

STATE AND PROSPECTS OF DEVELOPMENT OF REGIONAL MEDIA SYSTEMS IN MODERN CONDITIONS

Khassen S. Moldabayev, Indira S. Rystina, Nurzhan Zh. Koshkenov

L.N. Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan, Satpayev Str., 2, 010008

Abstract.

The ways of further development of society, the speed and direction of social and political changes will be largely determined by the parameters of the media space and the development of media systems. The media space largely determines the parameters of transformation of mechanisms for forming the political field through changes in the basic technologies of interaction between the state and society. This is why today the study of the media space is particularly relevant. This article discusses the main trends in the development of regional media systems in the Republic of Kazakhstan. The author analyzes the main problems and prospects of their development in the conditions of transformation.

Keywords: media space, media system, regional media systems, transformation, media consumption, journalist, «viral» media.

I. Introduction.

Information processes are global in nature, but they have the national specifics of the state in which they occur. A new media system was formed in Kazakhstan with the acquisition of sovereignty. Were de-monopolization of the telecommunications and broadcasting sector. Currently, new media systems are rapidly developing, in particular, social networks around the world, and Kazakhstan is no exception.

Kazakhstan is actively implementing new information technologies in the mass media. The vast territory of the country also contributes to the development of satellite TV-television without borders. Kazakhstan's Baikonur cosmodrome, the center for launching space rockets, is a great help in this direction. Thanks to the satellite TV system «Zharyk» («Light»), it became possible to transmit TV programs from the Northern and southern capitals to all regions of Kazakhstan, as well as to cover the peripheral broadcasting part of Russia, Uzbekistan, China, and Mongolia.

However, despite all the above, the development of regional media systems in Kazakhstan is characterized by the presence of features and problems.

Research on the development and transformation of regional media systems was conducted by such foreign authors as: Carillo K. (Carillo, 2017), Jonasen M. (Jonasen, 2016), Aguado M. (Aguado, 2016), Bel-Rokich S. (Bel-Rokich, 2015), Fineman N. (Fineman, 2014), Garcia L. (Garcia, 2017).

Among domestic researchers of transformations of regional media networks, such as: Ashimov M. (Ashimov, 2018), Barlybayeva S. H. (Barlybayeva, 2016), Vartanova E. L. (Vartanova, 2019), Velitchenko S. N. (Velitchenko, 2016), Karykov T. M. (Karykov, 2016), Krakovskaya E. V. (Krakovskaya, 2017, 2018), Malkevich A. (Malkevich, 2015), Shuvalov S. (Shuvalov, 2015), etc.

All of the above defines the purpose of this study, which is to conduct a study of the current state and prospects for the development of regional media systems in the Republic of Kazakhstan.

2. Methods and methodology.

The research methodology includes the use of system and structural-functional approaches, comparative and information analysis.

The system methodology belongs to the field of General science and makes it possible to describe complex system objects from the qualitative side. The system methodology, being widely spread in natural and technical Sciences, demonstrates a good heuristic potential in the disciplines of socio-humanitarian profile: the results of research conducted using this approach are characterized by complexity, depth, and accuracy.

The system approach allows us to transform the basic provisions of the theory of systems into a set of criteria for evaluating the media system, including at the regional level. Structuring of the media space was carried out by the method of typology.

3. Results.

In the science of journalism, there are different interpretations of the concept of «media system». Russian researcher E. L. Vartanova, who uses a systematic approach, offers the following formulation of this concept: «the media system is a complex multi-level and multi-vector environment formed by media institutions in their interaction with each other and in interaction with society, its other institutions, as well as individuals/citizens (audience)» (Vartanova E. L., 2019).

The definition formulated by E. L. Vartanova States that the media system is a multi-vector environment. However, the directions of these vectors are not specified.

The media system is an open socio-economic system, one of the goals of which is to reflect the environment, the other is to transform it. Changes in society are reflected in the media content. How this reflection occurs, how objective and relevant it is, is studied by the theory of journalism and communication studies (Chernov, 2013).

