

Special Features, Singularity And Particulars Of The Kazakhstani Journalism In The Period Of Independence

Sadykov S.

Ahmed Yasawi International Kazakh-Turkish University, 29 B. Sattarkhanov Avenue, 161200 Turkistan, Kazakhstan.

bimaganbetova-alina@mail.ru, science@iktu.kz.

Abstract: Declaration about creation of the new independent state – the Republic of Kazakhstan – made problems of formation of a new journalism of the country actual. Scales of transformations which were carried out by the society were the political, economic and social base on which in the development mass media of Kazakhstan began to rely. Change of ideology and emergence of new social reference points, and also change of a paradigm of the society development gave to activity of mass media the special importance. They started playing more noticeable role in all spheres of life of the society and state. As a whole only in the period of independence of Kazakhstan development the free and democratical press of the country had an opportunity of full and comprehensive illumination of a problem of national identification of the Kazakh people.

[Sadykov S. **Special Features, Singularity And Particulars Of The Kazakhstani Journalism In The Period Of Independence.** *Life Sci J* 2014;11(3s):97-103]. (ISSN:1097-8135). <http://www.lifesciencesite.com>. 15

Key words: independence, journalism, national consciousness, national identification, Kazakh language press.

Relevance of research

Awareness of own national identity by the Kazakh people was historically formed in the conditions of entrance of Kazakhs as in the structure of Russian, and so the Soviet empires when in the recent past it was carried out the attempt to artificially create "a new historical community - the Soviet people" which, in our opinion, initially couldn't be crowned with success at all. Search of national identity is especially brightly shown in activity of such political institute, as journalism. It as a unique institute raises and considers various aspects of a problem of the national identity, topical issues of international relations. In various periods of ethnos development it changed methods and approaches to development of this subject. And in this plan it saved up a wealth of experience. Need of scientific judgment of the saved-up material also define the relevance of this work.

The subject of this research is a component of research drafts of the theory and practice of journalism of the Republic of Kazakhstan and is included in plans of research works of Hoja Ahmed Yasawi International Kazakh-Turkish university.

Research methods

The main methods of research were the theoretical analysis and synthesis, comparison and generalization, studying of experience of professional activity of newspapers and magazines journalists, observation. In the scientific work in order to solve the tasks the following research methods were generally used: general-logical methods and techniques (the analysis of newspapers and magazines publication, on problems of the republic mass media, abstraction synthesis, generalization, probabilistic-

statistical methods); methods of empirical research: (supervision, comparison, description, measurement); system approach when carrying out the historical-philological and logical analysis, generalization and the analysis of journalistic experience. It was developed the technique of the experimental work; journalistic experiment was made; educational-methodical background of the educational process to vocationally train future journalists, directed on forming creative abilities of future journalists and competence of graduates was developed.

Scientific and practical importance of the research results

Theoretical provisions, conclusions and recommendations included in research, can be used in the course of the further studying of mass media theory and practice problems, and also questions of improvement of national policy, international relations and press role in development of the subject of national identification and national identity of the Kazakh people.

And as well as research materials, its conclusions and recommendations can be used when having general and special courses on the theory and practice of Kazakhstan journalism, political science, history and other social science disciplines. The research results can promote activization of scientific studying of a number of questions of development of national journalism, lighting in it various problems of the Republic of Kazakhstan state system.

Use of the research materials can also give a certain help to journalists according to problems of national policy, development of new ideas and

approaches according to questions of national construction in the Republic of Kazakhstan.

Main part

In fact, the journalism started being formed anew as a qualitatively new social institute during the last period of the Soviet Union history. In it there were structural and typological changes which influenced on the contents and character of mass media. The proliferation of newspapers, magazines, channels of television and radio broadcasting was caused also by increase in number of changes in the board of founders. So, if earlier the party or government bodies acted in this quality, so in the conditions of democratization and liberalization of public life private persons, editorial collectives, joint stock companies became the founders of newspapers, magazines, audiovisual mass media.

Conceptually it began to build the work in accordance with the theory of press freedom and the theory of press social responsibility. However due to historical originality of the country it still keeps some lines of authoritative and communistic journalism therefore editorial collectives not always manage to achieve certain autonomy from the founders and owners.

After independence reform declaration in system and structure of the press, the changes which have concerned its work functions and principles, resulted in that it is in continuous quantitative and qualitative development. So, only for the first ten years of independence of Kazakhstan, as per data of the Ministry of Culture, Information and Public consent of the country the number of newspapers increased to 991 names, magazines – to 366, electronic mass media – to 125, news agencies – to 14. The quantity of periodicals on typology is: 743 – information, 165 – advertising, 91 – scientific, 21 – female, 19 – youth, 35 – nurseries, 29 – religious, 246 – other orientation.

