the men in the newspaper are people who have an influence on the decision-making mechanism, such as scientists, and businessmen. This also has the characteristics of gender discrimination. Of the news about female MPs in the newspaper, 30% are published positively and 70% are published negatively.

Material and methods

In the article, the changes that the discipline of economics undergoes in interaction with social change and the effects on labor markets are discussed.

After explaining the evolution of the models from a critical perspective, we move on to Turkey. In their articles, Ahmet Köse and Ahmet Öncü argue that the Turkish labor market is a single market. Based on the mistake of considering Turkey as a global production, they focus on the differences created by Turkey's integration into global production. After emphasizing how the institutional features of labor markets in Turkey affect the country's position in the international division of labor, they show that policies aimed at the flexibilization of markets, developed as a response to the capital accumulation crisis, led to Turkey's specialization in labor-intensive sectors. The main message that should be emphasized in these articles is that the theoretical framework and research methods are realistic. Its importance in terms of approach. In her article, Saniye Dedeoğlu explains women's participation in the labor market in the context of the family. For this purpose, current studies on family. After summarizing the theoretical discussions with a critical perspective, it exhibits the developments specifically for Türkiye. Hülya Tufan-Tanriöver explains the position of women in the Turkish labor market and gender discrimination from a specific sector, looking for the media sector.

The fact that women who are described positively in the news are parliamentary candidates and wives of important executive makes women play a supporting role rather than an objective provides.

Considering these, we can list the general appearance of women in Mongolia as follows:

- Supporting role in society undertakes;
- Subjected to injustice side;
- Control the budget within the family who makes;
- Exposed to rape remainder;
- Having beauty, protecting herself, helper;
- A child bearer and child caregiver is evaluating.

When you look at a newspaper, television brings an innovative perspective as well as showing the true face of women in society, due to the journalists' own thoughts. Recently, the programs broadcast by some channels cause women to share their thoughts and ideas about the educational level of women and to find solutions to the problems in society. In addition, inviting women as guests in programs that give advice in terms of law, health and psychologists also plays an important role for women. This provides a great opportunity to introduce women who have become professional in their careers or professions to the society. The appearance of the women in the advertisement is evaluated as "youth, beauty, fun" as stated by the American researcher Merry Griffiths. When we look at most advertisements, they show young, beautiful women or mothers, housewives, weak and unprotected women. European researchers think that women depicted in the media meet certain criteria. These criteria are;

- The ideal look for women is very limited / stylish office women, famous women, hardworking women etc. /
- Women's desires are few / women's appearance, marriage, family/
- Rating youth / so the ad mostly shows young women, middle- aged or older women are very rare is shown/
- The content prepared by all female programs or female journalists contains the same structure / women who have achieved success in business or professionally, singer, painter, cuisine, fashion. is limited/;

Newspapers portray women as sex objects, prone to fights and arguments, expensive jewelry, men's economics, or living under someone else's rule. These criteria are the same as the female profile characteristic of the media in Mongolia. Currently, 51% of Mongolia's population is women. Of the 147 thousand students across Mongolia who study at state or foundation universities, 98 thousand are women. This shows that there are many women in the field of education. It has been revealed that 80% of the students studying abroad are women. The ma-

majority of university graduates are female graduates. If we look at the sectors in which these women work or whether they benefit from the education they receive, how effective it is. Fields where women work in Mongolia whereas;

- Transportation vehicles and Construction in the field
- In small scale trades
- Mostly in restaurant jobs or teaching jobs etc.

The areas where women work in Mongolia are generally concentrated in social areas. For example: 64.5% in the field of education, 71.3% in the field of social assistance and health, and up to 63% in the field of law. But there are very few in the field of politics. Even though women work in career jobs, ministries, companies, health and education fields, they are not in positions with decision-making influence. In other words, women cannot get into the jobs they want because workplaces take into account age and gender factors due to their education level or skill capacity. For this reason, women lose their health by working without choosing any job to support the family. There are 12 types of 74 workplaces that prohibit women from working, which came into force with the article. The entry into force of this law legally prohibited women from working in jobs that they cannot handle due to their physical characteristics, in workplaces that cause cancer in the mother's womb, or even in workplaces that make them infertile. It seems that some women work in these jobs that are prohibited by law. A certain part of the female society consists of women engaged in prostitution. They say that even if the reason for doing sex work is insufficient working capital or job opportunities, they market their own bodies due to insufficient wages. Around 5 thousand of the women who do sex work are girls who have not reached the age of adulthood. The total number of 15-17 year old girls in Ulaanbaatar reaches 27 thousand, 5 thousand of whom are engaged in marketing their bodies.

The majority of women doing sex work stated that their clients were Chinese. Working women in Mongolia early retired to be, high in authorities to work, high retired wage it has negative effects on bonding and poverty. There have been many incidents that left women in poverty due to the unnecessary dismissal of women from their jobs by using the article of the law regarding early retirement for women (UNHRC, Report on Request for Information, January 24 – February 15, 2000). Although women are more educated than men, they receive 10% lower wages than men in the labor market. Since 2000, salaries have decreased due to gender

inequality in the labor market is determined. The equality that Atatürk provided to women in every field also brought them equal opportunities in education, and this created the opportunity for women to directly participate in social development outside the home by becoming professionals. It has been evident in the occupational distribution of women in society since 1927. With the establishment of the Republic, there was no immediate increase in women's participation in business life, and with secularization, the gender-based division of labor began to decrease (Prof. Dr. Emel Dođramacı, Ankara 1989). Education and is sufficient information. Lack of education is the first and main reason why women cannot achieve economic independence (Prof. Dr. Necla Arat, İstanbul 1996). The second main reason why women cannot achieve economic independence is closely related to traditional ideology. It is thought that the head of the family is a man and the man is the breadwinner of the family in society, men are given priority in recruitment (Prof. Dr. Necla Arat, 1996).

The concept of modern citizenship is defined according to the employment status of men and women, and social rights are linked to the position in the labor market (Der. Saniye Dedeođlu, Adem Yavuz Elveren, İstanbul 2012). General characteristics of women's employment in Turkey are the low rates of participation in the workforce, the prevalence of informal employment and The reason for this is that a significant number of women of working age are out of employment as housewives. While most working women work as unpaid family workers in agricultural areas, it has been determined that women are concentrated in the informal service sector in urban areas in recent years. (Saniye Dedeođlu, Adem Yavuz Elveren, 2012). Division of labor in our society shaping, women And of men work to your life participation levels determining many factors appear to be gender-based. In Turkey, women's participation in the workforce is 28% nationwide and is significantly lower than men. On the other hand, the majority of domestic work, defined as "unsalaried labour", is carried out by women. Research shows that the perception of traditional gender roles is still dominant in Turkey. According to TÜİK data, more than half of men and women in Turkey (64 percent) agree that "a woman's primary duty is child care and housework." Many of the participants consider women's work as "contrary to traditions". The United Nations Human Development Index, based on comparisons of different countries around the world, indicates that women are the "poorest of the poor" in many countries. Women constitute the seg-

ment that benefits from socio-economic development at the lowest level in Turkey. The inequalities that women are exposed to in working life in Turkey cause their active/passive insurance status to have lower rights than men. The low level of social protection for women is largely due to low premiums due to gender pay inequality. (Saniye Dedeođlu, Adem Yavuz Elveren, 2012). The fact that women's education level is currently lower than that of men throughout Turkey is one of the factors affecting women's participation in business life." According to TÜİK's 2010 Employment Survey, two-thirds (2/3) of unemployed women explain the reason for not working as being a housewife.

While one in every four professors in our country's universities is a woman, approximately one in every four women is still illiterate. Similarly, while the rate of women working in professional professions such as law, medicine and academic career approaches 40%, 39% of all women participating in the workforce in the country are 'unpaid family workers' and the rate of women working in cities (19.9%) is higher than any other in the West. society with is incomparably low (Feride Acar, Bilgi Üniversitesi Yayınları, 2010). According to the results of the 2013 Household Labor Force Survey, the labor force participation rate, which is an important indicator of the workforce, was 50.8% across Turkey, 30.8% for women and 71.5% for men. When the labor force participation rate was examined according to education level, it was seen that women participated in the labor force more as their education level increased. The labor force participation rate of illiterate women is 17.4%, the labor force participation rate of women with less than high school education is 26.3%, the labor force participation rate of high school graduate women is rate. While the labor force participation rate of women who graduated from vocational or technical high schools was 32.1%, the labor force participation rate of women who graduated from higher education was 72.2% (<http://www.tuik.gov.tr/PreHaberBultenleri.do?id=18619>). The rate of senior female managers in the public sector in Turkey in 2014 was higher than 2013 according to important One change by not showing 9.4% happened. Woman judge rate 36.9%, and the rate of female professors was 28.7% for the 2013-2014 academic year. The rate of female police officers did not show a significant change compared to previous years and was 5.5% in 2014. While the rate of female deputies in the Turkish Grand National Assembly was 4.5% in 1935, this rate increased to 14.4% 79 years later. The total number of ministers

in Turkey in 2014 is 25 and the number of female ministers (<http://www.tuik.gov.tr/PreHaberBultenleri.do?id=18619>).

Results and discussion

The problem of prostitution in Turkey should be viewed from a class perspective, because a woman becoming a prostitute is a social event. Research reveals the fact that women belonging to the lower and middle classes are more likely to be dragged down this path in Turkey, which is within the sphere of influence of this capitalism, as in the capitalist countries of the West. Women living in the east of Turkey and women living in the west differ within themselves. The woman in the East is tied to her husband materially and spiritually, completely fulfilling the characteristics of her tradition. Considering this, in Turkey the majority of family economic affairs are decided by men. Turkish women play a supporting role in the family. Men can keep the money earned by women under control. Culturally, women are always seen as being restricted in certain things and oppressing women. This is more evident on the eastern side. Society sees women as honorable. I think this brings gender discrimination. For example: The family of the girl who came from the East to study at the University constantly calls and asks, mostly her brothers keep her sisters under control. She asks his brother and family for permission to go somewhere. She cannot decide on her own. Programs for women in Turkey started for the first time on the radio in 1939 with the program called *Ev Saati*, and in 1970 it was named *Inside of home* and continued with topics such as child care, health and family. In the broadcast purposes of such programs, women are defined as one of the basic elements that will realize the happy aspects of society. In addition to being a good wife and a good mother in the family, women are stated to be human beings in the world and citizens in society, but women are excluded from the 'housewife' identity determined within the family (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*).

With the emergence of television after radio programs in Turkey, many women's television programs for women began to appear. In the broadcast programs, he talked about women with his traditional view. For example: devoted mother, loyal wife, housewife, etc. Women appearing in TV series, movies, advertisements, music videos, and magazine programs often become an exploitation of the media by highlighting their sexuality (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). States

that both the issue of women and the female workforce are often subject to exploitation in the media. Although capital owners and advertisers have a huge role in this, the fact that women and men have accepted that women are second-class citizens also forms the basis for such exploitation (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). In Turkey, programs generally aimed at women; We can see that entertainment, music, local TV series, cooking programs or daily life events are talking programs. In addition, we can add a marriage program. The number of women participating in programs dealing with politics, culture or economy is also lower than men (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). It is not welcomed for women, who are socially accepted as mothers and wives, to participate in such programs. One of the most important points is advertising. When it comes to advertising, the first thing that comes to everyone's mind is the female figure. It is frequently seen in today's media that women are highlighted in traditional sexual roles in advertising messages (21 Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*). Turkish women, like everywhere else, are victims of a marketing tool through advertising. The professional female model most adopted and presented in advertisements is conscious of her career and status, but also likes to have fun, is very attractive, young (between 25-35 years old), well-groomed, fashionable, sporty, slim and dynamic (Ceyda Ilgaz Büyükbaykal, *İ.Ü İletişim Fakültesi Dergisi*).

Conclusion

The two great empires that left their mark in World History, the Ottoman and the Mongol Empire, are strong, warlike and brave nations. For some reason, when talking about Mongolia or Türkiye, people talk about empires, that is, sultans and soldiers. It is forgotten that in this nation, both women and women, who are rendered invisible, are still fighting to keep up with their living conditions. Generally speaking, there are many differences in the cultural, religious, family and social lives of women in the two countries, from the food they eat to their geographical environment. But it also has the same features. Mother is mother everywhere. His work and duties are the same. He spends his life at home, which is his only living place, taking care of his child, wife, family members and doing housework. In both societies, women work hard in unpaid work. Another similar problem in countries is that very few women take

part in state mechanisms . In the first years of the Republic, many women were elected to parliament in Turkey, but now the decrease in the number of women are becoming more evident.