The media system, including at the regional level, has such characteristics as integrity, integrative qualities, the presence of a complex structure that under the influence of external factors undergoes transformation, and a tendency to self-development. All these characteristics are characteristic of complex system objects. This means that the regional media system can be assigned to this category

of objects. Therefore, the system methodology can be applied in its study (Krasovskaya E., 2017).

The transformation of the media system is most noticeable in the technological sphere and manifests itself in explosive scientific and technical progress. In many ways, this process is happening semi-quietly, as a result of private investment in the media industry and at the expense of the capabilities of households-media consumers.

The transforming media system of Kazakhstan, which is in dialectical interaction with the political system of the country, is one of the factors of socio-economic and political processes that affect all aspects of the life of the multinational Republic.

Since the Declaration of independence, the Republic of Kazakhstan has actively begun to implement reforms in various spheres of social and economic life of society, including in the field of mass media. On June 28, 1991, the first Law of the Kazakh SSR «on the press and other mass media» was adopted. This law was based on the USSR law «on the press and other mass media» of June 12, 1990. This Law established the norms for the further development of Kazakhstan's mass media: - granting freedom of speech; - abolition of censorship; - review of media properties. The government, having granted some freedom to the media, assumed that the media, in correlation with the level of market relations, would function as in the West.

Kazakhstan's media in the context of economic and social transformations continue to form a new media system. However, regional journalism often remains outside the scientific development of sociologists and economists, or even simply ignored by leading researchers. To fill this gap, we will try to analyze the current state of Kazakhstan's regional journalism under the influence of economic and social factors on the basis of an empirical method.

There are several stages in the formation of the Republic's media space:

The first stage - from 1991 to 1995-was characterized mainly by the state monopoly on mass media, when independent media practically did not exist. The first politicized Newspapers and non-governmental channels appeared in the Kazakh information field, as

well as a large number of new publications of various orientations.

The second stage-1996-1999-was characterized by quantitative and qualitative growth of mass media. During this period, there is a certain departure of the state from absolute dominance in the information space and rapid development of non-state media, as well as, thanks to the privatization of a number of mass media, there is a corruption of the share of state media in the total number.

The third stage-1999-2002-was characterized by the beginning of «mediatization of politics», i.e. political life moves to the mass media. With the adoption of the law of the Republic of Kazakhstan «on mass media» in July 1999, the state monopoly on mass media was eliminated at the legislative level. In accordance with this, the state has only two levers of influence on the mass media:

1. legislative (administrative) lever implying the right of the state to intervene only in violation of the current law;
2. economic (non-administrative) lever that is used through the system of state orders (state orders are submitted in the form of tenders, in which commercial media can participate).

The fourth stage-2002-2008-is the stage of final «mediatization of politics». At this stage is the formation of new «rules of the game» in relations between the media and government (media simultaneously perform the function of informing the population, support the legitimacy of power and tech tool to manipulate public opinion for political purposes); the increasing role of media in political processes, the search mechanism provide a balance of freedom SIM and their responsibility to society.

The fifth stage-2008-2011-was characterized by «holding» or «politicization» of the information market. Since 2008, the process of merging various media companies has started in the information market of Kazakhstan on the initiative of certain large financial, industrial and political groups. It should be noted that this process contributed to the displacement of weak media from the market and the formation of a number of large media holdings. The state since 2008 through the system of mediaholzhinogov (NUR-Media, group «Rauan Media Group», state holding «Arna-Media»,

«TV-Media») through the state social order for coverage of priority areas of politics and economy, it controls the ideological sphere.

Sixth stage - 2012 - present - characterized by increasing and expanding diversity of the field of electronic mass media (the emergence of a large number of new TV channels); development of broadcasting in the Kazakh language, the rapid development of various online media, blogosphere, more variegated segmentation issues in various online publications. Probably, the creation of a new public organization in Astana on June 28, 2017 - the media Union of Kazakhstan (Ashimov M., 2018) will mark a milestone in this periodization.

