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## Prospects For The Media Kazakhstan In The Preservation Of National Identity

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### ABSTRACT

The article reflects the role of the Russian mass media in the information space of Kazakhstan, and gives statistics on the number of Russian media in the Republic over the past five years. The author conducted sociological studies, interviewing political scientists on the impact of Russian media on the citizens' public consciousness. The results of the study revealed the prevalence of Russian media in the territory of Kazakhstan and the level of their influence on public consciousness. The author also identified the trends in the Kazakh media evolution, the prospects for their activities in preserving the national identity of the people of Kazakhstan.

**Keywords:** mass media, Kazakhstan, Russian, national identity, Internet, global information space.

Information only becomes a fact of our life when of real relationships, as innovative or consolidating element. All this indicates that the information is, in fact, the result of reality reflection by a cognizer. Therefore, the adequacy of the reflection is a whole series of conditions and circumstances, which are determined by developing level of knowledge and historically dependent height of the person and measure of its impact on the world around us. A growing array of information, exactly as escalating of society into the information society, should generate not only 'shoppy' wishes in the accumulation of knowledge, but also encompass growing public interest in the ever expanding socio-historical horizon of world view and accounting its consequences in science and technology " [1].

The one who owns the information, owns the world. Information in a rapidly changing world is really valuable, and that is indeed the case - agree first of all stock market participants. They have experienced the value of information and the destructive power of rumors on themselves, as a result, hit the jackpot, or lost everything.

The information society of a country in the global world, one way or another influenced from the outside: modern technologies, Internet, social networks, TV and more - all served as a catalyst for the creation and dissemination of information and its various products.

Tengrinews.kz News Agency published an article that provides media statistics in Kazakhstan in 2010. "Among the 2700 Kazakh periodicals in Kazakh language is only 453, and 2303 - in Russian. In addition, in the territory of the Republic there are distributed 5.2 thousand Russian newspapers and magazines, of which only 2.7 thousand were registered in the Ministry of Culture of Kazakhstan. Thus, in total volume of media Kazakh language editions occupy only 5.99 percent. As for online publications, only 5.6 percent of sites have content in the Kazakh language, and there are mainly media sites and government agencies. It should be noted, at the same time, the report showed a trend of increasing support of Kazakh language editions by the state. It is mainly carried out by the state orders. So, thanks to this content in the Kazakh language in the state media is more than 70 percent "[2]. In 2015, according to the Information and Archives Committee of the Ministry of Culture of Kazakhstan in all 2711 existing media in Kazakhstan there are 550 media published in the Kazakh language, 776 media in Russian and 741 media in the Kazakh and Russian - in the Kazakh, Russian and other languages - 654 media.

Thus, there is the fact of the predominance of publications in Russian in the information space of Kazakhstan.

Not less popular is the cable television Kazakhstan, which also has its owners. The predominant channels on cable TV are Russian TV channels NTV, STS, Cinema and many others, are popular among domestic audiences.

Hence the formation of the system of public conscience of Kazakhstanis through the prism of Russian media. The most massive is the TV, which is not presented with alternative channels to Russian and Kazakh ones. The only exception is Russian-language channel "Euronews".

Thus, in Kazakhstan, a large percentage of Russian-language press, but this is linguistic issue, not political, and the Russian media often have no relation towards the Russian-speaking mass media of Kazakhstan. However, the percentage of Russian media broadcasting in Kazakhstan or local branches of Russian media is quite large, and thus their impact on the information environment and social conscience cannot be ignored. To the question "What are the Kazakhstan media, which in your opinion, have the greatest impact on public opinion," respondents answered as follows: AiF - 41.2%; Karavan - 33.2%; Vremya - 20.6%; Svoboda slova - 9.7%; Komsomolskaya pravda - 7.6%; Vecherniy Almaty - 5.9%; Kazakhstanskaya Pravda - 3.4%; Panorama - 2.1%; Izvestiya - 1,7%. It is worth noting that occupying the first position in the ranking newspaper "Argumenty i Fakty Kazakhstan" is a regional version of the central Russian newspaper "Argumenty i Fakty". The number of participants in focus-media team entered as favorites newspapers "Karavan", "Vremya", "Argumenty i Fakty", the magazine "Imena", TNT, OTK, ORT, CNL, NTV, Eurasia, KTK, 31 channel, Mir, Rahat. Favorite TV-shows were called "Portrait of the Week", "Profession - Reporter", "Maximum", "Criminal Russia", "Russian Sensations", "The Fight for Responsibility" [3].

