

## MASS MEDIA

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### THE MODERN TENDENCIES OF NEW MEDIA IN KAZAKHSTAN

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#### **Abstract**

Global information process strongly influenced development of national mass media. Around the world there is a liberalization and globalization of information markets. Such integration leads to that the information industry extends, erasing rigid borders between sectors of traditional systems of mass communication and creating new media systems. Historically these sectors developed separately, but now due to technological innovations, borders of these sectors were washed away, there is an active process of their integration. Integration process in much more degree covers technologies and information transfer systems.

In mass media appear tendencies which are expressed in strong increase in information streams, in emergence of new independent mass media, the media organizations, new participants of information process, in emergence of electronic newspapers, Web editions, blog spheres, social networks, in formation of the new information markets, services are shown. Cardinal shifts in technical ensuring communication process led to emergence of essentially new mass media. Every new mass medium doesn't cancel previous, and differentiates their mission, ways of delivery of information and its distribution.

**Keywords:** new media, modern tendencies, Kazakhstan, convergence, digitalization

#### **Introduction**

Purpose of the article: to show an active development of new media in Kazakhstan.

The latest information and communication technologies allowed to pass to the large-scale translation of information saved up by mankind from

electronic into a digital form. Social-cultural nature of influence of communication infrastructure on society is shown in increasing the opportunities of communication and cooperation, the use of various information and knowledge for the solution of different questions, problems.

Different types of television, video information, computer games, compact disks, laptops, ATMs, mobile phones, digital cameras, movie cameras, plastic cards, faxes, telex, electronic devices of protection and safety, remote controls, video surveillance, various multimedia production is all our today's life. "Inclusiveness" to the world of ICT became a real factor of social mobility, social security.

Now there is a "convergence" tendency - associations, merge into a single unit and communication technologies, the markets, and media, household and professional appliances. Convergence (from Lat. "convergere" – to come nearer, meet) means "convergence", "rapprochement" that in a context of media reforms provides to the mass media different types new conceptual interaction taking into account their organizational and structural rapprochement or full merge, including formation of new administrative methods for operative creation of an original information product for the purpose of its placement in various media environments and gain attention of potential audience (1).

Mobility, multimedia, interactivity, universality, multifunctionality – here keywords of modern journalism which gradually becomes - convergent. The concept of "convergent journalism" appeared at the beginning of XXI of an eyelid. As professor, the dean of faculty of journalism of Lomonosov Moscow State University E.L. Vartanova notes: "even more often the concept "convergence" becomes a synonym of the main transformations in the media sphere ...

Convergence is represented as a process which in the next decades can reverse not only systems of mass media and communication, but also various, related industries". Most often, using this term, cite the known American scientist - Professor of the Massachusetts technological university Itiel de Sol Poul: "Deleting of borders between media as means of mutual communication, such as phone, mail, telegraph and as mass media, such as the press, radio and television" (2).

The concept of "convergence" becomes a synonym of the main transformations in the media sphere. The central place of problems of convergence in modern discussions about transformations of the information and communication sphere is explained by its polysemy and multidimensional interpretation. Convergence is represented the process which in the next decades can reverse not only systems of mass media and communication, but also various related industries.

The Internet, electronic editions, mobile telephony gave a strong impetus for transformation of traditional mass media into new media with multimedia production. The Internet represents that space which technically

allows to unite in itself text, visual, auditory, audiovisual, graphic, animation and other elements.

The Internet – the informative, interactive environment which has own special language and a specific content to which different mass media can be connected. This interference and interpenetration of one types of mass media into others also determines multimedia modern by development media.

The use of new information and communication technologies strengthens process of convergence and conducts to creation of global information society. The free market of ideas during an era of global information infrastructure is more defined by commercial purposes which dictate aspiration to liberalization. The researcher S.L.Urazova reveals a number of the characteristics causing transformations of the media market which show a causal relationship of emergence of convergent processes. Here some of them:

- 1 . Change of the monomedia environment with the multimedia.
- 2 . Replacement of the classification of media name – from mass media they are transformed to SMK.
- 3 . There is a new form of communication – interactivity.