The reality of Kazakhstan's media policy is that the state power is the main subject of the state information policy, since it determines the goal, strategy and tactics of media policy, as well as the formation and development of information legislation. The state power has additional levers of administrative and economic influence on the mass media, and therefore the action of such levers is associated in the eyes of the public with exerting pressure on the mass media from the state, and is particularly sharply criticized by representatives of the opposition.

It is an indisputable fact that up to 70% of Kazakhstan's mass media today exists due to a permanent state order in the country's media sphere. In this regard, the state can dictate its conditions to the mass media, influence their development and editorial policy, which in turn leads to a gap between consumers of citizens in obtaining reliable and high-quality information, including political information, and offers from the majority of mass media.

The main factors that hindered the development of mass media in the early 90's were: the high cost of paper and paint; outdated equipment; poor training; insufficient intra-regional media cooperation, lack of mechanisms for economic incentives; lack of professional journalistic ethics (Tikhonov, 2015).

Therefore, during the ten years of independence, the following tasks were carried out:

- improvement of legislation on mass media;

- using the system of preferential taxation and crediting of mass media;
- creation of the material base of an independent information market based on various forms of ownership;
- state regulation of mass media in order to unite them into a single large information concern with a concentration of labor and capital (Barlybayeva S. Kh., 2016)).

The following factors influenced the formation of the national media system in Kazakhstan:

- change of political system and transition to market relations;
- abolition of censorship and the right to private property;
- the process of national state building;
- acceleration of digitalization and convergence processes with the active development of information technologies;
- ethnodemographic processes;
- processes of globalization, integration and demassification..

Cardinal political and economic reforms carried out in the Republic also significantly affected the typological characteristics of the media. As a result, the media system of Kazakhstan has changed dramatically, new commercial publications, multi-party, religious, independent media, mass tabloid publications, as well as Internet media, etc. have appeared in the information space of the country. Accordingly, since then, the media audience and the social structure of society have undergone profound changes.

If in 1991 Kazakhstan published 29 Republican state Newspapers and 43 magazines and 21 TV and radio channels, as of 1998 there are about 2000 media outlets, of which about 75% are non-governmental.

All these transformation processes in the field of mass media were possible due to the legal foundations laid at the dawn of the Republic's independence. In Kazakhstan, since 2000, there

has been an increase in the process of monopolization of the information market. The process of concentration and holding of media in Kazakhstan is primarily associated with financial difficulties of the media. In this regard, the state took paternalistic and protectionist measures on the one hand, and on the other hand, there were processes of consolidation and holding of mass media by state bodies and large business structures. As a result, the first media holdings and individual media companies appeared in the information space of the country, on the basis of which the domestic media industry was formed. From an economic point of view, the small capacity of the media market does not particularly attract business structures. Because of this, they mainly use the media as a tool of influence. These processes that took place in the information field of the Republic also left their traces in the typological structure of the country's media system.

According to the Ministry of culture and information, as of January 1, 2011, 233 active TV and radio companies were registered in the Republic, of which: 93 TV and radio companies (including 50 TV companies, 43 radio companies), 6 satellite broadcasting operators, and 134 cable TV companies. State-owned TV and radio companies – 14, non-state-79 and one state-owned satellite broadcasting operator. 93 TV and radio companies organize the broadcasting of 113 TV and radio channels.

Currently, the country has established the legal and economic framework for the normal functioning of mass media. The Institute of mass media has become an independent social institution with a developed structure.

As of June 12, 2019, 3,520 media outlets are registered in Kazakhstan, of which 2,886 are periodicals, 157 are TV channels, 72 are radio, and 405 are news agencies and online publications.