The share of non-state mass media made about 80 percent. Owners of 75 information channels were public organizations, among them 9 – editions of political parties. National mass media made 31 percent, oblast – 23, city – 20,9, regional – 17,9, interregional – 3,6, others – 3,6.

Mass media functioned in Kazakh, Russian, Uigur, Uzbek, Ukrainian, Polish, German, Korean, English, Dungan, Turkish and other languages [1].

Quantitative-qualitative changes of mass media have continued to take place and in the first decade of the XXI century. So, for example, for September, 2008 in Kazakhstan 1602 newspapers and 655 magazines were issued [2].

Formation of a new journalism of Kazakhstan more distinctly reveals the following in its development tendency: it more and more becomes the organizer and the intermediary of mass

communication. The press carries out the mass communication, which purpose is not only informing and operational analysis of the events, but also monitoring of political processes, legislative and executive power activity.

The processes feature taking place in the sphere of mass media, is that the state press continues not only in number to concede the independent one, but also inefficiently propagandizes the reforms carried out in the republic, doesn't show abilities convincingly to present the government and the president policy and to resist to the oppositional press criticism. The state newspapers, sometimes, as in the Soviet period are fond of semiofficial publication, pursuit of advertising and fight for the reader by means of use of an administrative resource during carrying out subscription campaign. Some of them financed from the state budget are used by their founders to set personal scores between certain high-ranking officials. Public mass media, being in a rigid vice of the founders, is not able to adopt forms, style and methods of work of independent mass media and is also sometimes their bad copy.

On this background it is observed a sharp decrease in total number of subscribers. There are some reasons of this phenomenon. They are as an increase of periodicals cost and so that "the state newspapers, in the majority, are or a boring semi-official organ for the "average" Kazakhstan reader, or, being like some independent mass media, "boulevard leaves" [3].

Today in the media market of independent Kazakhstan mass media various on concepts, political addictions, owners, purposes and tasks is in availability. Formally they have the equal rights and opportunities. But the press, as well as all the society, in the formation and development, is exposed to the same problems.

So, two factors make influence on formation of Kazakhstan. The first – development of democratic tendencies. The second – some list towards authoritarianism. Therefore the modern image of the country is connected with the strong presidential power, or with freedom, equality and will of the majority of the citizens.

All of it is also the result of activity of the republic mass media. Transferring the large volume of information which they collect, classify and analyze newspapers, magazines, radio and television channels, collectively create a portrait of the country and its citizens. Developing as a result of the press work the society, in turn, starts putting forward more increased requirements for the press as that. Therefore now there is an active process of institutionalization of the republic mass media. The press of modern Kazakhstan gains lines which are peculiar to journalism of the

developed countries. That is such norms as a freedom of speech, pluralism, an economic solvency and independence in it are strongly approved.

The guarantee of that the new journalism of the republic can be formed as an independent social institute is the Constitution of Kazakhstan, published in April, 1992, the Law of the Republic of Kazakhstan "On mass media", adopted in 1999, the Decree of N. A. Nazarbayev, the President issued in April, 1992 "On protection of mass media during transition to the market relations".

All of them form a basis of qualitative changes in the institute of journalism. In conditions when there is no ideological pressure on the part of one or even several political parties when democratic standards are approved, journalism functions also change and get a new, according to the time problems, coloring. So, one of its main functions, according to the Kazakhstan scholars, is the function of social orientation of the audience [4]. It consists of the whole functional complex which essence is reduced to the society informing with the purpose to promote or support the process of the public opinion formation.

Propaganda and ideological functions which were the main for journalism of the Soviet period, gradually leave the activity of independent journalism, remaining in the party press and partly in the mass media which founders are these or those government institutions. The independent press of Kazakhstan, adhering to the international standards, pays much attention to the following functions: information, informative, entertaining and some other.

The role of mass media as public tribune increases in the modern conditions. By means of information channels the representatives of political parties, social movements, non-governmental organizations, ethnosocial groups, etc. state their views. The press becomes the conductor of democratic ideas, promotes the statement of democratic principles of the open society. Forces of mass media strengthen such norms as tolerance, diversity in coverage of various issues, readiness for finding of consensus, civilization in solving of the most acute social issues [5].

Journalists more and more start feeling internal freedom and liberation. However, the internal censor appeared instead of official censorship sometimes bassets. But nevertheless mass media becomes more courageous in putting topical issues of life.

