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Development of Mass Media in Kazakhstan

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Abstract

Global integration process influenced the development of technologies and the extension of the information industry around the world. Due to technological innovations borders of delivering information between sectors of traditional systems of mass communication are changing. This process will lead to the creation of new mass media systems. In the space of extending mass communication sphere the press and broadcasting are considered as the "old", traditional mass media, the appearance of new channels of delivering information and the information, based on a digitalization, are defined as the "new media". Global distribution of information and communication creates opportunities for free communication at different levels: vertical, horizontal, network, mass and individual. Models of change of media systems in Kazakhstan and abroad become similar, and the tendency of globalization plays an important role in this process. It is difficult to distinguish the mass and personal form of communications. But the consumption of new media has more individual and interactive character.

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1. Introduction

There are some questions around the liberalization and globalization of market information in the world. Media scholar Smith (1991) detailed the recent growth of giant global companies and implications of global development. Developments in communication theory were traced by Professor Stephen Littlejohn (1996). As the representatives of Journalism School and Faculty of Philology, Literary Studies and World Languages at Al-Farabi Kazakh National University our *aim* is to make the analysis of the traditional systems of mass communication and new media systems creating due to the technological innovations and the existing problems of new communication situations at the beginning of XXI century in the Republic of Kazakhstan. Besides being able to create some changes between the

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users of old communication systems and new media landscape, this integration process is working out on the basis of development connected with its technologies and information transfer systems. However, many researchers are trying to give the exact characteristics of new mass media, but there is no exact definition existing yet in the world. Firstly, they "are attached" to the screen. Secondly, they all offer the text, the sound, the video image, both the static picture, and moving images at the same time.

2. Pilot Content Analysis of New media

The degree of new media is interactive. "New media – the term meaning emergence of digital computer, information, network technologies and communications at the end of the XX century. V.N. Pavlenko (2012) argued that new mass media are any media production which is interactive and extended by digital methods".

The press and magazine, analogue radio and television are considered as the "old" mass media, new channels of delivering information and the information, based on a digitalization, are defined as "*new media*" in the space of extending media. One more suitable definition describes new media as "channels of digital communication in which the text, graphic and moving images, the sound are submitted in uniform "package" and have various modes of production, distributions, reception and storage of the final product".

The extending media space updates social climate in the society. So *comparative analysis* of features of media of consumption in Kazakhstan, carried out by Public fund "Strategiya" (December 2010 -2011) within the Eurasian Monitor project showed that to the most demanded media is – the TV, it is in each house, 91% - like to watch TV programs in Kazakhstan, 22% - read newspapers everyone or nearly every day. There is a high level of a demand of mobile phones – 86% respondents in the country, knowledge of computers (including laptops) - 52%, However an exit in Internet 35% of respondents who have the computer; indicator of connection to satellite TV – 29%, one third of respondents is connected to a cable TV. On a question: "What kind of informational sources you address to learn, first of all, about events in political, economic, cultural life"? - 64% of Kazakhstan citizens answered that they choose domestic TV. Kazakhstan citizens look for information in domestic newspapers and magazines – 34% more often than respondents in other CIS countries.

2.1 New possibilities and methods of communication

In relation to further development the feature of new mass media lead to the change of communication character. New media increase the *possibilities* of both mass and personal character of communication. New mass media give the chance to carry out interpersonal communication. Besides, that global distribution of information and communication creates opportunities for free communication at different levels: *vertical, horizontal, network, mass and individual*.

Canadian radio - television and telecommunication commission gives the following definition to the new media: "Any media production which is interactive and extended by the digital *methods*". They also divide traditional and new media by criterion of availability and ways of delivering to the end user. According to the opinion of Commission, the Internet plays an important role in formation of new media because it allows the usage of transferring of certain information text, video, audio and images at the same time.

The use of new means of communication (NMK) gave the *possibilities* of acquiring world knowledge, provided access to the funds of libraries, universities, the museums, and accelerated both national and transnational information and cultural services. Unlike traditional mass media the "Internet" as the new means of communication gradually comes to different corners of the world, opening new opportunities for the development of economy, culture, education, science, and etc.

In Kazakhstan new media are actively developing that increase *possibilities* of new information technologies. The new information markets are forming, there are new independent mass media, Internet sites, portals, the international and domestic media organizations, the blog sphere, and social networks are roughly developing.

Zasursky focuses on the research into existing three aspects of development of new media, pointing out (a) possibilities of mass media at modern stage of development of information and communication technologies and the Internet, (b) traditional mass media in the conditions of "Internetization", (c) new mass media information while discussing the relationship of information society and new mass media. The researcher Balakhnin (2011) carries to new media: free platforms for the publication of materials, for example, Wikipedia; various

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