

Roza Autalipovna Nurtazina

Social Role of the Mass Media – a Component of the Strategy ”Kazakhstan – 2015”

KEY WORDS:

political science, the Strategy «Kazakhstan –2050», media culture, social political, mass media

Today social role of the mass media is very important for civil society. Professional nature of the mass media determines attitude to public and social phenomena of life.

Throughout the history of mankind “social policy” was developed by different types of society and was implemented in state activity. Analysis of various researches of the history of social policy shows that issues related to understanding of the essence of politics and relations between state and society have been the subject of attention of many thinkers. Scholars of different schools recognized that the task of state is to take care of its residents.

Plato argued that “all powers, because it is an authority, have in mind the benefit of no one but those who are subjected to it”, and a “true ruler has in mind not something that fits him, but what suits his subjects”¹. Aristotle pointed out “state is created not in order to live, but to live happily ever after,” “state is a union to assist”². The concept of maximum participation of state in providing social conditions of citizens is reflected in the work of Fichte “The Closed Commercial State”³.

Social policy is a system of relations arising between social subjects during implementation of the main objectives of society expressed in formation and

¹ Plato, *Works in 4 Volumes, V.3*, p. 104–105.

² Aristotle, *Works in 4 Volumes, V.4*, p. 460.

³ I.P. Denisova, L.R. Klinovenko, *Social Politics*, Rostov-on-Don 2007, Feniks, p. 13.

assignment of social needs determined by priorities of economic development. If a goal of social policy is to achieve social efficiency, the concept of social policy is regarded as *interpretation* of ways to meet social needs, and in the narrow context it is reduced to the resolution of contradictions in social sphere, to an instrument to mitigate negative effects of individual and social inequality in society. The main instrument of social state is the mass media. Responsibility of the mass media to civil society is in constant dynamics. Modern theories of the media as political communication reflect a social position of state. That is why the mass media modernization as a social institution is always in the center of public attention.

The book „Four Theories of Press” by F. Siebert, U. Schramm, T. Peterson⁴ published in the United States is relevant today. This book emphasizes that press always takes shape and coloring of the social and political structures within which it operates. The media reflects a system of social control governing relationship between individuals and social institutions on the basis of media culture.

The media (from Latin «media», «medium» – means, the mediator) is the term of the XX century, originally introduced to refer to any phenomenon of “mass culture» («mass culture», «mass media»). As for the concept of “media culture”, it is a brainchild of modern cultural theories introduced to denote a special type of culture of information society which is a mediator between society and state, society and government.

Media culture is defined as a set of information and communication tools, material and intellectual values produced by man in the course of cultural and historical development contributing to the formation of social consciousness and socialization of an individual in civil society.

Media culture includes the culture of transfer of information and the culture of its perception. It can act as a system of development levels of man capable to perceive, analyze, evaluate a media text, to be engaged in media creativity, and to acquire new knowledge in the field of mass media.

Media Culture is a multifunctional phenomenon which has a unique role in social system of state. Classification of cultural functions given in writings of different scholars – philosophers, political scientists, sociologists, cultural theorists – varies between six and fourteen. Media functions characterizing the media culture and making it an integrating factor of social modernization of society are the following:

- Social orientation of the mass media;
- Control of consciousness and behavior of an addressee of the mass media information in social community;

⁴ F. Siebert, U. Schramm, T. Peterson., *The Four Theories of Press*, the University of Illinois 1998.

- Formation of an adequate picture of reality in society, ideas about a desired future and ways to achieve it, definition of life and political positions of citizens;
- Development of attitude towards various life phenomena⁵.

The modern mass media gets improved with the improvement of state social, political, cultural, economic conditions. Researchers identify six basic models of the media as a social institution.

In the modern period of the development of the Kazakh society a successful solution to political, economic and social problems increasingly depends on social activity of man. The role of press, radio and television, Internet in public life of the country increases, it is evidenced by their rapid growth, prevalence and openness of audience to the mass media. Printed and spoken word, television image can reach the most remote areas and enter into any social environment in the shortest period of time.

The media is a powerful force to influence people's minds, a means of fast delivery of information to different parts of the world, the most effective means to influence human emotions. At the time of globalization the mass media has a strong influence on man and, therefore, their role in the development of social responsibility increases in civil society.