Globalization processes taking into account the use of modern digital technologies change a parabola of distribution of information product (3).

Professor G.P.Bakulev notes that "there is a transfer of function of one mass media another, "change of roles" at different channels of communication, appears opportunity to receive the identical contents on different channels. As a result considerably former ideas of communication and information channels change. Rapprochement of various media, appearance of the general for different channels of substantial products conducts by the birth of the new integrated genres (4).

For the last decade the scientific turn included new concepts which characterize current trends of the mass media, a new information and digital era. So, for example, the "digitalization" tendency (from the English word "digital" - "digital"), the increased interactivity of communication processes which gave a way to a dialogue form of communication, opens the road to a personal, individual choice of audience which of the information consumer becomes the producer of the new contents.

There is a "demassification" process, i.e. there is an extension of the information menu, mass channels which deliver information and various communication services personally, individually on demand. New SMK increase possibilities of communication, offer different interactive interaction of the user and the producer, and also the distributor of the contents. During such process there is an evolution of personal modernization.

In mass media appear tendencies which are expressed in strong increase in information streams, in emergence of new independent mass media, the media organizations, new participants of information process, in emergence

of electronic newspapers, Web editions, blog spheres, social networks, in formation of the new information markets, services are shown. Cardinal shifts in technical ensuring communication process led to emergence of essentially new mass media. Every new mass medium doesn't cancel previous, and differentiates their mission, ways of delivery of information and its distribution.

Nowadays global communication systems and communications cover the planet with the high-speed highways. The Internet was an incitement for development of new mass media and the landscape of XXI century. New media facilitated acquisition of knowledge, provided access to funds of libraries, universities, the museums, accelerated the post address both other national and transnational information and cultural services. In contrast to traditional mass media Internet users from passive recipients of information turn in its active converters, founders and distributors.

Internet entered the different corners of the world, opening new opportunities for development of economy, culture, education, science, public life and business. Internet, cable and satellite broadcasting, mobile telephony are one of the main components of the globalization process. They are global in essence. Evolution consequences of new media are also global, now their introduction and development already change the forms of consumption of information.

### **Content**

In extending media space the press, analogue radio and television are perceived as the "old", traditional mass media, the new channels of delivering information and the information itself based on a digitalization, are defined as "new media". "New mass media or new media" (English New media) — the term which at the end of the XX century began to apply for interactive electronic publications and the new forms of communication of producers of a content with consumers for designating the differences from the traditional media, such as newspapers, that is the development of digital, network technologies and communications which are designated this term (5).

At the beginning of the 2000th the definition to new media specialized in this area in the book was given by Lev Manovich "The Language of New Media" (2001) tried to differentiate the new and old media, using five parameters: "1) "the object of new media can be described formally (mathematically). In other words, new media become programmable". 2). Objects of new media, in contradistinction to traditional, form according to the modulus principle.

It is possible to combine the received objects and receive even more large-scale objects, and components won't lose the independence". 3) In new media many operations can be automated and a number of actions can be carried out without direct human control. 4). The object of new media can be changed, and it can exist in an endless number of versions.

The scale ability is appeared in the opportunity to regulate the scale of object and extent of its detailed elaboration. 5). One more aspect of new media which the author designates "code conversion" (transcoding) or transfer of physical cultural objects to a format of media objects (6).

Ivan Begtin, the expert and the director of "Laboratory of the intellectual data analysis", considers that a projection (plan view) of new media in the space of mass media are " a set of new formats of work publications on attraction of audience with the use of the most actual and demanded instruments of visualization of information, its report to audience and audience involvement in creation of the contents of the edition" (6) .

As Professor Ya.N.Zasursky notes, "mobile communication becomes an important factor of innovative development: it not simply phone, but also means of receiving, transfer of multimedia texts, photo TV movie camera, digital, musical player, mini-Internet, alarm clock, plastic card of payment, control, mini-TV", etc.