According to the results of this study it is also obvious that Russian television is popular among Kazakhstanis. Russian media affect the information society in Kazakhstan, positively adjusting it to Russia and its policies, but the extent of political purpose is not known until the end, because the Russian media can work in Kazakhstan for profit. Also, in formation of positive image of Russia partially participate and Kazakhstan state-owned media, which hardly covered the events in Ukraine and in general promote the friendly relations between the neighboring states. Using the Kazakh or Russian language is not identified with origin, the trend of increasing Kazakh-speaking audience understandably leads to a weakening of the influence of Russian media outlets that broadcast in Russian.

As the main owners of the "Expert" continue to perform its founders: CEO and chief editor of "Expert" Valery Fadeev, Editor in Chief Tatiana Gurova and Science Editor Alexander Privalov. Among the other shareholders of "Expert" structures of VEB and businessman Oleg Deripaska are presented. Bank "Globex", controlled by VEB, owns 19.79% of the media holding company since December 2009, with the most popular edition of which is considered to be a business magazine "Expert". The holding also includes the magazines "Expert North-West", "Expert Ural", "Expert Sibir", «Expert Volga», "Expert-Kazakhstan" and "Expert-Ukraine", the rating agency "Expert RA", the magazine "Russian Reporter", marketing agency "Expert-Data" analytical center and innovative bureau "Expert Office" [4].

Russian channels receive government subsidies for the promotion of information policy among the Russian-speaking population in Kazakhstan. This was mentioned in panel discussion at the VII Mediakurultay, which ran November 14 in Almaty, said General Director of "Channel 31" Bagdat Kodzhahmetov: "This, I think, is not a secret that the Russian mass media (media holdings) periodically receive subsidies from Kremlin to disseminate information outside of Russia (...) this is infopropaganda. They (Russian channels – authors note) broadcast to the whole world, including in Kazakhstan, and that's fine ". [4]

Kodzhametov also commented on a noticeable decline in the volume of advertising on TV channels of Kazakhstan. First of all, he says, this is due to factors such as the devaluation, the ban on advertising of beer and pharmaceuticals.

Let's note that the Russian channels are really prevalent in Kazakhstan. According to recent data, 158 Russian TV channels registered in the country, while the total number of foreign channels - 235.

Thus it is possible to draw the following important conclusions:

- ✓ Russian media are one of the main agents of influence on Kazakhstan's information space, but their role is gradually weakened with the increase of Kazakh-speaking audiences
- ✓ Coverage of world events (the Russian-Ukrainian conflict) to some extent is viewed by Kazakhstan media through the prism of the Russian
- ✓ There is a linguistic duality, the difference in the form of information and its perception
- ✓ Kazakhstan Society split in connection with the events in Ukraine, according to the principle of confidence in the Russian media

In the study of the preservation of national identity of Kazakhstan mass media, there is a need to study the current situation. An important issue is to determine in which the information space are Kazakhstanis. According to data obtained by the theoretical study material (articles, statements of political scientists, public figures) there are a number of factors that indicate a slight degree of presence in and in some cases dominance of Russian media in Kazakhstan's information space.

In order to try identifying in which information space are Kazakhstanis, a sociological poll was conducted on the streets of Almaty by random sampling method. This survey was published on the website voxpopuli.kz on March 17, 2015. All respondents were asked two questions: "Where did you hear the news?" and "Where do you learn world news?". Summing up the results of the survey revealed that young people prefer to get news from the Internet, while older people watch television and read newspapers. Also, the trend of Russian mass media popularity appeared obvious, namely television channels like "Pervy Kanal Eurasia", "NTV", the newspaper "Argumenty i Fakty", social networks mail.ru and vk.com [5].

This survey has outlined certain trends, but the poll was attended by only 11 respondents, therefore, there was held one more stage of poll - a large-scale sociological survey. For convenience and purity calculations, it was decided to conduct the survey on the Internet and spread through social networks.