The main tasks of the government in industrialization and technological development of our country economy are defined in the address of the President Nursultan Nazarbayev to the people of Kazakhstan "Let's Build up Future Together!" of 2011. But the main goal of the program is to strengthen the welfare of the people. The head of the state pays a particular attention to social modernization. "I have adopted three major state programs: development of education, health and languages. I instruct the Government, together with the Mayors to develop and adopt fundamentally new programs by May 1 of this year: a new employment strategy, modernization of the housing and municipal facilities maintenance, providing the population with good-quality drinking water. The programs aim to settle daily problems of the millions of common people in our country and improve the life quality of Kazakhstanis."⁶ (Figure 1).

The media plays a big role in interpretation of the state program to the citizens because it is the driving force of social policy of state. Today the real information power in society belongs neither to those who pass it, nor to those who receive it but to those who provide information. So, a question of an effective operation of the media in addressing social problems arises. That is why the study of the influence of the media on socialization of civil society through public opinion

⁵ N. Kirillova, *Media Culture: from Modern to Postmodern*, Moscow 2005, p. 128–151.

⁶ The Address of the President N.A Nazarbayev to the People of Kazakhstan "Let's Build the Future Together!" of 2011. – <http://www.akorda.kz>.

becomes important. The socio-psychological aspect of this issue has not yet been explained in scientific literature. The question of study of the mechanisms of formation of massive social evaluations, traditions, stereotypes also remains open. In its evaluation function, depending on interests and values of a social subject public opinion always selects the most useful, important and necessary from the spiritual and natural reality to meet its interests and to ensure its survival.

Fig. 1. Social Priorities in the Address of the President of RK “Let’s Build up Future Together!” 2011



In the information market of Kazakhstan there are 2,265 media of foreign countries including 2,183 newspapers and magazines, 82 TV and radio programs. (Figure 2, Figure 3). And this diversity does not preclude, but complements and promotes the rapid development of the Kazakh media, creates a unique palette of the information field in Kazakhstan. Annual state order for publication of information policy financed from the budget greatly contributes to it. The right to receive this order is determined by the results of the competition among the media regardless of their form of ownership. It should also be noted that the annual priorities of the state information policy are such socially important topics as social, investment, language and migration policy of the state, integration processes in the CIS territory, cultural and historical ties of the Commonwealth countries, promotion of healthy lifestyles, fight against crime, extremism and terrorism, moral and spiritual education of the younger generation, the development of small and medium-sized businesses, and others.

In the face of competition and democratization of information sphere many non-state media are leaders by popularity rating in the domestic media market. These include printed media “Vremya”, “AIF-Kazakhstan” and “MK in Kazakh-

stan”, “NP-Novoe Pokolenie”, “Delovaya Nedelya” “Express K”, “Panorama”, “Vremya ON”, “Nachnem s Ponedelinka”, “Info-Tses” and other, electronic media – KTK, NTK, the Agency” Khabar “,” Radio NA”, “Europe plus Kazakhstan”, “Radio Caravan”.

Formation and adaptation of the various editions to new conditions and their thematic focus on social issues goes on differently. Some publications hardly cover the topic, others partially use techniques and genres of the “Western journalism” evolving following the change in the needs of its young audience. Third media largely use foreign experience, but without blind copying freely improvised and apply it.

Almaty, Karaganda, East Kazakhstan, Kustanai area are the largest cities by the number of existing media in the country, This to some extent is reflected in the informational awareness of the younger audience since these regions are characterized by a favorable economic situation and an active business movement of the youth⁷.