Discussing the relationship of information society and new mass media, Ya.N.Zasursky focuses his attention on three aspects of development of new media, allocating possibilities of mass media at modern stage of development of information and communication technologies and the Internet, traditional mass media in the conditions of "Internetization", new mass media information (7).

Traditional mass media Internet users from passive recipients of information turn in its active converters, founders and distributors. The maintenance of new media is created by uncountable number of users who make, edit also consume this content. It is possible to give the following examples of new media:

- Internet,
- Electronic books,
- Internet Radio,
- Digital television (cable, satellite),
- Video games (computer, mobile),
- Mobile communication,
- Film industry (movies, video blogs), etc.

The researcher I.Balakhnin carries to new media: free platforms for the publication of materials, for example, Wikipedia; various services for stand-alone of blogs, such as WordPress or Blogger; platforms to share a various content: YouTube-for video, Flickr – for photos, Slideshare – for presentations; platforms for the organization of discussions, local forums; social networks: Facebook, LinkedIn, VKontakte, moi mir, etc.; microblogs – Twitter, Plurk, etc.; aggregators of social information, for example, FriendFeed; livecast – the services, that allow to look and make comments on the air live broadcast of various events or programs (8).

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While unified, all recognized definition of new mass media doesn't exist yet, however many researchers come to general characteristics of new media. First, they "are attached" to the screen. Secondly, they offer at the same time the text, the sound, the video image, both the static picture, and moving images. New media in a varying degree are interactive. As the representative of magazine "Sovetnik" (Moscow) V.N.Pavlenko marked out at a seminar "New media of a special purpose" (Alma-Ata, on March 16, 2012): "New media – the term meaning emergence of digital computer, information, network technologies and communications at the end of the XX century. New mass media are any media production which is interactive and extended by digital methods".

In extending media space the press, analogue radio and television are perceived as the "old" mass media, new channels of delivering information and the information, based on a digitalization, are defined as "new media". Other offered 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 which have various modes of production, distributions, reception and storage of the final product".

Communication character change of became the feature of new mass media. It is difficult to distinguish a mass and personal form of communications, mass and not mass media in them. Consumption of new media has and will have more individual character. New media increase the possibilities of communication. Electronic new mass media offer different interactive interaction of the user and the producer, and also the distributor of the contents. New mass media give the chance to carry out interpersonal communication. Global distribution of information and communication creates opportunities for free communication at different levels: vertical, horizontal, network, mass and individual.

In Kazakhstan new media are actively developing which 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, social networks are roughly developing.

Kazakhstan actively introduces the new communication technologies to the information sphere. The huge territory of the country promotes the development of satellite television. Kazakhstan spaceport "Baikonur" is the big help in this direction. It was possible due to satellite TV of system "Zharyk" ("Light") began to transfer TV programs from the northern and southern capital to all regions of Kazakhstan, and also to cover a peripheral broadcasting part of Russia, Uzbekistan, China, Mongolia.

Satellite, cable TV gives to the Kazakhstan viewer a various coverage of the international events via 100 and more channels: Asian, European, American. Globalization of information process intensifies development of

economy, science, culture, education, increases interest to regional, local mass media and to communication. In June, 2006 the first Kazakhstan Kazsat-1 satellite was started. "Kazsat-2" was started in the middle of July, 2011 which provides the republic with satellite communication, and also digital television, broadcasting and telecommunication.

There is a rapid growth of Internet users in Kazakhstan. So, from 2000 to 2003 their quantity increased by 200% annually. From 2000 to 2009 the number of Internet users increased in Kazakhstan from 70 thousand to 2,3 million people (increase by 30 times). According to the Ministry of Communications and RK information at the beginning of 2011 in the country there were 4 million 300 thousand Internet users, already by the end of 2011 – there were 6,7 million Internet users. By the beginning of 2016 the number of Internet users in Kazakhstan reached 12 million people (the population of the republic - more 17,3 million inhabitants).