The poll is one of the most effective methods of survey, which helps to trace certain trends, analyze the situation and respondents' attitudes to certain things.

This survey took 406 participants, the analysis made based on 300 participants for technical reasons, namely the restriction by site surveymonkey.com on the number of respondents. Thus, there were three identical surveys, in each the first 100 responses were analyzed.

Following analysis - is the whole survey analysis, including answers to the three surveys, which means the responses of 300 respondents.

The first question "Your age group" was asked to determine the age of the respondents. Of 300 people who took part in age "under 17 years" category are 17 people, accounting for 5.7%. 172 people who participated in the survey, aged 18 to 21 years - this is the most numerous category and is 57.3%. Respondents aged 22 to 29 years old account for 29.3% of all survey participants and constitute the second largest category - 88 people. 3.7% in the age group from 35 to 45 years old, which amounted to 11 people. 3% - are respondents older than 45 years, 9 people. And 1% of respondents did not wish to disclose their age, that were three people out of 300 respondents.

Next question: "Where do you learn the news more often" was aimed at identifying the main respondents' source of information and implied the answers such as: television, radio, newspapers,

the Internet and rumors. 10.3% of respondents chose the option "TV", 1.3% prefer radio, only 1 out of 300 people responded "newspaper" - 0.3%, 252 people voted for the "Internet", which is 84%, 11 people get information from the rumors - it's 3.7% of all respondents.

Thus, the most popular source of information is the Internet. However, it is necessary to take into account the fact that the survey was conducted by means of the Internet, and the answers to this question are not very objective. They express the view of certain segment of Internet users, i.e. people aged 18 to 21 and category in age from 22 to 29 years. However, the main purpose of this survey is not a determination of the source of information but sources of information relation to a particular information field of the country.

Based on this, the most important issue of the survey can be considered the question of the credibility of certain media in Kazakhstan. Respondents were asked to place their confidence level in the following media: national newspapers, Russian newspapers, Kazakhstan radio and TV, Russian radio and TV, the media abroad, as well as Internet: Kazakh, Russian and sites abroad. The results are shown in the table below

	Completely	Partially believe	Do not believec	Do not use
<b>Kazakhstan newspapers</b>	12,6	44,6	7,4	35,4
<b>Russia newspapers</b>	5,1	36,2	16	42,7
<b>Kazakhstan radio and TV</b>	15,2	62	11,3	11,7
<b>Russia radio and TV</b>	9,3	54,4	14,4	21,9
<b>Foreign media</b>	11	57,6	12,5	18,9
<b>Internet (Kazakhstan sites)</b>	11,8	68,3	15,3	4,5
<b>Internet sites (Russia)</b>	5,6	60,2	22,2	12
<b>Internet sites (foreign)</b>	11,4	63,3	16	9,3

Table 2 – What is the extent of credit to following mass media

The greatest credibility of Kazakhstanis belongs to Republic radio and TV - 15.2%. The second place on the credibility of the media occupied by Republic newspapers - 12.6%. Despite the fact that these media types cause biggest trust of the audience, 35.4% of respondents answered that they do not use newspapers, in lack of demand they are second only after Russian newspapers - 42.7%.

Least of all Kazakhstanis trust the Russian segment of the Internet - 22.2% of all respondents. The second line shared by the Russian newspapers and foreign media.

Continuing to analyze the Internet segment we can conclude that the credit of trust to Russian sites by Kazakhstanis is even lower than to foreign sites, namely Kazakhstanis fully trust Kazakhstan sites - 11.8% of respondents, sites far abroad - 11.4% and Russian sites only 5.6% of respondents. On the issue of partial-trust, the Russian sites also ranked third. As well as the highest percentage of respondents in the Internet segment, considered that they do not use Russian media sites - 12%, mean while 9.4% do not use far-abroad sites and 4.5% of the respondents do not use Kazakh sites to obtain information.

Thus, the largest number of respondents preferred the Internet, where they underline predominantly Kazakhstan sites. Despite the fact that this study mainly affected only the audience between the ages of 18 to 29 years (active Internet users) it is possible to come to the conclusion that Kazakhstani online publications win, or rather win back the attention of Kazakhstanis.