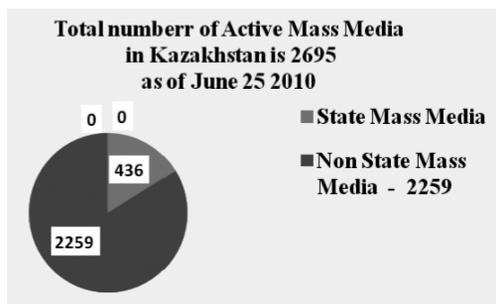
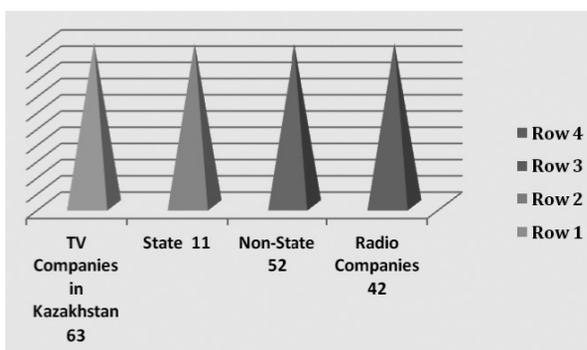
In Kazakhstan society the mass media activities are deployed through a broad range of their functions, methods and forms which ensure their significant impact on public opinion and consciousness, on the mass behavior of people. Managerial effect of the mass media can transform social reality mainly by changing the behavior of mass audience, institutions, groups, social groups and individuals. The rights of citizens, communities, associations and groups are implemented through the media. Representing their interests journalism uses such techniques as persuasion, organization and moral coercion. A crucial factor ensuring implementation of the purpose of the mass media in society is their credibility. It depends on the degree of satisfaction of the needs of the audience and society as a whole.

The media plays an important role in implementation of the state social policy, as reflected in the message of the President of Kazakhstan, but compared with the materials of the political and economic plan, publications on social issues in the national newspapers are given insufficient attention.

Yet, in spite of some differences in the number of publications and genre features, newspapers try to create a single information flow directed at understanding the problems accumulated in the social sphere.

The diversity of the social subjects allows newspapers to vary them selecting the most important social processes from their point of view. For example, legal regulation that can be twofold. On the one hand, it contributes to delinquent behavior, or, what is more important, to infringe certain rights and freedoms of natural persons and legal entities.

⁷ A.A. Morozov, *To the Question of Modernization of the State Mass Media*, “Kazakhstan Spektr” 2009, No. 1, p. 42–45.

Figure 2. Active media in the Republic of Kazakhstan.**Figure 3.** Total electronic media in Kazakhstan.

On the other hand, it encourages good behavior by demonstrating the stability of the legal rules and the inevitability of its application. That is, the media fulfills its social mission ambiguously. One of the aspects of mass communication is criminal situation. There are two phenomena of mass-communication which are considered to be very active factors in determination of crime: criminalization of people, especially youth and young adults, and victimization of population. Both phenomena occur under the influence of “hard working” system of mass communication. The population gets a negative view of the law enforcement system, lacks confidence in its capabilities.

Another important issue for our country is the development of social services institution. The media do not always turn to the subject, even when publishing social advertising, understanding their effectiveness. In this regard, social marketing and public relations should take a prominent place in marketing of social services. The strategic objective of the media in this respect is to familiarize the public with the activities of the third sector, the creation of correct understanding of what social services and non-governmental organizations (NGOs) live with.

The relationship of social services and the media is also one of the most difficult tasks. Indeed, despite the fact that any newspaper has a section devoted to social problems, journalists do not often write about NGOs because of the poor knowledge of their work, and the "charity" subject has often classified as "Christmas" stories.

In Kazakhstan, only a limited number of advertising agencies are engaged in social advertising while experience of countries with the developed social sphere shows that the value of social advertising marketing increases significantly. This is due to:

- expansion of social services;
- complexity of problems to be solved in social sphere (drug addiction, crime, child suicide);
- lack of competition, because basically these problems are the problems of the state and public charities. In this connection it is necessary to create a mechanism for implementing the idea of social assistance.

To address these issues, an ongoing dialogue with the public at large and active actions must be planned and conducted on the constant basis to win the trust of the people. Social services must truly and interestingly inform people through the media:

- on their activities, innovative plans;
- seek identification of "their" public and organizational values;
- promote design and institutionalization by public of their support of power structures;
- retain or change the image of social services organizations and their management.