The prestige of work in the state mass media falls. Financial conditions paly one of the main roles in it. And the independent press not only provides a creative freedom of the journalist, but also more effectively stimulates his work. Therefore the most active, capable, initiative journalists work for

independent newspapers, magazines, radio and television.

Formation of a new journalism of Kazakhstan is accompanied by changes of forms of journalistic creativity. So, from the arsenal of genres of publicistics practically disappeared lead articles, a lampoon, an essay, a sketch. Feuilletons became rare. Their places start being taken by an interview, conversation at "a round table", appeal, statement, article, correspondence, memo, comment, column of the observer, column of the editor, journalistic investigation. The number of critical speeches of the press has increased that is a result of that the freedom of speech has become reality of journalistic practice [6].

Today social institute of the society – journalism, being a big force, isn't a homogeneous mass in which according to one representative it is possible to judge all of it. It is multidirectional, various and not same informative. In it there are various processes connected both with processes of concentration and monopolization of the media capital, and with fight processes for influence on audience, on power structures, etc. Besides, it is influenced by processes which happen in the society. For example, the invisible watershed which is observed in the state-building nation on the line – Kazakh speaking Kazakhs – Russian speaking Kazakhs – you can notice and in the sphere of mass media.

So, it is possible to observe a certain confrontation, between the Russian language press and the Kazakh language press. And, in this "cold war" both parties sometimes show emotionality, incorrectness, lose restraint and sobriety. We will address, in particular, to the material published in the Kazakh-language appendix "Dat, taksyr" of the Russian-language newspaper "Obshchestvennaya Pozitsiya". In printed the comments of journalists Ruslan Medelbek (the Alaman newspaper), Shalkar Estan (the Aykyn newspaper), Nurgazy Sasayev (the Alash Aynasy newspaper) united by the general heading «Is there a leprosy at the Kazakh journalists?» [7] who spoke concerning that the FIFA quota allocated to journalists of Kazakhstan for covering of the football World Cup – 2010, was filled by journalists of Russian-language editions. About this occasion the newspaper sneers: "The Kazakh sports journalism once again is detached. On the FIFA World Cup didn't let any Kazakh journalist. It with pain responds in us that the Kazakh journalists didn't get that any permit ... Why didn't the officials of Kazakhstan football allocate to the Kazakh journalists at least one place? Isn't it the abasement of the Kazakh?".

Already according to this small excerpt it is possible to judge how emotionally the Kazakh

language press and its journalists react on everything occurring round it and the Russian-language press. The sense of offense appeared at it, probably, is a consequence of painful reaction to everything connected with the state language. They consider that it yet didn't take an appropriate place in the state.

The Kazakh language press goes further, saying that for the Kazakh the nobility measure – knowledge of the native language [8]. The Zhas Alash newspaper, concerning development of mass media of the republic, emphasizes that "80-90% of information space of the state have to make Kazakh language channels. And it considers as unacceptable the situation when the Kazakh language press makes only 18% of the number of newspapers and magazines published in the country [9].

This fact, of course, can't afflict, but it reflects a real picture. Today the number of Kazakhs in the country makes a half of its population. And if to consider that not all of them consider the Kazakh language for themselves as the main language of communication, so the situation connected with the Kazakh language periodical press in the republic information space which is regulated by market mechanisms of supply and demand, today it is possible to recognize natural. However the development of sovereign Kazakhstan will change slowly but surely a situation in favor of the Kazakh language press. And the question is only in that, how long it will take.

Everything occurring round and in the press of modern Kazakhstan shows that these qualitative changes are a sign of its transformation into the fourth power. It is a positive process because the availability of such press in the society characterizes it as democratic and legal. But it doesn't proceed smoothly and without serious consequences. There are some barriers of its forming but the main is that not all branches of the authority are ready to accept the press in this new status and the mass media legal base is adjusted improperly. To be exact, that the norms registered in laws, don't work.