Rapid development of a blog sphere, civil journalism in Kazakhstan is a striking example. According to forecasts of the analyst of Association of border cooperation M. Shibutov, the volume of the Kazakhstan blog sphere by 2017 will reach - 1 personal Internet blog on 100 Internet users, by 2020 – 2 personal Internet blogs on 100 users. Average attendance of Kazakhstan Internet resources increases and in 2017 it will reach 40%, and by 2020 – 50%. Kaznet's most popular sites are: Kolesa.kz, Nur.kz, Zakon.kz and Tengrinews.kz, constantly hold the top places of a rating. Among foreign sites leaders in Kazakhstan are Mail.ru, Google.kz and Yandex.ru.

Quantity of sites and the domain zones "KZ" and "KAZ" during the period from 2010 to 2013 doubled and made over 95.000 domain names, i.e. so many sites function now on the Kazakhstan segment of the Internet (9). The number of users of Kaznet in the republic reached – 6,4 million people (10).

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The number of users of social media is growing, in 2012 they were - 5,5 million people. Now in 2014 this figure, of course, is much more. According to data of 2013, Facebook became the most advanced social network in Kazakhstan, Vkontakte is in the second place, and the third position belongs to a network of the microblogs Twitter. Though a year ago, in 2012 of preference of visitors of social networks of others were much less: active users of social networks in the country preferred "Moi mir@mail.ru" - 62,4% (the

quantity registered in 2013 – 40 million People). On the second place – Schoolmates – 26% (43 million monthly visitors), "Vkontakte - 23%, Facebook of-12%, Twitter - 4%. Communication with friends, loading and viewing of photos, and also participation in different Internet communities, acquaintances to the purpose of increase in business contacts, any loading of multimedia files is the most widespread purposes of visiting the social networks.

Modern achievements in the field of digital TV and radio broadcasting change process of world telecommunications. New opportunities of digital television and radio are supplemented with new opportunities: interactivity and multifunctionality. Kazakhstan chose the European standard of a digital broadcasting. The major priority for Kazakhstan is - transition of the country to a digital broadcasting by 2015 that is caused by universal tendencies – the International Union of Telecommunication within the agreement "Geneva-2006" a transition period (2007-2015 ) for introduction of a digital broadcasting. The State program of development of digital TV and radio broadcasting in RK for 2008-2015 is developed in the Republic of Kazakhstan.

At a digital broadcasting the number of programs will increase several times, there will be new additional services: video on demand, Internet TV, television of high definition, mobile TV. There will be new branches of the telecommunication and broadcasting industry, for example, making the digital equipment, service companies, etc. the operator of a digital broadcasting who will form and broadcast the social software package will be created.

### **Conclusion**

Creation of informational and communicational infrastructure – allows to speak about situation updating in the field of the mass communication, the new media, based on social and economic and cultural transformations in society. On the agenda there are questions of competitiveness of mass media with foreign mass media, qualities of traditional and new media, fillings of new mass media with a domestic content (contents), production of the Kazakhstan IT products and services.

In the conditions of world media tendencies, such as: globalization, convergence, digitalization, multicultural orientation, - actual become questions of preservation of national cultural originality, specifics of spiritual culture, art, valuable norms of social life during a globalization era.

Development of society becomes more dynamic, mobile due to interactivity, efficiency, availability of information and communication, and SMK play in it an important role. New media increase possibilities of communication. In Kazakhstan, as well as in many countries communication technologies which are the engine of development of modern society roughly develop. Informational and technological revolution intensified introduction and development of global mass media, in Kazakhstan the satellite, cable television, a mobile telephony, a digital broadcasting quickly extends, the Internet, social networks actively develops, the number of Web editions, information



multimedia of resources grows, fiber-optical communication, paid video gains quickly develops. Social and economic changes of the Kazakhstan society defined the direction of development of the information technologies, new media of the country availability of information and communication, and mass media play in it an important role.

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