Likewise, this problem comes to the fore for women in Mongolia. In Turkey, women's influence on the family has always remained in the background, the reason for this is that the traditional lifestyle is still maintained. Some Mongolian women manage the family themselves. It is a common example that husbands listen to them in the family and women decide to solve budget problems. When we look at Turkish women, we see that Mongolian women work more actively and widely in the labor market. The fact that upper-class women and lower-class women have the opportunity to work with salary and insurance provides a great advantage to Mongolian women. While Mongolian women are superior to men in terms of education, it is possible

to say that the education level of women in Turkey is lower than men. While the marketing of women in Mongolia or the risk of women becoming addicted to substances such as drugs and alcohol is increasing day by day, we can consider this as a sign that the society protects women and that these issues have not reached the level of threat in Turkey. As a result, problems such as women's limited working space, women having a supporting role in society, not being able to reach high government positions, and gender discrimination always hindering women's social life are expected to have no solutions in either country these days. We can evaluate it in the category that the media presents the physical characteristics of the women of the two countries for marketing purposes and presents women mostly as domestic servants. Even though there are programs aimed at women in the media, these do not reflect the weaknesses of women.

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THEMATIC PROGRAMS (TELEVISION) AND PERIODICALS ABOUT THE CULTURE OF THE PERIOD OF KAZAKHSTAN'S INDEPENDENCE

The relevance of the topic of this scientific work lies in the fact that in the context of globalization the national media in Kazakhstan will have to solve the problem of consolidating society by preserving the cultural identity of the Kazakh people with its rich cultural heritage and potential. Analysis of the activities of media resources and the problems of the industry will make it possible to improve the cultural policy of the state and make culture an effective tool for the formation of national ideology and value orientations of citizens. The purpose of the study is to formulate trends and features of the development of Kazakh mass media about culture in the post-Soviet period. The methodological basis of scientific work was built based on a combination of such methods of cognition as comparative, historical, forecasting, structural-functional and classification. The main results of the research work consist in analyzing the process of creating qualitatively new media in Kazakhstan in the post-Soviet period, assessing the influence of Kazakh media resources on the formation of cultural priorities of citizens, formulating prospects for improving the industry press in the context of recognizing culture as a factor in the development of society. In addition, the work examined the mechanisms for forming the state's cultural policy, among which one of the key places is the widespread use of information technologies in the field of culture, and also studied the main topics of television programs and the genre diversity of cultural periodicals. The materials of the work can be applied in research fields: the work can be useful for scientists whose areas of interest include the development of journalism in Kazakhstan in the post-Soviet period, as well as for civil servants of the country implementing policies in the cultural sphere.

Key words: cultural policy; mass media; art journalism; national identity; globalization; information space.

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Қазақстан Тәуелсіздігі кезеңінің мәдениеті туралы тақырыптық бағдарламалар (телевизиялық) және мерзімді басылымдар (мазмұны, оларды қалыптастыру тәсілдері)

Жаһандану жағдайында Қазақстандағы ұлттық БАҚ-қа өзінің бай мәдени мұрасы мен әлеуеті бар қазақ халқының мәдени ерекшелігін сақтай отырып, қоғамды шоғырландыру мәселесін шешу міндеті тұр, міне, осы мәселе аталған ғылыми еңбектің өзекті тұсы. Медиаресурстар мен сала проблемаларының қызметін талдау мемлекеттің мәдени саясатын жетілдіруге және мәдениетті ел азаматтарының ұлттық идеологиясы мен құндылық бағдарларын қалыптастырудың тиімді құралына айналдыруға мүмкіндік береді.

Зерттеудің мақсаты – посткеңестік кезеңдегі мәдениет туралы қазақстандық масс-медианың даму ерекшеліктері мен тенденцияларын пайымдау. Ғылыми жұмыстың әдіснамалық негізі салыстырмалы, тарихи, болжау, құрылымдық-функционалдық және жіктеу сияқты таным әдістерін біріктіру негізінде құрылды.

Ғылыми-зерттеу еңбегінің негізгі нәтижелері посткеңестік кезеңде Қазақстанда сапалы жаңа БАҚ құру процесін талдаудан, қазақстандық медиаресурстардың азаматтардың мәдени басымдықтарын қалыптастыруға әсерін бағалаудан, мәдениетті қоғам дамуының факторы ретінде тану контекстінде салалық баспасөзді жетілдіру перспективаларын тұжырымдаудан тұрады. Сонымен қатар, жұмыста мемлекеттің мәдениет саясатын қалыптастыру тетіктері қарастырылды, оның ішінде мәдениет саласында ақпараттық технологияларды кеңінен қолдану басты орындардың бірі, сонымен қатар мәдениет туралы телебағдарламалардың негізгі тақырыптары мен мерзімді басылымдардың жанрлық ерекшеліктері зерттелді.

Зерттеу мақаласын ғылыми-зерттеу мен қолданбалы салаларда, атап айтқанда, аталмыш жұмыс посткеңестік кезеңдегі отандық журналистиканың даму мәселелерін зерттейтін ғалымдарға, сондай-ақ мәдениет саласында саясатты жүзеге асырып жатқан елдің мемлекеттік қызметкерлері қолдана алады.

Түйін сөздер: мәдени саясат; масс-медиа; арт-журналистика; ұлттық біргейлік; жаһандану; ақпараттық кеңістік.

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**Тематические программы (телевизионные) и периодические издания
о культуре периода независимости Казахстана
(содержание, способы их формирования)**

Актуальность темы данного научного труда заключается в том, что в условиях глобализации национальным средствам массовой информации в Казахстане предстоит решать задачу консолидации общества путем сохранения культурной идентичности казахстанского народа с его богатым культурным наследием и потенциалом. Анализ деятельности медиаресурсов и проблем отрасли позволит усовершенствовать культурную политику государства и сделать культуру эффективным инструментом формирования национальной идеологии и ценностных ориентиров граждан.

Цель исследования – сформулировать тенденции и особенности развития казахстанских масс-медиа в области культуры в постсоветский период. Методологическая база научного труда строилась на основе сочетания таких методов познания, как сравнительный, исторический, прогнозирования, структурно-функциональный и классификация.

Основные результаты научно-исследовательского труда состоят в анализе процесса создания качественно новых средств массовой информации в Казахстане в постсоветский период, оценке влияния казахстанских медиаресурсов на формирование культурных приоритетов граждан, формулировании перспектив совершенствования отраслевой прессы в контексте признания культуры как фактора развития общества. Кроме того, в работе были рассмотрены механизмы реализации культурной политики государства, среди которых одно из ключевых мест занимает широкое применение информационных технологий в сфере культуры, а также изучены основные темы телевизионных программ и жанровое разнообразие периодических изданий о культуре.

Материалы труда можно применить в научно-исследовательской и прикладной сферах: работа может быть полезной для ученых, в сферу интересов которых входит проблематика развития журналистики в Казахстане в постсоветский период, а также для государственных служащих страны, реализующих политику в культурной сфере.

Ключевые слова. Интернет-издания, пресса, научно-культурный процесс, феномен казахской культуры, аудиовизуальные программы.

Introduction

Mass media covering cultural topics in the modern world have become an integral part of the culture of the country, a conductor of thoughts, feelings and images from the creators to society. This means that thematic materials and their distribution must be of a high level. The state of journalism in the field of culture in printed periodicals and on Kazakhstan national television can be assessed as unsatisfactory, since there are a number of unresolved problems in the industry (Nyarko, 2022). Therefore, to improve the quality of cultural media, a deep analysis of the activities of the mass media in Kazakhstan from the moment the country gained independence to the present is necessary. These circumstances determine the relevance of the topic of this research work.

In a globalized world, the reason for the devaluation of the spiritual and moral values of society was the crisis of the information space. In this aspect, the role of mass media in intercultural dialogue is significant, promoting the integration of values and the formation of a single mental space (Kaldybayeva, 2018). The influence of the press on the public consciousness of citizens creates the foundation of the spiritual world of the individual; therefore, information in the culture-forming function of the media at this stage of historical development is especially relevant and requires deep scientific understanding.

Scientists from post-Soviet countries do not carefully study the problems of the influence of the media on the transformation of sociocultural values of society. Western and Asian scientists, in turn, pay attention to the general problem of the impact of

mass media on various spheres of public life. And a comprehensive consideration of the topic of formation and development of periodicals and television programs in Kazakhstan in the context of interaction between media and culture is being carried out for the first time.

Thus, scientists Sh. Kaliazhdarova and S. Ashenova consider the historical features, the concept of formation and the structure of the media from the point of view of their social significance and responsibility that they should have towards the audience (Kaliazhdarova, 2018). However, researchers study the problem as a whole, without focusing on the development of cultural journalism in the Republic of Kazakhstan.

G. Akseiit considers the current state of the Kazakh media. The researcher concludes that the traditional press and new media actively influence the life of the Republic of Kazakhstan, reflecting the processes taking place in it and shaping public opinion. However, there are problems in this area that require solutions from the state and the journalistic community. We are talking about a drop in newspaper circulation, the absence of a unified strategy for the development of the national media space, and others (Akseiit, 2021). At the same time, the author does not study the problems of the functioning of cultural media.

B. Petrov, A. Yesdauletov and A. Saidikarimov carry out the analysis of Kazakh-language media content as a factor in strengthening national identity. Scientists report a lack and low quality of media content in the state language. This negatively affects the self-identification of Kazakhstanis and the formation of Kazakhstani national identity as a whole (Petrov, 2023). However, the authors do not focus on how cultural media content influences the strengthening of the sociocultural identity of Kazakhstanis.

R. Kertayev, D. Baigozhina, G. Amangeldiyeva, S. Takhan and S. Duisengazy study trends in the development of television in the Republic of Kazakhstan after the declaration of independence. The authors are inclined to think that modern information and communication technologies have significantly increased the effectiveness of television, which has become the center of the ideological, social and political component of the state. In this regard, its role in the context of cultural education of society has also increased (Kertayev, 2023). However, in their work, the researchers do not provide specific examples of such an impact.

The purpose of this scientific work is to formulate the features of the development of Kazakh

media on cultural topics from the moment of independence to the present period. To achieve the goal, the following tasks were set: to consider the conditions for the formation of Kazakh cultural media in the post-Soviet period; to formulate the stages of development of periodicals and industry television programs; to highlight the main topics of programs about culture on Kazakh television; to characterize the functions of the mass media in the context of their influence on the value orientations of society; to formulate industry development prospects for the coming years.

The object of the study is Kazakhstani journalism in the field of culture. The subject of scientific work is the current state and problems of development of cultural media in Kazakhstan.

Materials and methods

The methodological basis of this research work was built on a qualitative combination of theoretical and empirical methods of knowledge. This provided a comprehensive analysis of the research subject. In its process, such methods of cognition as classification, historical, comparative, forecasting and structural-functional were used. However, the basis of the work was an integrated approach, which made it possible to analyze media texts and television content of the Kazakh media. Within its framework, the genre diversity of five periodicals about culture and art ("Amanat" (Entrusted for safekeeping), "Tamyр" (Root), "Eurasia", "Book lover" and "Mädeniet" (Culture)) and three television channels (Mädeniet, "Bilim" (Knowledge), "Bilim jäne Mädieniet" (Knowledge and Culture)) were considered, which featured programs on cultural topics over the years.

Thus, the historical method made it possible to formulate the stages of the formation of cultural media in Kazakhstan after the country gained independence and to determine the reasons for their fragility in conditions of the socio-economic crisis. The emphasis was placed on the difficulties of decentralizing the press after the collapse of the USSR, the difficulties of functioning of new industry television channels and periodicals, as well as the conditions for the formation of the press as an instrument through which society preserves, transforms or increases its ideological positions and knowledge.

Using the comparative method, it was possible to identify common and distinctive features of media activities about culture in different periods of historical development (the end of the 20th century, the first decade of the 21st century and the present stage), as well as determine the impact they had on

Kazakh society. Particular attention was paid to the period of the early 90s, when the authorities of Kazakhstan directed efforts to combat the economic crisis, and the cultural sphere was given minimal attention at the state level.

The classification method was used for a comparative examination of the essential features, connections, functions, levels of organization of objects, namely the mass media of the Republic of Kazakhstan. Among the typological characteristics, the following were identified: the nature of the audience, purpose, subject-thematic focus and frequency of release. This made it possible to determine the place of cultural media in the general media system of Kazakhstan.