### **Prospects for the media in the preservation of national identity**

Based on the findings of the previous chapters, it is obvious that the media play a crucial role in preserving the national identity of the country, through the gradual formation of public opinion and consciousness.

According to the article "Globalization and national identity as factors in the development of the information space: trends and developments" in the first national identification requires information security of the country. Authors Kabuldinov Z.E. and K.I. Iskakova believe that in this regard, the identification of these trends is forecasted:

- ✓ Further establishment and development of national (like Khabar, "Kazakhstan", KTK, etc.), media agencies, which are aimed at meeting the information needs of the audience. And there are early successes. For affords of CJSC "Khabar" (broadcasting on three channels - "Khabar", "El Arna" and the satellite - "Caspionet") in formation of a qualitatively new media space in Central Asia and Kazakhstan it was awarded the international prize "Arch of Europe" for the quality and technology in category "Gold" in March 2003 in Frankfurt.
- ✓ Media of Kazakhstan will have to solve the problem of national identity consolidation by creating, preserving and strengthening the cultural identity of Kazakhstan people. Analysis of the broadcasting network of the national channel "Khabar" and "El-Arna" shows that 50% of broadcasting make movies of American production, including Latin America, "Globo"; 30% - China, 15 - Russian-Soviet, and 5% - Kazakh production. The experience of foreign television shows that commercial television in pursuit of profit, often ignores the moral and ethical standards of the society.
- ✓ The key issue for global peace becomes the task of uniting the new high technology and protection of the subject as a person in its national culture, collective memory, and community culture. This contributed significantly by the visual images and sound rhythms. For example, not always inspiring youth television "picture" playing the lute singer, folk programs - even a cursory viewing firmly fixes in the memory and causes the association, bringing together representatives of the same culture, thereby creating the basis for the identification of the audience. However, it should be noted that Kazakhstan - a multi-ethnic community.
- ✓ development of information and communication technologies (Internet, e-mail, telephone, etc.). Internet is theoretically possible to consider mass media, because it is used by quite a large audience, but in practice it is not realistic, because the Internet is not responsible for the accuracy of the information transmitted. Electronic versions of traditional media are considered obsolete option of disseminating information as simply represent a secondary distribution channel of the newspaper or the TV in new version. As more advanced are

considered network newspapers that combine the principles of the common newspaper structures and the new network, offering constantly updated news. But there is a third type of internet publications - completely new editions, which have no analogues started only on the Internet and for the Internet. It is necessary to realize that the Internet is for us a connecting link of our country to the global economic and world information space. We do not have any global newspaper so far. In the Web there are now three types of media: copies of Kazakhstani publications, radio and television information including in Kazakh language; independent Kazakh newspapers published by foreign and domestic sources; opposition press like Nomad, Kompromat, Navigator, Eurasia, and others.

- ✓ mediatisation of policy - the process of moving the political life in the symbolic space of the mass media. The political struggle is transformed into a series of information campaigns. There is politicization of the press - the emergence of newspapers of political parties. Especially will escalate the process of mediatisation policy during the election campaigns.

It should be noted that this article was published in 2010 and with many of these trends, we can agree today - 5 years later.

Indeed such trends as the development of information and communication technologies and development of national, major media companies, strengthening of media holdings today are very relevant.

Other trends cannot be seen as obvious and are rather more controversial. However, in Kazakhstan television there is still high percentage of foreign content, not taking into account the availability of Russian TV channels. Next, the article describes the growing monopolization of mass media, causing concerns of the paper authors:

"In the future, Kazakhstan will continue the process of monopolization and concentration of mass media, as it happens around the world. However, in Kazakhstan conditions, this process takes on unique features. There are no state monopolies for the media anymore. Concentration of the media in the country takes place in different financial, industrial and political groups. In reality, there are about five or six monopolies on media market with media holdings, including radio, television, newspapers.