Table 1 – Mass media of Kazakhstan (Data of the Ministry of Information and Public development of the Republic of Kazakhstan)

| Region / city | media | | | Total |
|--------------------------------|-------|------------------|----------------|-------|
| | PPM | Electronic media | Internet media | |
| Akmolinskaya | 89 | 8 | 11 | 108 |
| Aktyubinskaya | 71 | 8 | 6 | 85 |
| Almaty | 121 | 7 | 30 | 158 |
| Atyrau | 54 | 3 | 15 | 72 |
| EKO | 125 | 13 | 13 | 151 |
| Zhambyl | 82 | 4 | 28 | 114 |
| WKO | 91 | 10 | 7 | 108 |
| Karaganda | 225 | 30 | 16 | 271 |
| Kostanay | 113 | 23 | 11 | 147 |
| Kyzylorda | 125 | 6 | 8 | 139 |
| Mangistau | 40 | 5 | 7 | 52 |
| Pavlodar | 101 | 10 | 10 | 121 |
| SKO | 59 | 5 | 2 | 66 |
| The Turkestan region, Shymkent | 280 | 17 | 64 | 361 |
| Nursultan city | 370 | 25 | 82 | 477 |
| Almaty | 940 | 55 | 95 | 1090 |
| Total | 2 886 | 229 | 405 | 3520 |

The largest group remains print media – 2,886 of the total number of registered media, including Newspapers-1,818 and magazines-1068.

Russian and Kazakh languages are most often used in mass media – 1292 mass media, only Russian – 878, only Kazakh – 569, in three languages and more (including in other languages)– 781.

As of June 12, 2019, 239 foreign TV and radio channels were registered in the media register.

Country accessories 172 are Russian TV channels, 20 belong to the UK 18 – US 16 – Estonia 6 France, 5 Turkey, 1 – Cyprus, 1 – Azerbaijan.

By language, 77 are broadcast in Russian, 3 in English, and the rest in two or more languages.

4. Discussion

The transformation of the media space, characterized not only by the technical improvement of information, the emergence of new subjects of information activity, but also the formation of a new media culture of society, has also affected the specifics of the development of regional mass media. Global changes in the world economy, the increased level of discussion in politics and the rapid development of communication technologies have significantly expanded the territorial boundaries of the information space: today,

information from entities that are not United by common territorial and administrative ties has a significant impact on the media agenda of a particular region.

Global trends in the development of mass media have set new challenges for special journalism education. The Republic of Kazakhstan with its multi-vector media system is no exception. Adequate training of journalists plays a special role in the promotion of democratic reforms in the country, the formation of the rule of law, and the further development of independent media.

Let's consider the factors that influence the formation of the regional media space.

First, it is the economic dependence of the majority of mass media on the government or on business structures affiliated to it, which is reflected in the information policy of editorial offices. A typical trend today is the creation of media holdings in the regions that combine several information resources, or conglomeration, which allows the basic subject of management to form a single agenda.

Secondly, there is a significant increase in the information field of PR entities that broadcast optimized information. So, today in the General media report, there is a significant increase in the share of official messages from press services.

Third, the decline in trust and, consequently, the popularity of traditional media against the background of actively increasing influence on the information space of Internet resources and social media.

Fourth, strengthening the role of informal, so-called «viral» media in shaping the information picture of the audience's day.

Fifth, the formation of a new culture of media consumption, which is expressed in the need to quickly obtain all types of thematic content on a single carrier, while the main essential characteristic of this content should be orientation to the social navigation of the audience (Velitchenko S., 2016).

All these trends could not but affect the journalistic creativity, which, along with the profession, is currently experiencing a systemic crisis.

Regional journalists, whose professional development took place over the past decade, have developed self-censorship, which means a conscious and voluntary decision by a journalist not to be interested in any facts, and if they become known to him, not to publish them. At the same time, such censorship is not a moral restriction related to the professional ethics of a journalist, but a refusal to cover a particular topic due to the editorial Board's information policy or fear of administrative influence.

The new culture of media consumption has significantly changed the priorities in the line of journalistic genres. Short and succinct information messages, as well as analytical and expert materials with a mandatory short annotation that Orient readers in the current events have become the most popular in the regional media.

So, regional media systems have undergone significant changes in recent years, which are not only informative, but also organizational in nature. Improvements in content delivery methods, the emergence of «viral» editorial offices, and a new media culture have moved the regional media space beyond traditional territorial borders, making it part of a single communication field.