The forecasting method was used to determine the main and most likely paths for the development of cultural journalism in the Republic of Kazakhstan in the coming years, as well as to formulate the prospects for liberalization of the press, including in the field of culture. It also made it possible to formulate the reasons for the crisis of traditional media in the context of digitalization of various spheres of public life, when materials on cultural topics are distributed through social networks and blogs, and the role of the journalist in this is reduced to a minimum.

The structural-functional method has become the basis for studying modern problems of the mass media of the Republic of Kazakhstan in terms of their cultural and educational function, as well as for formulating ways to optimize the mass media in accordance with the needs of the audience and in order to increase the general cultural level of Kazakhstani society. The emphasis was placed on the fact that the media perform not only their main, educational task – familiarization with the achievements of culture and art, but also help society understand the need for cultural continuity and strengthening of national cultural identity.

Literature review

One of the developing branches of the mass media is cultural journalism, in which public opinion is formed based on the representation of problems of culture and art, which ultimately makes it possible to satisfy the information needs of society. Therefore, this issue in its various aspects is in the field of view of researchers around the world. However, the foreign scientific discourse does not reflect the topic of the formation and development of the Kazakh media system about culture in recent history, which dates back to the collapse of the USSR and the creation of independent states in its place.

To begin with, in the context of this research work, there is a need to distinguish between cultural journalism, journalism in the field of culture and art journalism. Thus, Turkish researcher C. Buyukbaykal puts forward the thesis that cultural journalism and journalism in the field of culture influence a mass audience, and the purpose of information messages in this area is to disseminate data about phenomena, processes and events in the field of culture. Art historians, in turn, create texts in the field of art journalism, and the target group is a narrow circle of art connoisseurs and experts in this industry. Cultural journalism is aimed at “translating” various cultural codes into the language of the average viewer or reader, art journalism is an elitist phenomenon, addressed to a competent reader capable of independently interpreting texts that are complex in their content (Buyukbaykal, 2016).

Thus, in Western science, J. Hovden and N. Kristensen pay attention to the topic of the development of cultural journalism. Researchers study the phenomenon of cultural journalism not at the national level, but on a global level, and consider the features of work in this industry in contrast to other areas of journalism. They conclude that the professional activity of a cultural journalist is guided more by an aesthetic logic than by a news logic. In addition, such specialists must have special characteristics, because they influence the spiritual development of society (Hovden, 2018).

M. Brown and G. Ibrayeva formulate trends in the development of Kazakhstani journalism in the context of promoting national cultural values. Scientists are inclined to think that in the Republic of Kazakhstan the younger generation of journalists expresses their readiness to develop the information field of their country, its national values and cultural priorities. At the same time, they realize the need for a constant and systematic learning process in the age of information technology. And this, in turn, makes them competitive in the global information space (Brown, 2019).

F. Hanusch analyzed the relationship between journalism, culture and society (Hanusch, 2016). Also, this issue is considered by foreign researchers as M. Jaakkola, W. Kustiawan, H. Efendi, K. Arfah, M. Shah and Y. Huang, Q. Lv, J. Lin and R. Jacobs. The authors agree that journalism is a phenomenon that contributes to the formation of human culture, contributing to education, enlightenment, ethical, aesthetic and other creative development of society. In addition, journalism is able to resist negative trends emerging in society and carry out its cultural, educational and upbringing missions (Jaakkola, 2022;

Kustiawan, 2022; Huang Yi, 2021; Jacobs, 2016).

X. Liang, Y. Lu, J. Martin and M. Johannessen, Oy. Saebo, L. Flak study the influence of social networks, as one of the types of mass communication via the Internet, on the development of communication between society and its cultural heritage. These works provide an understanding of how the media can use modern information technologies to disseminate and popularize materials on cultural topics. For example, this is especially true in the case of young people who have found an alternative to television in social networks (Liang, 2021; Johannessen, 2016).

The cultural mission of television content at the present stage of historical development is studied in their works by such foreign authors as T. Tirasawasdichai, B. Obrenovic, H. Alsharif and M. Kitsa, M. Kul, as well as T. Cheng. The researchers conclude that television needs to play an active role in supporting the development of the cultural, intellectual and educational potential of society. However, these works did not take into account the experience of Kazakhstan. The authors carry out the analysis of TV shows on cultural topics either in general or by the example of other states (Tirasawasdichai, 2022; Kitsa, 2021; Cheng, 2003).

Results and discussion

1. The formation of the media in Kazakhstan in the post-Soviet period and their typology

After the collapse of the USSR, the process of demonopolization of the media began in Kazakhstan. The first independent newspapers, television channels and radio stations were created in the country. The broadcasting format and topics of materials changed, new sections appeared, and advertising began to develop. Conventionally, we can distinguish six stages in the formation of the media in Kazakhstan. The first stage (1991) is the post-Soviet period, when independent media have not yet formed. The second stage (1992–1996) was the adoption of legislation regulating the activities of the media, the creation of the first Kazakhstani media, which began to work according to the rules of a market economy and in a competitive environment. The third stage (1997–1999) – transition from public to private funding, development of the advertising market, creation of the first electronic mass media. The fourth stage (2000–2006) is the development of freedom of speech, the active creation of electronic versions of printed publications and television channels. The fifth stage (2007–2011) is the ousting of weak media from the market and the formation of

media holdings. The sixth stage (2012–present) is the development of professional Internet journalism and web television, expanding the diversity of network media and growing advertising revenues.

As of January 2023, over 5,400 media outlets are registered in the Republic of Kazakhstan, of which 3,779 are periodicals, 194 television channels, 85 radio stations and more than 1,000 news agencies and online publications (www.gov.kz, 2023). Every year the number of media in the country is only growing, which indicates the active development of the industry. The territory of distribution of mass media is gradually expanding, as well as the variety of languages of publications, which are available not only in places of compact residence of a particular nationality, but throughout the entire state.

As noted by Sh. Kaliyazhdarova and S. Ashenova, the process of formation of the media in Kazakhstan is almost complete. The country's mass media have gone through a stage of restructuring under the influence of objective factors in the development of the socio-political system of Kazakhstani society. At the same time, the structure of society is always in a moving state, experiencing various kinds of influences associated with a complex of reasons of a socio-political, technological, aesthetic, cultural and psychological nature (Kaliyazhdarova, Ashenova, 2018).

Kazakh media have their own typology, which has been formed over the years. By the nature of the audience, we can distinguish: national and republican; interregional; international; publications of ethnic communities; Mass media of territorial communities; for professional groups; for social groups; for age groups; for parents. According to the subject and thematic focus, the following are distinguished: on issues of culture, literature and art; sports; medical; economic; environmental; on industry and construction; on transport; on agriculture. By periodicity, media can be classified as follows: daily, weekly, monthly, quarterly and published as material accumulates.

In this regard, researcher G. Akseiit concludes that the media market of the Republic of Kazakhstan has entered a phase of stable growth. In the information space of the state, an integral system has emerged where institutions and media practices interact with each other, creating their own media environment (Akseiit, 2021). At the same time, new social and media technologies are developing dynamically, and in the public space, the media are increasingly influencing the life of the state, reflecting the processes taking place in it and shaping public opinion.

2. Subjects of Kazakhstan periodicals about culture

With the collapse of the USSR in 1991, a unique cultural space of its kind ceased to exist. Although contacts between cultural figures have been preserved, at the official level the situation is different. State policy in each of the newly formed countries focused on the revival of national history, language and traditions. For creative individuals, in essence, an information crisis has arrived. This was explained by the fact that the editorial offices of all the largest publications in the USSR were located in Moscow. As a result of decentralization, these media acquired exclusively Russian status.

Publications of the former Soviet republics could not fully fill the devastated information niche. Therefore, there was a need to create a new specialized press in the Republic of Kazakhstan (RK). But the main problem was that the government, focused on getting out of the political and socio-economic crisis, paid almost no attention to culture and the media covering this topic. The maximum lifespan of many newspapers and magazines is two to three years. In addition, many projects are initiatives of private individuals that have not been supported by the country's authorities.

It should be noted that after the declaration of independence, Kazakhstan began to rely on cultural tradition as the most important indicator of the preservation of positive social values from the past, but at the same time the country was open to liberal trends from the outside. The combination of liberal values and traditionalism in state policy served as support for the equal and free development of traditions, languages and cultures of ethnic groups living in the Republic of Kazakhstan. And this is impossible without the presence of industry media.

The process of creating media about culture in Kazakhstan intensified at the beginning of the 21st century. The year 2000 was proclaimed by the General Assembly of the United Nations (UN) as the International Year for the Culture of Peace. Therefore, in the Republic of Kazakhstan it was held as the Year of Support for Culture. Although no serious changes occurred in the lives of cultural and artistic figures, this time became a turning point in the consciousness of the creative intelligentsia. Namely, the issue of forming the cultural policy of Kazakhstan began to be discussed at the state level. With the growing prosperity of citizens in the Republic of Kazakhstan, new publications appeared, and they began to pay more attention to culture than in the 90s. Some publications established during this period continue to be published today.

For example, "Tamyr" is a literary and philosophical magazine created in 1999. It was intended for the humanitarian intelligentsia, students and high school students. Publication frequency: four times a year, quarterly. In 2005, the "Tamyr" website appeared – a copy of the paper version and a separate online version "Tamyr-Dialogue", the creators of which set themselves the goal of quickly covering current events in the cultural life of Kazakhstan and foreign countries. In the same year, the presentation of the English-language version of the magazine took place, which made it possible to open the most complex philosophical, cultural and art texts of Kazakh authors to the world. The publication of the magazine was suspended for several years due to lack of funding. An electronic version of the magazine has been operating since 2014.

The world literature magazine *Amanat*, founded in 2000, also continues to be published. It is released in English, Kazakh and Russian. Each issue is dedicated to the literary heritage of a particular state, its poetry, prose and journalism. This allows the audience to become better acquainted with examples of literature and understand the national cultural characteristics of different countries of the world. At the same time, *Amanat* pays attention to the promotion of works of Kazakh literature. At the end of each issue, the "Bookshelf" section talks about new products on the book market and publishes excerpts from works of the adventure genre.

The socio-political and literary-art magazine "Eurasia" was founded in 2001. This is a popular publication about current problems of socio-political life, culture, art and literature of Kazakhstan. Among the authors, along with scientists and cultural figures, at the initial stage were students and graduate students of Kazakhstani universities. The "Book Lover" publication was also created in 2001. Its pages feature new items from the book market, excerpts from works, reviews, creative portraits of writers, and cultural news. Also on the pages of "Book Lover" the problems of lack of demand for books by Kazakh authors are raised and the reasons for the crisis of some genres of literature are discussed.

During these same years, the magazine "Mädeniet" was launched. It began publication in December 2006. The creators of the publication stated that Kazakhstani youth are moving away from their native culture and are being influenced by Western cultural expansion. Therefore, "Mädeniet" was aimed at bringing the younger generation closer to the centers of spiritual wealth, teaching them to appreciate and love their national and cultural origins.

The magazine is published once a month in Kazakh. Currently there is an electronic version of “Mädeniet”.

Publications such as “Kinoman”, “Ait”, “Kamerton”, “Territory of Cinema” and many others were also created in the first decade of the 2000s, but soon closed, having existed for only a few years. Among the main reasons are a lack of funding, lack of support from the state and lack of demand among the Kazakh audience.

Scientists M. Aimagambetova and A. Sadykova conclude in this regard that Kazakh traditions, which constitute the essence of the national culture, directly contribute to the formation of a national code that is supported by the public and disseminated through the media. This, in turn, helps strengthen the national-cultural identity of society, which is especially important in the context of globalization and universalization of culture (mutual influence of cultures, the formation of new cultural norms, values and symbols common to most cultures of different countries of the world) (Aimagambetova, 2024).

However, at the same time, one can agree with the point of view of culturologist G. Tambaeva that the cultural press of the Republic of Kazakhstan is united by such characteristics as small circulation, lack of stable funding or its deficit, narrow distribution circle and lack of frequency of publication (Tambaeva, 2018). As for non-specialized mass media, the attitude towards covering cultural events in Kazakhstan and the world on these platforms is not always at a high level. The situation, largely, depends on the information priorities of the editorial office of a particular socio-political newspaper or magazine.