With the development of democracy and the establishment of civil society the need in mutually beneficial cooperation, care for the favorable attitude of the public to the activities of authorities is the foundation of a strong and confident social policy with adequate social responsibility⁸. The meaning of media activities in the considered functional situation is precisely to clarify the interests and expectations of the public in order to:

- provide social services with information about public opinion and to assist them in developing adequate responses;
- support the leadership and maintain it in a state of readiness to various changes by early prediction of trends.

Power structures have to intervene in public affairs or to put forward in front of the population new demands, and then people will either support these activities or defend their interests. As a result, in a democratic constitutional state public

⁸ I.K. Larionov, *Social Management Strategy*, Moscow 2007, p. 486.

opinion become a recognized tool and a way to win and keep the goodwill, the deputation of power.

The media are formed as a public institution and their social essence lies in the fact that it is a powerful tool to influence the audience in order to optimize its activities, socialization of personality and the development of integration processes in information society.

Research of the media role in society has shown the existence of different points of view that are associated with the multifaceted aspects of the influence of mass media on the spiritual world of man. Here are some of the positions of scientists about the social role of the media⁹. An English scientist, a representative of the cultural trends in the study of media A. Moles defines the role of the media as a translator of culture or the memory of the world. A. Moles drew attention to the fact that, due to the development of electronic media information material began to be fragmented. According to the scientist, messages that are broadcast through newspapers, television or radio are transmitted in a statistical state, in the form of the fact that deprives them of their dynamism. Perception of events becomes like a freeze-frame leveling their time and spatial characteristics. As a result, the cultural values are inherited not in a historical perspective but as an encyclopedic collection – “a little of everything.”

Cultural studies approach to the social role of the media of a representative of the French school T. Adorno is also peculiar. He defends the position of “the devastating effects of media on personality” through dissemination of stereotypes of mass culture. An opponent of this approach is an American sociologist S. Hall. The scientist investigated the role of the media in the process of interaction of mass culture and different social structures emphasizing the integrating role of the first.

Yet let us consider the main social functions of the media in the context of globalization which is recognized by the majority of scientists in the world. The first is that the media is a translator of cultural values. The second is that the media is a mechanism for managing mass consciousness. As you can see, these definitions of the role of media in society imply involvement of the media in the process of managing social relationships in contemporary society.

One of the key guarantees of the effectiveness of public opinion is a complete, objective and timely provision of formation in the process of its formation and expression. It is clear that poorly informed, immature public opinion is a great temptation for bureaucracy to turn it into an object of manipulation, an opportunity to get away from its strict control. And therefore, the right way to get rid of

⁹ R.A. Nurtazina, *Modern Mass Communication at Globalization. Part 1*, Almaty 2007, p. 139–140.

the pressure of bureaucratic minority opinions is to ensure universal awareness of citizens, to give them a real opportunity to thoroughly judge everything.

A huge role in implementation of informational guarantees of the public opinion in socially developed society belongs to the media, especially to the electronic one. Emphasizing this role a famous German specialist Elisabeth Noelle-Neumann notes that the media form a "giant, abstract and sovereign mass which is called "opinion"... Thus, a monstrous powerful force appear that can grow because the need to be together with public, a part of which a person is, to think and act in accordance with the general opinion is stronger and more compelling the bigger this community is, the more powerful compulsion on the part of the general opinion it creates, and the more this need is satisfied"¹⁰. Effective social influence of the media which takes into account effectiveness of the public opinion of the citizens of Kazakhstan is one of the challenges. This will largely be determined by the strategy of promoting reform, overcoming the social and economic crisis, strengthening of statehood institutions.

In 1997 the Head of State addressed the people of the country "Prosperity, Security and the Welfare of all People of Kazakhstan" which defined the strategic priorities of Kazakhstan till 2030.

In 2009, implementation of the first part of the ten-year strategic development plan of the Republic of Kazakhstan was completed, the main goals were achieved. The key areas and strategic objectives of the next decade were defined in the strategic plan of the development of Kazakhstan till 2020. The state's efforts will focus on five key areas:

- Preparation for post-crisis development;
- Accelerated diversification of the economy;
- Investment in the future;
- Services for citizens;
- Ensuring inter-ethnic harmony, security and stability in international relations.

New principles of the social state are social guarantees and personal responsibility, they are defined in the Strategy "Kazakhstan–2050" where it is noted that the social security and welfare of our citizens is the best guarantee of stability in the society.