Leading specialist in media research G. Zh. Ibraeva defines trends that affect the media sphere of Kazakhstan at the present stage:

- the state determines the rules of media activity, which are clearly formulated in the legislative framework;
- the market dictates its own rules, which are not only about making a profit, but also creating a favorable image for business structures in society;
- in the information space, there is open competition with foreign sources of information - print, television, radio and online;
- there is an active development of new information technologies that affect public activity by creating competition between traditional and new media;
- the so-called citizen journalism is gradually developing, which is mastering the Internet space, significantly changing the

content of the profession of a journalist (Ashimov M., 2018).

The reality of Kazakhstan's media policy is that the state power is the main subject of the state information policy, since it determines the goal, strategy and tactics of media policy, as well as the formation and development of information legislation. The state power has additional levers of administrative and economic influence on the mass media, and therefore the action of such levers is associated in the eyes of the public with exerting pressure on the mass media from the state, and is particularly sharply criticized by representatives of the opposition.

It is an indisputable fact that up to 70% of Kazakhstan's mass media today exists due to a permanent state order in the country's media sphere. In this regard, the state can dictate its conditions to the mass media, influence their development and editorial policy, which in turn leads to a gap between consumers of citizens in obtaining reliable and high-quality information, including political information, and offers from the majority of mass media.

In the current conditions, the role of mass media is limited to their use for active propaganda and formation of desirable public opinion, transmission of ideas and attitudes of authorities and individuals, testing these ideas in society. Initially, the mass media served as an intermediary between the government and society, and this is correct, but this role should only be technical, citizens should themselves analyze the information received and make their own opinions.

As a result, there is a trend of a crisis of confidence in the mass media on the part of the population. The majority of citizens do not trust the state media, rightly believing that direct control by political and economic elites turns them into bodies that serve the interests of not only the state, but also financial and industrial groups.

Another problem in Kazakhstan's media policy is the lack of transparency of state structures. The government of Kazakhstan is not taking sufficiently effective steps to achieve transparency of information available to the public. Traditional «secrecy», which is a consequence of the preserved stereotypes of the totalitarian regime, prevents the mass media from actually performing their functions,

confirming the existence of a developed civil society in the country. For this purpose, it is necessary to ensure the constitutional rights of citizens to free access to information (Barlybayeva S. Kh., 2016).

In addition to the above challenges in Kazakhstan, there is a tendency with the presence of two mirror opposite situations (medication), when one part of the media permanently says everything is fine and there are no problems («color information») and the other all bad, there are big problems and the state to address them does nothing. Neutral media in Kazakhstan almost does not exist, or their circulation is very small and they are not visible to the General population.

It is also worth paying attention to the fact that the accelerated development of the latest information technologies and the emergence of new forms and types of various media, as well as new media based on these technologies, have raised some issues that need to be addressed by the public. These are, first of all, issues related to legal and public regulation of the media system, the formation and standardization of a unified system of media terms and concepts, as well as the creation of a single industry classifier in the field of media. In order to build an effective system of functioning of the media in modern society, it is necessary to take into account the realities of today's life and media trends. This plan also requires an analysis of existing legal acts regulating information processes and media activities. Questions of this nature indicate that institutional reforms are required in the process of improving the media system in Kazakhstan, taking into account existing and projected factors (Dugin, 2019).

Conclusions.

Thus, education plays a key role in developing the intellectual potential of the media industry. Training of personnel for the media industry should meet the modern realities and requirements of technological and social transformation. The content of the existing journalistic education should be flexible. Of particular importance should be the humanitarian knowledge and practical competence required to train a «mobile»

journalist. The role of deontology of journalism, education of the future journalist is growing. In the media industry, the creative, spiritual and moral components of intellectual potential are of particular importance. The person who produces content is not just one of the functional elements of the media system, but a person. Now Kazakhstan is trying to find a balance between ensuring freedom of speech and the responsibility of the mass media for their information activities, which should be aimed at the benefit of society and the state. At the same time, the government must guarantee strict compliance with Kazakhstan's legislation, international norms in the field of mass media and obligations to the world community-as a country that has chosen a democratic path of development. In addition, due to its geographical location and resources, and being involved in the geopolitical game of world powers, the country needs a clear and effective media system.

Gratitudes

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