3. The role of television in covering the cultural life of Kazakhstan

In the modern world, television channels independently shape, create and transform culture, and have a serious impact on the development of society. According to A. Koksegenova, thanks to its audiovisual attractiveness, the television industry has become an effective tool for raising the level of culture of society. If previously the entertainment function of television was the main one, now the industry has begun to pay more attention to information and educational programs, posing serious competition to periodicals (Koksegenova, 2022).

However, cultural topics on Kazakh television have their own difficult retrospective. Just 15 years ago, almost every national television channel had its own programs dedicated to culture. All of them had a small but stable audience. TV programs on cultur-

al topics varied in level, but they existed, as a rule, for a short time and were produced with sponsorship money. A special place was occupied by documentaries, in which an attempt was made to show not the biography of personalities significant for the whole of Kazakhstan, but demonstrated the very formation of a person (writer, scientist, artist or musician).

The same situation has developed with industry television channels. Most of the Kazakh cultural and educational channels existed for several years due to low ratings. For example, the “Mädeniet” TV channel was launched in 2011, but stopped broadcasting in 2014. Its mission was stated to be educational and cultural activities with the aim of preserving the cultural values of the people and developing the Kazakh-speaking language environment. The resource introduced the audience to the world of high culture, promoting the revival and preservation of traditions. However, the main disadvantage of broadcasting was the constant repetition of programs, which was caused by a lack of personnel. As a result, the cultural and educational channel turned out to be unclaimed by viewers due to its highly specialized, monotonous content, so it was reorganized.

The same fate befell the “Bilim” TV channel, launched in 2012. The fundamental mission of the resource was to educate Kazakhstani youth, and its programs were aimed at promoting universal human values. An important place was given to socially significant formats: programs dedicated to the preservation of family values, the moral state of society, problems of personality formation and many others. In total, the channel aired over 30 programs of different genres.

In November 2013, the channels “Bilim” and “Mädeniet” merged. The updated resource was launched at the beginning of 2014 on the basis of the Khabar news agency. The channel was on the air for about three years, until market laws and government decisions closed it down. The tendency towards documentary film cycles, the lack of talk shows and the lack of dynamics and interactive communication with the audience have alienated the audience with the monotonous presentation of the material. A huge percentage of young viewers who were interested in more dynamic educational projects were lost. At the same time, for three years, “Bilim jäne Mädieniet” was among the top 10 most popular channels in Kazakhstan.

Currently, Kazakh television needs to solve the problem of consolidating society by preserving the cultural identity of the Kazakh people. An analysis of the broadcast network of the national channel

“Khabar” demonstrates that 50% of the broadcast consists of American or Latin American films, 30% – Chinese, 15% Russian or Soviet, and only 5% – Kazakh.

At the same time, the number of people who speak the Kazakh language is growing every year. Therefore, the popularization of the Kazakh language provokes demand for Kazakh-language programs and shows. For television to stay afloat, it needs to satisfy the needs of new generations while not forgetting the previous ones. For example, many channels duplicate their programs on websites and video hosting sites, using both Kazakh and Russian languages. This allows you to expand the channel’s audience and attract new viewers. This is a universal principle that is suitable not only for channels covering cultural topics, but also for other information resources.

Conclusion

A review of the activities of the Kazakh media in the period from 1991 to the present time has shown the dynamics of serious growth in the information market of the newly formed state. It manifests itself both in the increase in the number of industry publications and television channels, and in genre diversity. The process of formation of mass media in the Republic of Kazakhstan is almost complete; in addition, the media have successfully passed the stage of reform under the influence of objective factors in the development of the socio-political system of Kazakhstani society. However, the cultural sphere in

journalism has not yet been fully formed taking into account the interests of the mass audience.

Over the years of independence, dozens of periodicals and TV channels on cultural topics have been created in Kazakhstan. However, most of them were closed due to low ratings and lack of demand in the information market. At the same time, in the context of globalization and the blurring of national identity, culture should be an integral part of public life and be covered on an equal basis with such industries as economics or politics. Therefore, it is necessary that the information field within any national media system be formed on the principles of parity for all spheres of life, not forgetting culture and art.

The cultural mission of the media should be aimed at helping bring peoples closer together, fostering a culture of interethnic communication, as well as contributing to spiritual enrichment and raising the cultural level of society. To do this, journalists need, while preserving the best of their accumulated experience, to use the advantages of modern information technologies to popularize content in the cultural industry and develop the audience’s need to become familiar with examples of high culture.

The prospect of further scientific research on this topic is to consider the experience of other countries of the world in the context of the functioning of the media about culture and art. In addition, this research work can serve as a guideline for studying the problems of the work of mass media in Kazakhstan and the prospects for their solution now.

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THE INFORMATION AGENDA IN CHINA AND KAZAKHSTAN: COMPARATIVE ANALYSYS

The relevance of the study lies in the fact that the quick digitalization of contemporary society impacts the processes linked to the production, dissemination, and consumption of news material. Different media, social, and political entities impact each other and shape different agendas, making it crucial to conduct a comparative analysis of various information agendas.

The main purpose of this article is to compare and analyze the information agendas of China and Kazakhstan, shedding light on how they are currently being shaped in both nations.

The significance of this research is in the theoretical and practical examination of agenda formation in new media as opposed to traditional media.

The research's theoretical importance broadens current concepts on how the information agenda is shaped in contemporary society. The concepts and findings from the research can be helpful for analyzing the details of election periods, news media articles, and the regional media environment.

The practical significance of the work lies in its practical application in shaping information policies for public organizations, authorities and local governments in China and Kazakhstan.

The research methodology involves tracking the press releases of Kazakhstani and Chinese print media, calculating statistical indicators and conducting comparative analysis.

In the conclusion, it was found by the authors that the media landscape has been altered due to the rise of new media. An immediate update of the research methodology that drives the agenda is needed to change the way information is distributed.

The significance of the thorough comparative analysis conducted lies in its aim to enhance regional integration and cooperation by establishing a system for cross-border collaboration that fosters the sharing of information. This can be done by establishing regional news organizations or media partnerships that collaborate on regional information priorities.

Key words: agenda formation, new media, communication, Kazakhstan, China.

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Қытай мен Қазақстандағы ақпараттық күн тәртібі: салыстырмалы талдау

Зерттеудің өзектілігі қазіргі қоғамның жылдам ақпараттандырылуы жаңалықтар мазмұнын құруға, таратуға және тұтынуға байланысты процестерге әсер ететіндігімен байланысты. Әр түрлі медиа, қоғамдық және саяси субъектілер бір-біріне және әр түрлі күн тәртібін қалыптастыруға әсер етеді, сондықтан әр түрлі ақпараттық күн тәртібіне салыстырмалы талдау жүргізу мәселелері ерекше маңызға ие болады.

Осы мақаланың негізгі мақсаты Қытай мен Қазақстанның ақпараттық күн тәртібіне салыстырмалы талдау жүргізу болып табылады, ол осы екі елде оның қалыптасуы туралы ағымдағы жағдайды ашады.

Бұл зерттеудің маңыздылығы дәстүрлі медиамен салыстырғанда жаңа медиада күн тәртібін қалыптастыру тақырыбын теориялық және практикалық зерттеу болып табылады.

Зерттеудің теориялық маңыздылығы қазіргі қоғамдағы ақпараттық күн тәртібін қалыптастыру процесі туралы қолданыстағы ұсынуларды кеңейтеді. Жұмыста жасалған идеялар мен тұжырымдар сайлау кезеңдерінің, жаңалықтар медиатекстерінің және аймақтық медиа кеңістіктің ерекшеліктерін зерттеуде пайдалы болуы мүмкін. Жұмыстың практикалық маңыздылығы оны Қытай мен Қазақстан Республикасындағы түрлі қоғамдық ұйымдардың, билік органдарының және жергілікті өзін-өзі басқарудың ақпараттық саясатын әзірлеу кезінде пайдалануында жатыр.

Зерттеу әдістемесі қазақстандық және қытайлық БАҚ баспасөз баспа-релиздерінің мониторингін, статистикалық көрсеткіштерді есептеуді және салыстырмалы талдауды қамтиды.

Ақпаратты тарату тәсілдерін өзгерту күн тәртібін анықтайтын зерттеу әдістемесін шұғыл жаңартуды қажет етеді.

Жүргізілген кешенді салыстырмалы талдаудың құндылығы ақпаратты таратуға ықпал ететін трансұлттық ынтымақтастық тетігін құру арқылы өңірлік интеграция мен ынтымақтастықты нығайту идеясында жатыр. Бұған аймақтық ақпараттық күн тәртібін бірлесіп әзірлейтін және ынтымақтастық пен үйлестіруді нығайтатын аймақтық жаңалықтар ұйымдарын құру арқылы қол жеткізуге болады.

Түйін сөздер: күн тәртібін қалыптастыру, жаңа медиалар, коммуникация, Қазақстан, Қытай.

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Информационная повестка дня в Китае и Казахстане: сравнительный анализ

Актуальность исследования обусловлена быстрым процессом информатизации современного общества, который оказывает влияние на процессы формирования, распространения и потребления новостного контента. Различные медийные, общественные и политические субъекты взаимодействуют друг с другом и влияют на формирование различных информационных повесток дня, что придает особую значимость проведению сравнительного анализа данных повесток.

Цель статьи – провести сравнительный анализ информационных повесток Китая и Казахстана, представить текущую ситуацию их формирования в этих двух странах.

Важность этого исследования заключается в теоретическом и практическом изучении процесса создания повестки дня в новых СМИ по сравнению с традиционными.

Теоретическая значимость исследования расширяет наше понимание процесса формирования информационной повестки дня в современном обществе. Исследование может быть ценным для изучения предвыборного периода, публикаций в новостных СМИ и местных медиа.

Практическая значимость исследования заключается в его применении при разработке информационной политики различными общественными организациями, органами власти и местного самоуправления в Китае и Республике Казахстан.

Методология исследования включает мониторинг пресс-релизов казахстанских и китайских печатных СМИ, расчет статистических показателей и сравнительный анализ.

В заключении авторы сделали вывод, что изменения в медийном ландшафте были вызваны появлением новых медиа. Для изменения способа передачи информации требуется обновление методологии исследования, ориентированной на задачи.

Ценность проведенного сравнительного анализа заключается в поддержке региональной интеграции и сотрудничества через установление системы трансграничного сотрудничества для обмена информацией. Этого можно достичь через установление региональных новостных организаций или сотрудничество со СМИ для совместного решения региональных информационных задач.

Ключевые слова: формирование повестки дня, новые медиа, коммуникация, Казахстан, Китай.

Introduction

Agenda-setting is a theory that examines the reconfiguration of the mass environment. Since 1968, when American communication scholars McCombs and Shaw began to systematically study the agenda-setting effect of mass communication, scholars around the world have conducted in-depth discussions on the topic and developed a number of theoretical hypotheses, including “attribute agenda-setting,” “agenda fusion,” “agenda setting by attributes,” “agenda fusion,” and “agenda setting by affiliated networks.” To date, the perspective of agenda setting remains a significant area of interest

for scholars seeking to understand the evolution of public opinion (McCombs, 2004).

Traditional media only covered a small number of public topics; in contrast, digital media offer a wealth of information, but access to trustworthy information is not always ensured. The likelihood of disseminating misleading information rises when the function of information intermediaries is diminished, which fuels the global rumor mill and opens doors for cybercrime. Furthermore, pornography has significantly impacted agendas in the Internet era, negatively impacting societal climate. The acceptance of such occurrences as normal can erode confidence in internet media. It is an issue that jour-

nalists in the field should be aware of. Microblogs and social networks worldwide struggle with providing entertainment that appeals to everyone.

Authors contends that it is also a sign of imprudent agenda-setting when serious matters concerning the nation, politics, and public welfare are marginalized and entertainment content takes center stage. The globalization of the agenda-setting process for media is expected to continue in the face of an ever more linked world. Global epidemics, cybersecurity, and climate change are examples of issues that transcend national borders and need for a concerted worldwide response. The global agenda will be significantly shaped by new media, which will also foster international cooperation and communication.

It will be crucial to preserve the credibility and integrity of journalism. To preserve the public's trust in journalism as a trustworthy information source, journalists must embrace ethical norms, own their biases, and be open and honest about how they set the agenda. These factors suggest that the future of agenda-setting in journalism will be shaped by developments in technology, shifts in how people consume media, the development of societal goals, and the continuing discussion about journalistic ethics and trust. Journalists will need to adjust to these changes while still playing a crucial role as stewards of public discourse and guides for informed civic engagement.