In Kazakhstan there is a growing request for updated and more effective social policies that can cope with the challenges of the time. As international experience shows, there is no ideal and universal model of social policy. Also, there is no society in which all citizens would be satisfied with the existing social system.

¹⁰ E. Noelle-Neumann, *Public Opinion. Discovery of the Silence Spiral*, Moscow 1996, p. 245–246.

New social policies arising from the Strategy “Kazakhstan–2050”¹¹

- In the context of the global crisis a guarantee to the citizens of minimum social standards which depend on economic growth and increase of the budget;
- Prevention of the growth of poverty citizens;
- Extension of the needs of an individual including needs for education and health (including the unemployed and the disabled with a view to their greater socialization), healthy eating and healthy lifestyle, the satisfaction of intellectual and information requests;
- An effective targeted support of socially vulnerable segments of society – pensioners, the disabled, the disabled, the sick children;
- Improving of social security and pensions, protection of motherhood and childhood.
- Social support of unemployed subject to the person who fell into this category learning a new profession.
- Solving the problems of social imbalances in regional development, and the development of new effective mechanisms leveling socio-economic conditions in the regions.
- Coordination of government agencies in the field of regional development;
- A complex solution to the problems of migration, which affect the labor markets in the regions of country;
- Modernization of employment and remuneration policies.

The media plays a big role in explaining the Strategy “Kazakhstan–2050” to the citizens and its implementation. On the basis of the liberal approach of the media’s role in social policy, the mass media is the main driving force with actual tasks:

The first task of the media is to understand the modern world, comprehensive orientation in the system of social relations and realization of “live” values of social, economic, political, legal, labor, cultural and domestic order. Therefore, with the help of political institutions, economists and political scientists, legal scholars and cultural studies the media shows the world of public life as the requirements of humanistic progress of social state require.

The second task of the media is to determine their place in the social structure. In different social concepts there are differences in the approaches to the structuring of the social system of society. They do not relate to the generally accepted ideas on distinguishing educational, national, regional, age or professional groups. The differences relate to the issues what age range should be defined as children,

¹¹ The Address of the President of the Republic of Kazakhstan – the Leader of the Nation Nursultan Nazarbayev to the People of Kazakhstan “Strategy “Kazakhstan–2050”: New Political Course of the Established State”, 14.12.2012.

adolescents, young people, how to group professional attributes. A question about classes and attributes by which a social class shall be determined is much more difficult. Are there a working class and a capitalist class in the sense in which we talk about them in the XIX century?

What is a "middle class" and does it really exist in its full integrity? Which class should be classified as employees of the trade or the service sector? Can we call "a class" officialdom (bureaucracy, managers, and managers), or humanitarian, creative intelligentsia? The question of the social role of a particular class in modern society is even more difficult.

The third task of the media in formation of social position is the necessity to understand the complexity of relationships between various "parts" of community. There are contradictions between the "West" and the "East", the "North" and the "South", between "rich" and "poor" countries, between regions, living based on different civilizational fundamentals ("Christian", "Muslim", "Confucian", etc.), their specific nuances in the common to all countries contradiction between social and class forces and their ideological representatives in numerous party associations. This requires a new look of the media at the world processes.

Since the beginning of the XXI century the global features of social life that brought mankind to the new realities, the threats and the need to rethink the nature of the modern era, the acting forces and the path of the development of civil society began to develop.

During formation of its social role the media should take into account two historical factors.

The first factor: in the world where there were three forces:

- World imperialism ("West", the "free world"),
- Countries of the socialist community ("the world of totalitarianism," "evil empire", "Soviet bloc")
- The third world in which a non-aligned movement was actively announced and the so-called "global problems" arose. Their military aspect is a threat to the physical destruction of all life as a result of atomic fire.

Economic aspect is the threat of global financial turmoil due to the uneven development of the North and South, financial difficulties of many countries caused by a huge foreign debt. Ecological aspect is related to irrational use of natural resources and their depletion, pollution of the critical areas causing irreversible changes in the world of human habitation. Such "global problems" as information, humanitarian, demographic, food, medical are unsolvable within a particular State or a block of countries and require specific efforts of the whole world. Hence there is a need to move from confrontation to cooperation for the sake of survival of humanity even while preserving differences, contradictions and rivalries which must be "removed" through dialogue and agreements.