Creating media holdings allowed concentrating not only capital but also technical resources and creative intellectual resources. It must be kept in mind that an excessive concentration of ownership in such an important area as the information represents a serious danger to the public, for the media concentration in the hands of a few individuals can limit a plurality of views and undermine the foundations of the constitutional freedom of expression. Therefore, the government needs to establish control over the processes of concentration and the legal regulation of media ownership, ensuring strict compliance with the principles of "transparency" in the field "[6].

In connection with these issues modern Kazakhstan media face many questions and challenges that require attention and resolution. It is up to the media how society will interact with the state, the private sector and what will be the relations within the society, and that is important how our country will be look in the outside world.

Thus, the question of creating the correct country branding is not the last place in this list. At the moment, a correct image formation of the country is faced with certain problems.

Firstly, it is the absence of a clearly defined single approved program of creation and promotion of national branding. Of course a variety of events, which often have a short-term effect and have been criticized for "separation" from the current realities of the country. Actions and initiatives to develop public relations do not match the country actually implemented piecemeal. Also it is of concern to the audience that these activities are directed, often the audience data are not targeted, and they are not relevant. And representatives of the key audience are behind such actions.

Thus, we recommend articulating the idea of country branding, identifying its key characteristics. And also to attract people of Kazakhstan in its development - it will allow Kazakhstanis feel an involvement in his country and the formation of its image. Plan a series of cultural events and PR-actions, initially conduct an analysis of the target audience.

Second, the lack of a single public body, which performed the function: the formation and promotion of country branding in Kazakhstan. In this area, the whole scope of work is limited to rare and imperceptible actions of diplomatic department, through its embassies and representative offices in foreign countries. In addition, in these structures, practically, there are no experts on brand making or to those considered the least, often underestimating the importance of PR-departments and specialists in this field.

Third, at this stage, Kazakhstan has not yet formed the major brands, it is attributed to the fact that local companies have not sufficiently mastered potentially promising niches and have not entered the international market of goods and services.

Fourth, the images that are associated with Kazakhstan's foreign policy is often based on superficial information.

Fifth, as a significant omission in Kazakhstan is the absence of a consistent and well thought-out policy on external communications. And there are no strong feedback channels with the outside world when the international community is informed about the country directly from reliable sources.

Sixth, there is no a public institution in Kazakhstan, which would be engaged in the formation of the brand and its development, for example by means of public diplomacy, for example, such as the Foundation for them. Friedrich Ebert Foundation, the Goethe Institute International, the British Council, etc.

Neutralization process of stagnation, the formation of positive, social and psychological perception of Kazakhstan the world community in becoming one of the main priorities of the country in the period of globalization.

In the near future there will continue to manifest a modern trend - the growing role of regional mass media. Some of them which are on the patronage of the akims, have become a reflection of their daily work. In recent years, they began to create their own TV studios even rayon akimats, spreading news of their region. Other - more defend the interests of industrial capital. As a result, there is a competition, because not always the interests of the private and public capital are the same. All this is reflected in the mass media, operating in a limited territorial space, which further exacerbates the relationship between them. Not coincidentally, it is the regional media often become the object of protection of such international organizations as the "Internews", OSCE, "Adil Soz", "Reporters Without Borders", and so on.

In order to optimize the information space we should pay particular attention to the following factors and parameters:

- ✓ Achievement of efficiency of legal regulation of the media activities;
- ✓ •Information Security;
- ✓ Dissemination of false information;
- ✓ •Questions of private media, in particular, the closure of media outlets for technical reasons;
- ✓ Participation of foreign capital in the financing of Kazakhstani mass media;
- ✓ Introduction of uniform penalties for obstruction in obtaining information and dissemination of false information, i.e. distinctly determine the right of journalists to obtain information and the responsibility for presenting materials;

- ✓ ensuring the transparency of the information market.

We should also highlight the problem of the digital divide, more developed countries with large media holdings, funds and turnover have more opportunities and a greater sphere of influence in less developed country and mass media.

It requires a scientific approach to understand the language processes occurring in the country at the moment. As well as a deeper and more comprehensive approach in addressing this issue. It is necessary to study the nature of the language arrangements in the country and come to a common solution. Since the linguistic duality in some ways becomes political, ethnic print that contains some kind of danger. Currently Kazakh-media differ from Russian media content and often the materials, which lead to formation of two non-contiguous information fields and societies.

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