Agenda setting is one of the most important theories in communication science. It was first proposed many years ago, and in the intervening years, it has evolved into a fairly developed theory. Agenda setting has taken on new meanings in light of the times, from its original presumptions to its ongoing theoretical framework improvement and then to its further growth in the network era.

In the meantime, as new developments in the field of new media continue to emerge, scientists are becoming increasingly interested in the process of agenda construction as it is introduced into the nation. We can gain a better understanding of the current status of agenda formation processes in China and the Republic of Kazakhstan by comparing their information agendas. Scientists from both nations can use this comparison as a jumping off point and a way to get ideas for more research.

Materials and methods

The empirical basis of this work includes monographs and works of Kazakhstani, Chinese, and foreign researchers, as well as researchers and experts

in the field of media development in Kazakhstan and China. Press releases of Kazakh, Chinese, and foreign print media were used as a source of empirical data. The authors conducted a comprehensive study of numerous sources of information on various aspects of media releases.

Literature review

The research, based on the work of Chinese and foreign scientists in Kazakhstan, allows for a deeper understanding of the process of agenda formation in the context of new media, as well as the peculiarities of communication development in Kazakhstan and China. The contemporary investigation of the agenda creation hypothesis has benefited greatly from the work of Maxwell McCombs. He committed his time to researching the thematic and structural roles of mass media within the framework of the relationship between topics reported by the media and public opinion. The "Spiral of Silence" idea is likewise based on this methodology. Being one of the pioneers of agenda creation theory, his idea offers a fresh viewpoint on society and communication.

His research has significantly advanced our understanding of agenda formation theory. The work "On the Transformation of Communication Research in the Era of New Media" (Wei Lu Ding Fangzhou, 93) by Wei Lu Ding Fangzhou better combines the themes of new media research and focuses on the "cultural shift" in communication research brought about by the interpretative research paradigm. The paper highlights how, in China's ongoing social change process, the practice of communicating new media events has emerged as a distinct and significant issue. The dissertation shows how the dissemination of new media events has developed into a unique and significant phenomenon in China's social change process. It also describes how a brand-new communication tool that has surfaced in China's modern media landscape works. P. Bourdieu added the need that news blocks must go empty while the program was being prepared in 2002 to his theory of agenda-setting. For instance, if a sufficiently significant event did not occur during the day for a political block in the case of a standard scheme for filling a news release with the blocks "politics," "society," "economy," "culture," and "sports," it will cover insignificant political news from the perspective of public interest (Bourdieu P., 38).

The agenda theory was introduced in 2008 by researchers S.G. Aneto, S.O. Onabayo, and D.B. Osifeso (S.G. Aneto, S.O. Onabayo, and D.B. Osifeso, 59). They stated the following assumptions: 1)

The audience receives news from a limited number of sources and thus depends heavily on the media; 2) The news department, which consists of journalists, filters, selects, and forms news, making it reflect social reality; 3) Media programs, whose topics are chosen by professional journalists as the most significant, cause people to perceive the problems covered in them as important; 4) Due to their psychological need for context, the majority of individuals are willing to allow the media to influence the way they think (Duru C.W., 67.).

The “NAS model” gained prominence in the 2010s and explains why specific thematic nodes join when the general public becomes aware of the issue. Its main point is that the problems, things, and qualities that the agenda presents do not exist in a vacuum apart from one another. The links made between various media agenda nodes help the public develop an understanding of the issue. For instance, the media may often discuss foreign policy (object) together with features or properties (attributes) like terrorism, Islam, or other nations. Eventually, viewers of these media will develop a cognitive framework that connects various characteristics and objects to form a single, cohesive whole (Smith A.P.).

G. Weimann has been rethinking the conceptualization of the agenda formation theorem in recent years by keeping an eye on the research of new processes, characteristics, and features of online media. The agenda formation theorem is conceptualized with special focus to how new features, qualities, and processes are developed that are relevant to online media. In their article “Tracing, evolution and prospects,” the authors of “50 years of the theory of agenda formation and research” (Shi Anbin, Wang Peinan, 15) examine the development of the theory of agenda formation over the previous 50 years from four perspectives: conceptual tracing, theoretical framework, research methodology, and current prospects.

Based on web analytics methods, they examine the potential applications and theoretical worth of the online theory of agenda development in the future. The large-scale effects of social systems are overlooked in these scientists’ research, nevertheless. Their conclusions cannot be applied in a vacuum to the evolution and modification of information agendas within Kazakhstani and Chinese modernization contexts. These studies mostly ignore the various agendas produced by various socio-cultural formations in favor of concentrating on the evolution of agenda-setting in the global context. They examine the online theory of agenda formation’s potential in the future and its theoret-

ical worth as it relates to web analytics. But the large-scale effects of social systems are not taken into account in the works of these scientists. Their conclusions cannot be applied in a vacuum to Kazakhstan’s and China’s modernization-related information agenda development and modifications. These studies, for the most part, concentrate on the development of agenda-setting in the global context, ignoring the various agendas influenced by various socio-cultural formations.

According to the data, the three phases of agenda-setting theory have been the subject of 148, 38, and 14 publications over the last five years, respectively. It is clear that the conventional method for analyzing the media’s influence is still to apply the classic agenda-setting hypothesis. It is interesting, nonetheless, that there is a growing body of study on online agenda-setting. Political and public policy research constitutes the mainstream of agenda-setting theory, according to a more thorough examination of the specific study content of the three levels of agenda-setting theory.

Discussion and results

With state-owned media having a monopoly on news and information distribution, China’s information agenda is heavily reliant on the nation’s public administration. As a result, media coverage objectives typically coincide with the goals and ideologies of the Communist Party in power. Presenting China’s international interactions through a prism that emphasizes its peaceful ascension, mutually beneficial cooperation, and endeavors to establish a common destiny for humanity is the country’s preferred image and current foreign propaganda. The “One Belt, One Road” plan and China’s place in global governance are discussed. Official communications in China are meticulously synchronized and coordinated across a range of media channels.

China Central Television (CCTV) and other state-run media, including Xinhua, frequently transmit monotonous messages that uphold the official stance of the government. A single media organization and a state-led strategy that places a premium on ideological cohesion, economic growth, and national stability define China’s communication agenda.

A number of documents on media merger have been released by the Chinese government and the State Administration of Broadcasting, Cinematography and Television (SARFT) since 2020 (Wang Yizheng, Mao Yunong, 12). These documents emphasize the need to deepen institutional reforms,

cultivate talent across all media, and create a basic model of public opinion. The documents also offer recommendations for strengthening new mainstream media, promoting deep media fusion, and developing and utilizing integrated media centers at the district level. The creation and integration of

new and conventional media is known as media integration. For instance, the rise of websites and mobile applications has had an impact on conventional media like radio, television, and newspapers. As a result, it either gradually fades away or gets integrated into the digital era.

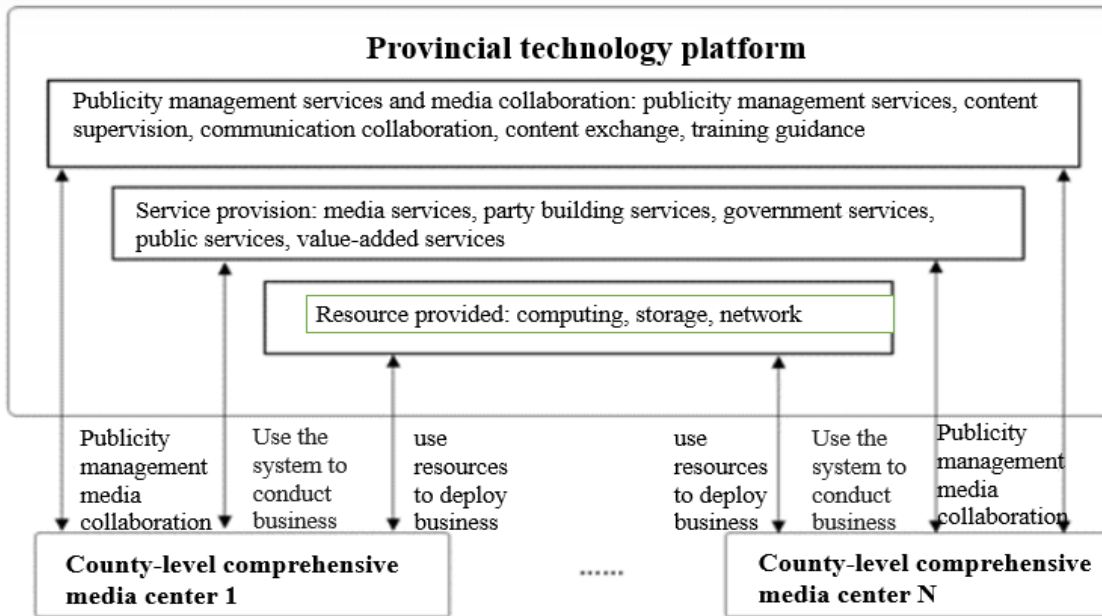


Figure 1 – China’s integrated media structure

During its fourth meeting, which took place in August 2014, the Central Group for Comprehensive Deepening of Reforms discussed and approved “Guiding Opinions on promoting the integration of traditional and new Media.” This signaled the start of integrated media development, which has subsequently experienced significant transformations. From the time integrated media was first conceptualized to the present, it has undergone multiple phases of “integration promotion,” “promotion acceleration,” and “deep integration.” Furthermore, the relevant cultural propaganda units at all levels have established an integrated media front of their own and are increasingly gaining access to district-level radio and television groups.

As the concept of media integration gains momentum, it is obvious that all enterprises related to culture and media in China now use the term “media integration”.

China has been producing a high-level plan for media mergers on a regular basis since 2020. This plan lays out the guidelines and conditions for institutional media mergers. China is continuously

updating and strengthening its Internet platform regulations. It is likely that China will continue to regulate Internet platforms continuously for some time to come (Wang Yizheng, Mao Yunong, 14).

Regarding the function and impact of media in contemporary society, Professor Zhang Zhian brought forth some very significant points. His remarks highlight the close relationship that exists between the media and people’s lives, particularly in China, where the advancement of digital technology and media integration are major factors in societal change. “Life has Media” highlights how essential media is to our everyday lives, acting as a bridge between people and as a window into the outside world. “Life in Media” depicts the shift to a world where media has a strong hold on society and where mobile devices and the mobile Internet have taken center stage as the primary means of information access and communication.

“Media is life” refers to the merging of virtual and real worlds, where new forms of existence and interaction result from the mediatization of people and objects as well as from immersion and involve-

ment in information situations like the metaverse. These ideas emphasize the ways in which media is changing the way we see and engage with the outside world, as well as the ways in which technological advancements like the Internet of Things and the metaverse may impact our future. To comprehend how these shifts will impact society and culture going forward, it is critical to keep investigating and debating them.

This medium is the mainstream media, which includes radio, television, and newspapers. It serves as a bridge between us and our social connections and is the primary carrier, window, or space through which social reality is constructed (New Media Blue Book, 25).

Humans have transitioned from “living in the medium” to “living in the medium,” that is, the deeply mediated society that lies behind the mobile phone, or the networked society. The medium of “living in the medium” is primarily the cell phone and the mobile Internet behind it. This shift occurred in the decade around 2010. Particularly after the mobile Internet’s accelerated development in 2012. “Living in the medium” refers to the highly networked and mediated society that is supported by cell phones.

The meta-universe that has gained a lot of traction in the last year or two, which includes ChatGPT, the current big model, and the Internet of Things made possible by 5G, is really more about the blurring of the lines between reality and virtual reality, the data-mediated human, and the media-mediated everything. Numerous academic arguments have been sparked by the datatization of people and things, as well as the immersive and interactive information scenarios brought about by the meta-universe. Dialog, for instance, might be thought of as a platform, an interface, or a scene of human-machine symbiosis.

People are always considering what it would be like to “live in the media” in the future and what media technology iteration will happen next. There’s a saying these days that goes, “Media is life.” “Media is life” refers to the processes of mediatization, media-based connections, data-based intelligent connections, and media-based blending of virtual and actual barriers, all of which are fundamental to daily interactions and lifestyle.

Significant shifts in the Chinese media business and its push toward digitization are evident in the observations. Building resource banks, media think tanks, and content aggregation platforms is a component of a larger plan to improve the relationship between the media and public administration. This

fits with the worldwide trend of digital transformation, which includes the creation of new management platforms through the integration of government, life, and consultancy services. accelerating the real sector’s integration with the digital economy, which raises the latter’s proportion of overall economic activity. Planning, editing, and publishing of traditional media are being digitally transformed through the use of 5G, big data, and cloud computing.