Under these conditions, the social role of the media is formed based on the idea of “de-ideologization of international relations”, they must focus on common benefits of mankind muting national, regional, a block interests. Matters relating to political interests of a country, regional alliances, continents, must be seen against the background of the whole world. We should learn to unite universal and individual interests. Many peculiarities, nuances in attitudes and approaches to social phenomena shall make the media look for new mechanisms of evaluation and decision making.

The second factor is that the formation of a new position of the media is closely related to changes in economic, political and social life of a modern society.

In the historic contest between capitalism and socialism in the real world of the XX century countries of the capital have managed to adapt to the realities of life, go forward in economic development, improve the situation of workers, develop democratic institutions and establish the rule of law, change the situation with protection of human rights. The world of socialism have not stood the strain of the historical events, failed to timely respond to the “challenges” under the weight of excessive military expenditures, inadequate economic and social policies under the ideology dictatorship. As a result, it seems that socialism failed, and capitalism has won the historic battle proving its advantages in social policy.

Under the pressure of global changes in the world of capital, under the influence of the ideas of socialism, under the pressure of the workers’ movement and the impact of the development of scientific and technological revolution and its social consequences a post-industrial society has appeared in which the information civilization realizes humanistic values.

Social position of the media in society formed on humanistic values is seemed promising and leading to the future called a new type of civilization.

The first civilization is archaic, nature was predominantly its source of wealth.

The second is economic, associated with labor as the main source of wealth.

The third is informational characterized by dominance of creativity and intelligence on the basis of a thorough knowledge of the laws of the world, ownership of information and information technology, use of science for the benefit of man. And in this context, a new view of the media on the society structure, the place and role of various social groups in it is needed, and it is also important to effectively fight for the triumph of universal ideals and humanistic values.

There is a point of view saying that the “engine” of progress in information society is intellectuals, the middle class, the “class armed with knowledge,” and therefore the media has to defend its interests.

On the other hand, intellectuals generate new knowledge, while implementation and practical application of innovative knowledge is a matter of business enterprise and structures. In this case, the media should take their side too.

In the third case, it is impossible to implement innovative knowledge without workers running a machine, working in fields, farms, shops, etc., it is not possible to express and protect their interests without the media.

As a result, all versions are important to the media, so the social policy of the state is dominated by "middle class." "Middle class" is a set of dynamic, educated and able to creatively use information "representatives" of different class groups. Intellectuals, skilled workers, farmers and co-operators, small and medium entrepreneurs, workers of 'liberal professions', civil servants, managerial staff interested in social stability and sustainable development of society, the development of democracy and public security, justice, economic system, providing equal opportunities for its various sectors.

"Middle class" is economic and social foundation of modern society. This includes business leaders, representatives of the "upper class" representing vulnerable people who require public support and care. Accordingly the nature of interaction of journalists and public opinion, historical consciousness, ideology and the worldview is formed, i.e. the nature of the media actions is determined.

Social position – performance in the interests of certain levels of society while representing the interests of the whole society – determines the nature of the mass-media activity in the informational sphere.

Concentrated expression of ideological and practical position of the media is political programs and tactical solutions of various political parties, unions, associations, NGOs, groups, associations of like-minded people. Further development, clarification, transformation of ideological, political and tactical statements takes place through various organizations. Working within these organizations the media is able to rely on material, creative and organizational support in their activities.

In this context, problems of social position of the media, their freedom and independence in the light of social policy of civil society arise.

The first problem is whose interests the media shall represent, how they should be represented ideologically and practically and how they should be presented to the wide audience without pressure.

The second problem is connected with the situation where a journalist is an employee of the media with the position he does not agree with. There are three solutions to this situation. One is connected with the establishment of an internal editorial dialogue. If an agreement could not be reached, the desire for independence should prompt the journalist to leave this media to look for those with the like-minded people, or try to create his own media (to become "independent" journalist who offer his works to those media which are ready to publish it).