Building an architecture for an AI center that fits application scenarios and business operations. Internet thinking is being incorporated into the media sector, making it easier to move from conventional advertising models to new ones that are more traffic-conversion-focused. conventional advertising models to new ones that are more traffic-conversion-focused.

According to data from 2023, 32% of Kazakhstan’s population is under 30, while the country’s average age is 32. This shows that the youth population is becoming more and more influential in society. Youth engagement and economic growth in Kazakhstan have the potential to be key factors in the nation’s social stabilization and advancement. This demonstrates the value of incorporating the younger generation in management and decision-making procedures, as doing so can result in novel ideas and societal transformations.

Kazakhstan has entered a more pluralistic and open media era in recent years. Young adults in their 30s and 40s who grew up with these cultures have also become increasingly influential in various parts of the country and are the main force behind current trends. They have also pushed the mass media to effectively dominate public opinion when it comes to setting agendas (Anthony Giddens, 245).

Remark highlights noteworthy shifts in Kazakhstan’s media environment. The plurality and openness you highlighted are essential features of the contemporary media age, in which young people between the ages of thirty and forty are influential in determining public opinion and the course of national development.

These young adults, who were raised in a time of globalization and cultural influence, now have a big say in many areas of Kazakhstani life, including: Influence of culture: Young people who grow up in culturally diverse environments help to spread novel concepts and viewpoints, which can result in a greater acceptance and blending of global cultural traditions. Social impact: They operate as the catalyst for social change, fostering the growth of civil society and taking part in public life.

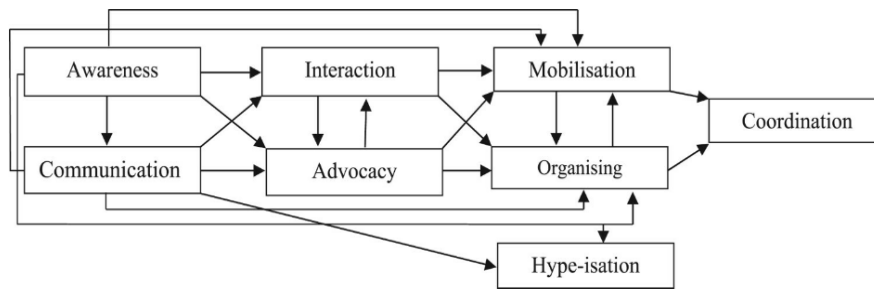


Figure 2 – Eight ways in which new media assist the political participation of young people in Russia and Kazakhstan.

Economic impact: By bringing creativity and an entrepreneurial spirit to business and technology, young people also contribute significantly to economic progress. Media influence: By determining which subjects receive public attention and discussion, young people in the environment of mass media contribute to setting the agenda. These shifts emphasize the significance of youth as the primary force behind contemporary society, which Anthony Giddens describes as having the ability to effectively use the media to set the agenda and mold public opinion. To comprehend how these trends will impact Kazakhstan’s future and its standing in the international community, it is critical to keep an eye on them.

Conclusion

Scholars from all over the world have conducted extensive discussions on the agenda-setting effect of mass communication since 1968, when American communication scholars McCombs and Shaw started to systematically study it. Based on their research, these scholars have expanded the concepts of “attribute agenda-setting,” “agenda fusion,” “agenda construction,” and others. With an emphasis on the traditional agenda setting study, the ensuing section will look at how agenda setting has changed in the context of new media.

Media Ecology: Traditional media, including radio, television, and newspapers, dominated mass communication in the 1960s, which is when agenda-setting theory first emerged. However, online media has become the primary means of communication with the development and spread of the Internet. Due to their different historical media settings, China and Kazakhstan have had different agenda-setting developments. The study uses a multi-method approach to examine agenda setting in the two countries’ present new media environments, includ-

ing survey, content analysis, and comparative methodologies.

In the age of interconnectivity, the traditional method of information distribution has completely changed, and a two-way flow of information has been developed. This represents a total reversal of the operational mechanism. There has also been a shift in the agenda-setting power structure. The conventional media’s one-way agenda-setting from the public to the media has progressively changed into a multi-directional flow involving individuals, news aggregators, social media, and traditional media.

Macroeconomically speaking, it is necessary to highlight and appreciate the differences in the two nations’ national features (such as their political and media systems) as conditioning factors. How well the relational network agenda-setting based on the Chinese and Kazakhstani communication venues works is still to be seen.

The kind of topic, the media, and the public’s characteristics are all significant intermediary variables in the success of agenda-setting at the micro level. There are parallels and distinctions between Kazakhstan’s and China’s approaches to establishing new media agendas. Coverage of internal concerns, including social issues, economic development, and government policies, is generally given priority in Chinese media. On the other hand, Chinese perspectives on international events highlight China’s interests and influence in the world. Chinese new media writings usually cover a broad range of subjects, such as politics, technology, entertainment, culture, and both local and foreign news. Government censorship and regulations have a significant impact on the content of media in China.

With an emphasis on regional developments and Central Asian concerns, the media in Kazakhstan covers a wide range of national and international topics. Topics pertaining to Kazakhstan’s geopolitical interests, such as its connections with major

powers and bordering countries, are often given priority in international news coverage. While new media writings may address related topics, they primarily address concerns pertaining to Kazakhstan and Central Asia. Regional politics, economic growth, and cultural topics are frequently highlighted. Mandarin Chinese is the primary language of Chinese new media writings, while they are also available in other languages like English. Formal and casual styles differ based on the platform and target audience. Because of Kazakhstan's linguistic variety, new media texts are usually written in either Kazakh or Russian. The target audience determines the style, with certain platforms appealing to a younger, more urbanized audience.

The agenda in China is usually established by state-run media, such as People's Daily and CCTV, with subjects that correspond to the priorities of the government. Moreover, platforms must go by rules established by the Communist Party, and policy supervision extends to new media activities. Sensitive content is frequently banned. Although there are laws in Kazakhstan as well that govern media content, they might not be as strict as those in China. The media is fairly pluralistic, with independent and state-owned outlets both pushing the same narrative. Nonetheless, the government retains the authority to mold the story and restrict coverage of particular subjects, particularly those thought to be politically delicate.

China's new media agenda is still greatly influenced by traditional media, including radio, television, and newspapers. Online platforms are becoming more and more popular, yet state-run traditional media still play a significant role in spreading official narratives and propaganda. In Kazakhstan, agenda-setting is also influenced by traditional media, particularly among elderly people and in rural areas with limited Internet penetration. But as internet platforms gain popularity, conventional media's influence is progressively waning. WeChat, Weibo, Tencent QQ, and other domestic digital media platforms and content ecosystems are where most Chinese people consume news and social media material. These platforms provide a wide variety of interactive features and multimedia material.

Among the most widely used platforms in Kazakhstan are Instagram, WhatsApp, and VKontakte (VK). Trends in Kazakhstan are impacted by both national and international social media usage.

Chinese new media often showcase traditional festivals, cuisine, art, and literature, reflecting the nation's rich cultural legacy. On the other hand, globalization's contemporary effects are equally noticeable. With aspects of Kazakh, Russian, and other ethnic traditions, new media in Kazakhstan may showcase the nation's pluralism. Identity and cultural preservation are significant topics.

The content of Kazakhstan's and China's new media agendas may be similar, but the ways in which ideas are conveyed and spread in each nation are different due to linguistic, political, and cultural factors.

The media's ability to set the agenda can affect how public opinion is disseminated and shaped on important issues. The phenomena of agenda-setting endures and is still relevant in the new media age, despite the progressive generality of agenda-setting topics and the growing complexity of agenda-setting behavior.

The media ecology has changed as a result of new media's introduction and widespread use. Further investigations into the agenda-setting theory's communication impact could gain from a more thorough application of big data mining tools for gathering, analyzing, and presenting vast amounts of social media platform data. This methodology has the potential to enable a more sophisticated comprehension of the dynamic interplay between users and published material across various themes and time periods.

These observations may help shape future studies on agenda-setting's communication impact in the age of new media.

The mode of information dissemination has changed significantly from a linear to a reticulated mode in the Internet era, which is marked by the proliferation of diverse information sources, the practice of crowdsourcing information production, and the fragmentation of information consumption. This calls for the methodological application of social network analysis to investigate the structure and range of individual relationships. Simultaneously, the increasing impact of social robots has forced journalists to use data mining, sentiment analysis, natural language processing, and other analytical tools at the computational communication frontier in order to differentiate agenda-setting sources from subject identities, allowing for more effective analysis.

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Келіп түсті: 26 маусым 2024 жыл
Қабылданды: 29 тамыз 2024 жыл

Авторларға арналған ақпарат

Журналда материалдарды жариялау Open Journal System, онлайн жіберу және рецензиялау жүйесі арқылы жүзеге асырылады. Жүйеге тіркелу немесе кіру «Материалдарды жіберу» бөлімінде қол жетімді.

Корреспонденция авторы журналға жариялау үшін ілеспе хат ұсынуға міндетті.

Авторларға арналған талаптар:

- «ҚазҰУ Хабаршысы. Журналистика сериясы» журналдың редакциялық алқасы ғылыми бағыттары бойынша бұрын жарияланбаған мақалаларды қабылдайды (сайтта көрсетілген). Мақала электрондық форматта (.doc, .docx, .rtf форматтарында) ТЕК журнал сайтының функционалымен жүктеу арқылы ұсынылады (Open Journal System).

- Қаріп кеглі – 12 (андатпа, түйін сөздер, әдебиет - 10, кестелердің мәтіні – 9-11), қаріп – Times New Roman, туралау – мәтіннің ені бойынша, интервал – бірыңғай, абзац шегінісі – 0,8 см, шеттері: жоғары және төменгі – 2 см, оң және сол жақ – 2 см.

- Суреттер, кестелер, сызбалар, диаграммалар және т.б. нөмірленуі мен атауы көрсетіле отырып, тікелей мәтінде ұсынылады (мысалы, 1-сурет – сурет атауы). Суреттер, кестелер, сызбалар және диаграммалар саны мақаланың барлық көлемінің 20%-нан аспауы тиіс (кейбір жағдайларда 30% - ға дейін).

- Мақаланың көлемі (атауын, авторлар туралы мәліметтерді, андатпаларды, түйінді сөздерді, библиографиялық тізімді есепке алмағанда) 3 000 сөзден кем болмауы керек және 7 000 сөзден аспауы тиіс.

- Авторлар МІНДЕТТІ түрде Open Journal System жүйесіндегі ілеспе хатта жолданатын мақала/қолжазба бұрын еш жерде жарияланбағанын және мақалада оларға сілтемесіз басқа жұмыстардан алынған мәтін үзінділері жоқ екенін көрсетуі тиіс.

- Мақаланы жариялау үшін ақы төлеу тәртібі мен құнын баспа үйі белгілейді және автор сыртқы рецензенттер мен ғылыми редактор мақұлдағаннан кейін ақы төлеуді жүргізеді.

Мақаланың құрылымы (мақаланы рәсімдеу үшін ҮЛПІ-ні қолданыңыз):

Алғашқы беті:

Алғашқы жол – FTAMP нөмірі (ерекше жағдайларда ЭОЖ), туралау – сол жағы бойынша, қаріп – жартылай қалың (қараңыз <http://gmti.ru>).

Мақала атауы (Тақырып) мақаланың мәні мен мазмұнын көрсетіп, оқырман назарын аударуы керек. Тақырып қысқа, мазмұнды болуы керек және жаргон мен қысқартулар болмауы керек. Тақырыптың оңтайлы ұзындығы 5-7 сөзден тұрады (кейбір жағдайларда 12 сөзге дейін). Мақала тақырыбы орыс, қазақ және ағылшын тілдерінде ұсынылуы керек. Мақала тақырыбы қою, кіші әріптермен, туралау ортасында беріледі.

Мақала авторы (лар) – аты-жөні және тегі, жұмыс орны (үлестес) (Ескертпе: ЖОО-ның толық атауы көрсетіледі), мемлекет, қала (осы ретте сақталу тиіс)

Егер бірге автор бір университеттен болса нумерация керек емес, тек әртүрлі университеттен болған жағдайда ғана нумерация қойылады

Қала, мемлекет – орыс, қазақ және ағылшын тілдерінде; электрондық пошта. Авторлар туралы ақпарат әдеттегі қаріппен кіші әріптермен, ортасында туралау арқылы беріледі.

Төменде ортасында ORCID ID еренсілтемесі көрсетіледі. (Тіркелу үшін нұсқаулық – тіркелген файлдарда <https://orcid.org/>);

Андатпа көлемі қазақ, орыс және ағылшын тілдерінде кемінде 160 сөз, 300 сөзден аспайтын, шрифт 10 болуы тиіс. Андатпа құрылымы келесі міндетті тармақтарды қамтиды.:

- Кіріспе.

- Ғылыми зерттеудің мақсаты, негізгі бағыттары және идеялары.

- Жұмыстың ғылыми және практикалық маңыздылығының қысқаша сипаттамасы.

- Зерттеу әдіснамасының қысқаша сипаттамасы.

- Зерттеу жұмысының негізгі нәтижелері мен талдаулары, қорытындылары.

- Жүргізілген зерттеудің құндылығы (осы жұмыстың тиісті білім саласына қосқан үлесі).

- Жұмыс қорытындысының практикалық мәні.

- Түйін сөздер / сөз тіркестер – саны 4-5, қазақ, орыс және ағылшын тілдерінде.

Келесі бет (жана):

Кіріспе келесі негізгі элементтерден тұрады: тақырыпты таңдауды негіздеу; мәселенің өзектілігі, зерттеу мақсаты. Алдыңғылардың тәжірибесін сипаттау негізінде тақырыпты таңдауды негіздеуде проблемалық жағдайдың болуы туралы хабарланады (зерттеулердің болмауы, жаңа объектінің пайда болуы және т.б.). Тақырыптың өзектілігі осы объектінің зерттелуіне жалпы қызығушылықпен анықталады, бірақ сұрақтарға толық жауаптардың болмауымен, ол тақырыптың теориялық немесе практикалық маңыздылығымен дәлелденеді; объектіні, пәнді, мақсаттарды, міндеттерді, әдістерді, тәсілдерді, гипотезаны және сіздің жұмысыңыздың мәнін анықтау. Зерттеудің мақсаты тезистің дәлелі, яғни зерттеу тақырыбын автор таңдаған аспектіде ұсынумен байланысты.

«Материал және әдістер» бөлімі материалдар мен жұмыс барысын сипаттаудан, сондай-ақ пайдаланылған әдістердің толық сипаттамасынан тұруы тиіс.

Зерттеу материалының сипаттамасы немесе сипаты оның сапалық және сандық жағынан көрсетілуін қамтиды. Материалдың сипаттамасы – тұжырымдар мен зерттеу әдістерінің дұрыстығын анықтайтын факторлардың бірі.

Бұл бөлімде проблеманың зерттелу дәрежесі сипатталады, бұрын жарияланған белгіленген рәсімдерді қайталамай-ақ егжей-тегжейлі ақпарат беріледі; жабдықты (бағдарламалық қамтылымды) сәйкестендіру және материалдар мен әдістерді пайдалану кезінде міндетті түрде жаңалық енгізе отырып, материалдарды сипаттау пайдаланылады.

Ғылыми әдістеме мыналарды қамтуы керек:

- зерттеу сұрағы (сұрақтары);
- көтеріліп отырған гипотезаны (тезис);
- зерттеу этаптарын;
- зерттеу әдістерін;
- зерттеу қорытындыларын.

«Әдебиетке шолу» секциясында отандық және шетелдік авторлардың іргелі және жаңа жұмыстары, оларды авторлардың ғылыми үлесі тұрғысынан талдау, сондай-ақ автор өз жұмысында толықтыратын зерттеудегі олқылықтар қамтылуға тиіс.

Жұмысқа қатысы жоқ көптеген сілметелердің болуына ЖОЛ БЕРІЛМЕЙДІ.

«Нәтижелер мен талқылау» бөлімі сіздің зерттеу нәтижелеріңізді талдауға және талқылауға мүмкіндік береді. Зерттеу барысында алынған нәтижелер туралы қорытынды беріледі, негізгі мәні ашылады. Және бұл мақаланың маңызды бөлімдерінің бірі. Онда олардың жұмысының нәтижелерін талдап, сәйкес нәтижелерін алдыңғы жұмысымен, талдаулары мен қорытындыларымен салыстырғанда талқылау қажет.

Қорытынды, тұжырымдар – осы кезеңдегі жұмыс нәтижелерін қорыту және қорытындылау; автор алға қойған тұжырымның растығын және алынған нәтижелерді ескере отырып, ғылыми білімнің өзгеруі туралы автордың қорытындысын растау. Қорытынды абстрактілі болмауы керек, оларды белгілі бір ғылыми саладағы зерттеу нәтижелерін қорытындылау үшін, ұсыныстарды немесе одан әрі жұмыс істеу мүмкіндіктерін сипаттай отырып қолдану керек.

Қорытындыда мынадай тармақтар болуы тиіс: зерттеудің мақсаттары мен әдістері қандай болды; зерттеудің нәтижелері мен қорытындылары; зерттеудің келешегі және әзірлеуді енгізу, қолдану мүмкіндіктері.

Пайдаланылған әдебиеттер тізімінде кемінде 15 атау болуы керек; оның 50% – ағылшын тіліндегі көздерден. Әдебиеттер тізімінде кириллицада ұсынылған жұмыстар болған жағдайда, әдебиеттер тізімін екі нұсқада ұсыну қажет: біріншісі – түпнұсқада, екіншісі – романизацияланған алфавитпен (транслитерация).

МЕМСТ1-2003 сәйкес орыс және қазақ тілдеріндегі әдебиеттер тізімін рәсімдеу «Библиографиялық жазба.

Библиографиялық сипаттама. Жалпы талаптар және құрастыру ережелеріне» (БЖФСБК тізімдемесіне енетін жарияланымдарға талаптар) сәйкес жүзеге асады.

Романизацияланған әдебиеттер тізімін рәсімдеу келесідей болуы керек: автор (лар) (транслитерация - <http://www.translit.ru>) → (жақшадағы жыл) → транслитерацияланған нұсқадағы мақала атауы [мақала тақырыбын ағылшын тіліне төрт бұрышты жақшаға аудару], орыс тіліндегі дереккөздің атауы (транслитерация немесе ағылшын атауы - бар болса), ағылшын тілінде басылған шығыс деректері.

Мысалы: Gokhberg L., Kuznetsova T. (2011) Strategiya-2020: novye kontury rossiiskoi innovatsionnoi politiki [Strategy 2020: New Outlines of Innovation Policy]. *Foresight-Russia*, vol. 5, no 4, pp. 8–30. Әдебиеттер тізімі Алфавиттік тәртіппен, ТЕК мәтінде келтірілген жұмыстарға сәйкес ұсынылады.

Әлеуметтік-гуманитарлық бағыттар үшін әдебиеттердің, сондай-ақ ағылшын (басқа шет) тіліндегі дереккөздердің Романизацияланған тізімін рәсімдеу стилі - American Psychological Association (<http://www.apastyle.org/>).

Назар аударыңыз! Алфавиттік тәртіпте авторлардың тегі көрсетіледі (аты-жөнінен кейін үтір бас әріптердің алдына қойылмайды); тегінен кейін дөңгелек жақшада басылымның шыққан жылы көрсетіледі, төртбұрышты жақшада атаудың ағылшын тіліне аудармасы көрсетіледі. Барлық сызықшалар мен қиғаш сызықтарды алып тастау керек (яғни бөлу белгілерін). Сілтеменің соңында егер дереккөз қазақ тілінде болса (in Kazakh), және егер дереккөз орыс тілінде болса (In Russian) және т.б. көрсетіледі.

- Бұл бөлімде мыналарды ескеру қажет:

- Негізгі ғылыми жарияланымдар, ғылымның осы саласында қолданылатын және автордың жұмысы негізделген озық зерттеу әдістері келтіріледі.

- Шамадан тыс өзіңізге сілтеме жасаудан аулақ болыңыз.

- Шетелдік авторлардың жарияланымдарына сілтемелер жасау ұсынылады.

- Библиографиялық тізімде зерттеу тақырыбы бойынша танымал шетелдік ғалымдар жариялаған қазіргі заманғы ғылымға қатысты іргелі еңбектер болуы керек.

- Әлеуметтік-гуманитарлық бағыттағы мәтінге сілтемелер сілтеменің ішінде жақтың ішінде бірінші авторы, шыққан жылы көрсетілген: бет (тер) саны көрсетілген. Мысалы, (Залесский 1991: 25). Егер әдебиеттер тізімінде бір автордың сол жылы жарияланған бірнеше жұмыстары болса, шыққан жылына «а», «б» әрпі және т.б. Мысалы, (Садуова, 2001а: 15), (Садуова, 2001б, 22). Жаратылыстану мақалалары үшін сілтемелер төртбұрышты жақшада келтірілген, мәтінге сілтемелер келтірілген жұмыстар көрсетілгендей нөмірленеді.

Мақаланы рәсімдеу соңында мақаладағы барлық белгілерден кейін, әсіресе әдебиеттер тізімінде (нүктелер, үтірлер, сызықшалар, Қос нүктелер, қиғаш сызықтар мен жақшалардан кейін) бос орындардың болуын тексеруді сұраймыз. Бүкіл мәтінді таңдаңыз. Қаріп түймесін басыңыз, TimesNewRoman, өлшемі 12, мәтіннің түсі Авто, астын сызу жоқ. Абзац батырмасын басыңыз, шегіністер 0, 0; интервалдар 0, 0; жоларалық – бірыңғай.

Ескерту: мақалада қалың қаріпті қолдануға және астын сызуға рұқсат етілмейді, тек курсивке рұқсат етіледі.

Мақаланың төменгі жағында жоғары оқу орны, ғылыми дәрежесі, атағы (бар болса) және лауазымы, байланыстары тағы бір рет көрсетіледі.

**Библиографиялық сілтемелерді рәсімдеу үшін Mendeley Reference Manager құралын пайдалана аласыз.
Мақала жариялау құны - 2000 теңге / бет**

Реквизиттер:

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КБЕ 16

АО «First Heartland Jysan Bank»

ИИК KZ19998СТВ0000567141 – теңге

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БИК TSESKZKA

Информация для авторов

Публикация материалов в журнал осуществляется с использованием Open Journal System, системы онлайн-подачи и рецензирования. Регистрация или авторизация доступны в разделе «Отправка материалов».

Автор для корреспонденции обязан предоставить сопроводительное письмо на публикацию в журнале.

Требования для авторов:

- Редакционная коллегия «Вестника КазНУ. Серия журналистики» принимает ранее неопубликованные статьи по научным направлениям журнала (указаны на сайте). Статья представляется в электронном формате (в форматах .doc, .docx, .rtf) ТОЛЬКО посредством ее загрузки через функционал сайта журнала (Open Journal System или Editorial Manager).

- Кегль шрифта – 12 (аннотация, ключевые слова, литература - 10, текст таблиц – 9-11), шрифт – Times New Roman, выравнивание – по ширине текста, интервал – одинарный, абзацный отступ – 0,8 см, поля: верхнее и нижнее – 2 см, левое и правое – 2 см.

- Рисунки, таблицы, графики, диаграммы и др. представляются непосредственно в тексте с указанием нумерации и заглавия (Например, Рис. 1 – Название рисунка). Количество рисунков, таблиц, графиков и диаграмм не должно превышать 20% от всего объема статьи (в некоторых случаях до 30%).

- Объем статьи (без учета названия, сведений об авторах, аннотации, ключевых слов, библиографического списка) должен составлять не менее 3 000 слов и не превышать 7 000 слов.

- Авторы в ОБЯЗАТЕЛЬНОМ порядке должны указать в сопроводительном письме в системе Open Journal System или Editorial Manager о том, что направляемая статья/рукопись нигде ранее не публиковалась, и что в статье отсутствуют заимствованные фрагменты текста из других работ без ссылок на них.

- Порядок оплаты и стоимость за публикацию статьи устанавливается издательским домом «Қазақ университеті» и производится автором после одобрения внешними рецензентами и научным редактором.

Структура статьи (для оформления статьи используйте ШАБЛОН):

Первая страница:

Первая строка – номер МРНТИ (в исключительных случаях УДК), выравнивание – по левому краю, шрифт – полужирный (см. <http://gnti.ru>).

Название статьи должно отражать суть, содержание статьи и привлечь внимание читателя. Название должно быть кратким, информативным, не содержать жаргонизмов или аббревиатур. Оптимальная длина заголовка – 5-7 слов (в некоторых случаях до 12 слов). Название статьи должно быть представлено на русском, казахском и английском языках полужирным шрифтом строчными буквами, выравнивание – по центру.