The third solution is a possibility to reject his position “in favor of” the media leadership’s position. In this case, the journalist will demonstrate his unprincipled position.

It is important to preserve independence from such forces and influences that cause the media to move away from a principle position.

Advanced information, computer and telecommunication technologies repeatedly reinforce the impact of the media on the socio-political and cultural life of people. Development of the information space of Kazakhstan is connected with further democratization of the political and public life, with the reform of socio-economic sphere. In the context of information policy that means to recognize the presumption of openness of information for citizens, to protect their information rights. This is the orientation of the principal components of the information space to ensure free flow of information, realization of the constitutional right of citizens to its free search, receipt, production and distribution.

Transition of Kazakhstan to the new type of economic development with an innovative direction, civil society, the rule of law and political pluralism generate public demand for information, which is a challenge for the media. The media must enhance such properties as:

- mass,
- replicability,
- periodicity,
- use of information resources,
- creation of primary information,
- use of innovative information technologies.

The media are an efficient and effective channel to inform public about activities of authorities. These features make it the most important social institution and the factor of the informational space of our republic. Today the issues related of freedom of access to information for journalists and the public, legal protection of privacy in the media and protection of citizens from unfair and false information are urgent.

To solve these problems, we need the following actions:

- To preserve freedom of media from the interests of government, business, and a possibility of strengthen of their influence on the media – direct pressure, supply of media with incomplete, distorted or false information, lack of rights of journalists, merging of government, business and the media structures;
- To limit concentration and monopolization of the media leading to decrease in number of independent sources of information;
- To promote development of local media and protection of interests of regional media;

- To improve legislation in exercising of freedom of expression, free distribution of media;
- To avoid incitement of violence and ethnic intolerance in the media;
- To ensure the media pluralism and their access to official information;
- To ensure freedom of speech while protecting the national interests of the country;
- To develop measures that can ensure a balance of interests of individual, society and state in the media activity while overcoming distrust of the large part of population to the media and the negative attitude towards information that does not meet personal or social expectations of citizens;
- To align legislation and regulations related to the media with the international law.

In our republic there is an active interpenetration of traditional and online media, the problem of adaptation of the media to the realities of information society remains acute. This problem is multifaceted and relates to interaction of three subjects and objects of contradictions:

- traditional media system;
- professional telecommunication community with the media network;
- consumers of information.

Traditional media actively use Internet network platforms that create new problems for the media:

- legalization of online media, that is recognition of their right to be called “the media”;
- definition of genre features of journalism and publishing activities in the networks;
- interaction of interactive and traditional ways of presenting information;
- taking into account the socio-psychological characteristics of the perception of the network information;
- development of principles of management and marketing online publications.

ABSTRACT

In Kazakhstan media space is extending, it actively influences the public consciousness being a powerful tool of information, cultural and educational ties, a factor of development of creative abilities of an individual of the new millennium. In this regard, social relationships and models of modern identity get more complex, forcing us again to try to understand such phenomena as “media” and “media culture” and their role in society. Therefore, the role of the media remains important in our country. As the President of

Kazakhstan Nursultan Nazarbayev noted: “We shall dramatically increase the informational content of the life of Kazakhstani society, widen the ability of Internet technologies both in informing citizens and in strengthen the ongoing” feedback” between the state and the population”¹².

Bibliography

- I.P. Denisova, L.R. Klinovenko, *Social Politics*, Rostov-on-Don 2007.
N. Kirillova, *Media Culture: from Modern to Postmodern*, Moscow 2005.
A.A. Morozov, *To the Question of Modernization of the State Mass Media*, “Kazakhstan Spektr” 2009, No. 1.
I.K. Larionov, *Social Management Strategy*, Moscow 2007.
E. Noelle-Neumann, *Public Opinion. Discovery of the Silence Spiral*, Moscow 1996.
R.A. Nurtazina, *Modern Mass Communication at Globalization. Part 1*, Almaty 2007.
F. Siebert, U. Schramm, T. Peterson., *The Four Theories of Press*, the University of Illinois 1998.

¹² N.A. Nazarbayev, *Social Modernization: Twenty Steps to Universal Labor Society*, 17.02.2012. www.enbek.gov.kz