Автор(ы) статьи – Инициалы и фамилия, место работы (аффилиация) (*Примечание:* указывается полное наименование вуза). страна, город (порядок нужно сохраняться)

Нумерация не требуется, если несколько авторов из одного университета, только если они из разных университетов.

Страна, город – на русском, казахском и английском языках; электронный адрес. Сведения об авторах представляются обычным шрифтом строчными буквами, выравнивание – по центру.

Ниже по центру указывается гиперссылка ORCID ID. (Инструкция для регистрации – в прикрепленных файлах <https://orcid.org/>);

- В аннотации должны излагаться суть и использованные методы исследования, суммируются наиболее важные результаты и их значимость. Объем аннотации составляет не менее 150 и не более 300 слов на русском, казахском и английском языках.

Аннотация включает в себя следующие ОБЯЗАТЕЛЬНЫЕ пункты

- Вступление.
- Цель, основные направления и идеи научного исследования.
- Краткое описание научной и практической значимости работы.
- Краткое описание методологии исследования.
- Основные результаты и анализ, выводы исследовательской работы.
- Ценность проведенного исследования (внесенный вклад данной работы в соответствующую область знаний).
- Практическое значение итогов работы.
- Ключевые слова/словосочетания – количеством 4-5 на казахском, русском и английском языках.

Последующая страница (новая):

Введение состоит из следующих основных элементов: обоснование выбора темы; актуальность проблемы, цель исследования. В обосновании выбора темы на основе описания опыта предшественников сообщается о наличии проблемной ситуации (отсутствие каких-либо исследований, появление нового объекта и т.д.). Актуальность темы определяется общим интересом к изученности данного объекта, но отсутствием исчерпывающих ответов на имеющиеся вопросы, она доказывается теоретической или практической значимостью темы; определение объекта, предмета, целей, задач, методов, подходов, гипотезы и значения вашей работы. Цель исследования связана с доказательством тезиса, то есть представлением предмета исследования в избранном автором аспекте.

Раздел «Материал и Методы» должен состоять из описания материалов и хода работы, а также полного описания использованных методов.

Характеристика или описание материала исследования включает его представление в качественном и количественном отношении. Характеристика материала – один из факторов, определяющий достоверность выводов и методов исследования.

В этом разделе описывается степень изученности проблемы, дается подробная информация без повторения ранее опубликованных установленных процедур; используется идентификация оборудования (программного обеспечения) и описание материалов с обязательным внесением новизны при использовании материалов и методов.

Научная методология должна включать в себя:

- исследовательский вопрос(-ы);
- выдвигаемую гипотезу (тезис);
- этапы исследования;
- методы исследования;
- результаты исследования.

В секции «Обзор литературы» должны быть охвачены фундаментальные и новые работы отечественных и зарубежных авторов, их анализ с точки зрения научного вклада авторов, а также пробелы в исследовании, которые автор дополняет в своей работе.

НЕДОПУСТИМО наличие множества ссылок, не имеющих отношения к данной работе.

В разделе **Результаты и Обсуждение** как одном из важных и основных разделов статьи приводится анализ и обсуждение полученных автором результатов исследования, научные положения. Следует провести анализ результатов своей работы и обсуждение соответствующих результатов в сравнении с предыдущими работами, анализами и выводами.

Заключение, выводы – обобщение и подведение итогов работы на данном этапе; подтверждение истинности выдвигаемого утверждения, высказанного автором, заключение автора об изменении научного знания с учетом полученных результатов. Выводы не должны быть абстрактными, они должны быть использованы для обобщения результатов исследования в той или иной научной области, с описанием предложений или возможностей дальнейшей работы. Заключение должно содержать следующие пункты: каковы были цели и методы исследования; результаты и выводы исследования; перспективы исследования и возможности внедрения, применения разработки.

Список используемой литературы должен содержать не менее 15 наименований; из них 50% – из англоязычных источников. В случае наличия в списке литературы работ, представленных на кириллице, необходимо представить список литературы в двух вариантах: первый – в оригинале, второй – романизированным алфавитом (транслитерация).

Оформление списка литературы на русском и казахском языке согласно ГОСТ 7.1-2003 «Библиографическая запись. Библиографическое описание. Общие требования и правила составления» (требование к изданиям, входящих в перечень КОКСОН).

Оформление романизированного списка литературы: автор(-ы) (транслитерация - <http://www.translit.ru>) → (год в круглых скобках) → название статьи в транслитерированном варианте [перевод названия статьи на английский язык в квадратных скобках], название русскоязычного источника (транслитерация, либо английское название – если есть), выходные данные с обозначениями на английском языке.

Например: Gokhberg L., Kuznetsova T. (2011) *Strategiya-2020: novye kontury rossiiskoi innovatsionnoi politiki* [Strategy 2020: New Outlines of Innovation Policy]. *Foresight-Russia*, vol. 5, no 4, pp. 8–30. Список литературы представляется в алфавитном порядке, и ТОЛЬКО те работы, которые цитируются в тексте.

Стиль оформления Романизированного списка литературы, а также источников на английском (другом иностранном) языке для социогуманитарных направлений - American Psychological Association (<http://www.apastyle.org/>).

Следует обратить внимание! В **алфавитном порядке** указываются фамилии авторов (запятая после фамилии перед инициалами не ставится); после фамилии в круглых скобках указывается год издания публикации в квадратных скобках перевод названия на английский язык. Необходимо убрать все тире и косые линии (т.е. разделительные знаки). В конце ссылки указывается (In Kazakh), если источник на казахском языке и (In Russian), если источник на русском языке и т.д.

В данном разделе необходимо учесть:

- Цитируются основные научные публикации, передовые методы исследования, которые применяются в данной области науки и на которых основана работа автора.
- Избегайте чрезмерного самоцитирования.
- Предпочтительны ссылки на публикации зарубежных авторов.
- Библиографический список должен содержать фундаментальные труды, актуальные для современной науки, опубликованные известными зарубежными по теме исследования.

Ссылки на цитируемые работы в тексте социогуманитарного направления даются в скобках, с указанием первого автора работы, год издания: номер страниц(-ы). Например, (Залесский 1991: 25). В случае, наличия в списке литературы нескольких работ одного и того же автора, изданных в один год, то дополнительно к году издания добавляется буква «а», «б» и т.д. Например, (Садуова, 2001а: 15), (Садуова, 2001б, 22). Для естественнонаучных статей ссылки оформляются в квадратных скобках с указанием нумерации по мере появления цитируемых работ в тексте.

В конце оформления статьи просим проверить наличие **пробелов** после всех знаков в статье, и особенно в списке литературы (после точек, запятых, тире, двоеточий, косых линий и скобок). Выделите весь текст. Нажмите на кнопку Шрифт, укажите TimesNewRoman, размер 12, цвет текста Авто, подчёркивание Нет. Нажмите на кнопку Абзац, отступы 0, 0; интервалы 0, 0; междустрочный - одинарный.

Примечание: в статье не разрешаются выделения жирным шрифтом и подчёркиванием, только курсивом.

Внизу статьи еще раз указывается вуз, учёная степень, звание (если есть) и должность, контакты.

Для оформления библиографических ссылок также можете использовать инструмент - **Mendeley Reference Manager**

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АО «First Heartland Jýsan Bank»

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Font size – 12 (abstract, keywords, literature - 10, table text – 9-11), font – Times New Roman, alignment – text width, interval – single, indented margin - 0,8 cm, margins: top and bottom – 2.0 cm, left and right – 0 cm.

Figures, tables, graphs, diagrams, etc. are presented directly in the text with the indication of the numbering and title (E.g., Figure 1- Picture name). The number of figures, tables, graphs and diagrams should not exceed 20% of the total article length (in some cases up to 30%).

Article Length (not including the title, information about authors, abstract, keywords, literature (bibliographic list) should be at least 3,000 words and not exceed 7,000 words.

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The title of the article (title) should reflect the essence and content of the article and attract the reader’s attention. The title should be short, informative and should not contain jargon or abbreviations. The optimal length of the title is 5-7 words (in some cases 10-12 words). The title of the article should be presented in Russian, Kazakh and English. The title of the article is presented in bold lowercase letters, center alignment.

Author(s) of the article – Initials and surname, place of work (affiliation) (*Note*: use the full name of the university), state, city (order must be saved)

Numbering is not required if several authors are from the same university, only if they are from different universities.

City, country – in Russian, Kazakh and English; email. Information about the authors is presented in regular font in lowercase letters, center alignment.

The ORCID ID (**Open Researcher and Contributor ID**) hyperlink is in the center below. (Instructions for registration is in the attached files <https://orcid.org/>);

Abstract of at least 160 words in Russian, Kazakh and English, no more than 300 words font size 10. The structure of the abstract includes the following obligatory items:

- Introduction to the research topic.
- The purpose, main directions and ideas of scientific research.
- A brief description of the scientific and practical significance of the work.
- Brief description of the research methodology.
- Main results and analysis, conclusions of the research work.
- The value of the study (the contribution of this work to the relevant field of knowledge).
- Practical significance of the results.

Key words / phrases – 4-5 in Russian, Kazakh and English.

Next page (new):

The **Introduction** consists of the following main elements: rationale for the choice of topic; relevance of the topic or problem, purpose statement. Justifying the choice of topic based on the description of the experience of predecessors, there is a report on the existence of a problem situation (the absence of any studies, the appearance of a new object, etc.). The relevance of the topic is determined by the general interest in the study of this object, but by the absence/lack of comprehensive answers to existing questions, it is proved by the theoretical or practical significance of the topic. Define the object, subject, goals, objectives, methods, approaches, hypotheses, and meaning of your work. The purpose of the research is related to the proof of the thesis, that is, the presentation of the subject of research in the aspect chosen by the author.

The **Material and Methods** section should consist of a description of the materials and work progress, and a complete description of the methods used.

The characteristic or description of the research material includes its presentation in qualitative and quantitative terms. The characteristic of the material is one of the factors determining the reliability of the conclusions and methods of investigation.

This section describes how the problem has been studied: detailed information without repeating previously published established procedures; the identification of equipment (software) and the description of materials are used, with the obligatory introduction of novelty in the use of materials and methods.

The scientific methodology should include:

- research question(s);
- hypothesis (thesis);
- stages of the study;
- research methods;
- research results.

The **Literature review** section should cover fundamental and new works of domestic and foreign authors, the analysis of the given works in terms of their scientific contribution, as well as the research gaps that you complete in this article.

It is UNACCEPTABLE to have multiple links/references unrelated to the work.

In the **Results and Discussion** section, as one of the important and main sections of the article, an analysis and discussion of the results of the author's research and scientific contribution is provided. It is necessary to analyze the results of the author's work and discuss relevant results comparing them with previous works, analyses and conclusions.

The **Conclusion**, results -generalization and summing up of the work at this stage; confirmation of the truth of the assertion made by the author, and the author's conclusion about the change in scientific knowledge, taking into account the results obtained. The conclusions should not be abstract; they should be used to summarize the results of research in a particular scientific field, with a description of proposals or opportunities for further work.

The **Conclusion** should contain the following questions: What are the aims and methods of the study? What are the results? What are the conclusions? What are the prospects and opportunities for implementing, applying the development?

The list of used literature, or Bibliographic list consists of not less than 15 titles, not less than 50 % of the total number of titles in English. If there are works presented in Cyrillic in the list of literature, it is necessary to present the list of literature in two versions: first - in the original, the second - in the Romanized alphabet (transliteration).

Style of the list of References in Kazakh and Russian according to GOST 7.1-2003 "Bibliographic record. Bibliographic description. General requirements and compilation rules" (requirement for publications included in the list of CCES - Committee for Control of Education and Science).

The style of the Romanized list of literature (References): author (s) (transliteration - <http://www.translit.ru>) → (year in parentheses) → article title in transliterated version [translation of the article title into English in square brackets], name of the Russian-language source (transliteration, or English name - if available), and notation in English.

Example: Gokhberg L., Kuznetsova T. (2011) Strategiya-2020: novye kontury rossiiskoi innovatsionnoi politiki [Strategy 2020: New Outlines of Innovation Policy]. *Foresight-Russia*, vol. 5, no 4, pp. 8–30.

The list of **References** is presented in alphabetical order and ONLY those works that are cited in the text.

The style of the Romanized list of literature, as well as sources in English (another foreign language) for social and humanitarian directions - is American Psychological Association (<http://www.apastyle.org/>).

For bibliographic references, you can also use the Mendeley Reference Manager.

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