Social scientists, political scientists, politicians and mass media often explain this situation by absence of legal culture or low level of the related traditions. Therefore in society the standards of relationship with the press have not been developed. And when there is tension between editions, when they carry out the professional activity, and other branches of the power, it tries to be removed that the latter initiates development and adoption of new laws which would help to avoid the conflicts. However the press representatives have an impression that the offered bills which in the course of information satisfaction of the society requirements would regulate interaction of mass media with other institutes of the power are directed rather on establishing new barriers to the

press. So, for example, the republic mass media and society came to understanding of that to resolve this situation would be possible through the help of the law on access to information, to receive which becomes more difficult. However in the government as the newspaper "Golos Respubliki" writes, "they are rather interested in hiding information from the press and society then to present an access to it." [10]

"We have no standards of information openness of government bodies, and the norms regulating the right for information, are under different normative legal acts. In our legislation there is even no basic concept what such access to information is ... Unfortunately, the government ignored ... recommendations and ... postponed development for the last quarter of 2011" [11] of this bill, notes the Mazhlis deputy Zhakip Asanov cited by the newspaper. There is a question: is it necessary to put standards and norms of the law in one row? And, in general, what is better: to have regulating rules of law or standards, which for a long time in Europe have been in the rank of unwritten rules and which therefore there is no sense to state in laws.

Proceeding from it the republic mass media as a social institute, understanding importance of the legislative base, nevertheless, emphasizes on introduction of the international standards in practice of the relationship with power institutes. Whereas relationships with the latter are very difficult. So, for example, when the "Svoboda Slova" newspaper sought to inform audience on a situation with Zhanaozen's oil industry workers, the journalist of the newspaper Igor Lara was beaten [12]. When on the eve of the professional holiday journalists Katya Belyaeva (the "Vzglyad" newspaper), Tatyana Trubacheva and Zhanna Baytelova (the "Golos Respubliki" newspaper) came to the square to express the "no" to the law on the leader of the nation, this action was stopped by the law enforcement agencies as illegal [13], and the editor-in-chief of the "Alma-Ata INFO" newspaper Ramazan Esergenov was put "into prison for the publication which had opened "secrets" of the activity of the Committee of national security staff" [14].

These and other facts show that the government branches want to see the press not independent in the judgments and estimates, but such as the press is now which founders are government institutions: obedient, not delivering unwanted inconveniences and efforts. As Sergey Duvanov writes under the heading "Polemic Notes" the number of representatives of the state branches of the power doesn't suffice understanding that there is no need of a special law forbidding the officials to prevent the implementation by citizens of the right to leave and publicly to express their opinion, that it isn't necessary to regulate by additional laws

other fundamental rights and freedoms of the person [15].

One of the freedoms is the right to receive, collect and distribute information including on the mass media channels. The authorities' representatives don't argue with it. And here is how some of them understand it: in 2001 the public fund of freedom of speech "Adiel soz" revealed 13 statements from the highest officials of the state written in rather rigid tone with the requirement to toughen the legislation in relation to mass media. For instant, Atyrau oblast akim S. Daukeev expressed more frankly: he said that he respected journalists and appreciated their work, but "if my personal honor and dignity are affected, be careful! Only my mother and my President can stop me. For my family name I'll tear your mouth apart!" [16].

Certainly, not all representatives of the executive power are so categorical and severe. There are some of them who understand importance and need of establishing interaction with representatives of the fourth estate. So, the Minister of Culture and information Ermukhamed Ertysbayev notes that operating legislative norms not always promote forming really partnership between the state, society and mass media. "Our position – not to bring the matter (it is meant amendment on performances of mass media – auth. comment) to judicial proceedings. Recently we have showed that we can be flexible enough in this question" [17].

Relationship of mass media and power branches more than once experienced crisis situations. Therefore under President of the republic it was founded the Public council on mass media which would consider the questions of increase of a role of the press in realization of reforms and society developments, as well as the questions of its interaction with the power. But this problem is so difficult that the council didn't cope with this task. So, within the four years – from 2003 to 2007 – it gathered only three times, including once with participation of the state head N. A. Nazarbayev.

The press formation as the fourth estate was greatly influenced on by the forms of ownership on it. So, nowadays in Kazakhstan on forms of ownership the following types of mass media are available: state, pro-governmental, oligarchical and oppositional. Certainly, depending on it they build the relations with the authorities. And therefore they differently prove themselves as the fourth estate. To be exact – not all of them can be included in it. For example, the state mass media can't be those by definition as their mission – to support the government to realize its policy. In other words, it carries out, if someone likes it or not, the same functions, as communistic journalism in the Soviet society. In fact only the independent press

which, in our opinion, in present Kazakhstan the oppositional press is, can be the fourth estate.

The belief in it follows from that in the developed countries of the West theorists note two main functions of the independent press: the first – to inform the society, the second - to be in opposition to the power. This task is very difficult, demanding civil and, simply human both dedication and courage. It can be once again observed on the example of the independent press of Turkey. So, for 2008-2009 the "Milliyet" newspaper had to withstand a strong pressure from the government which was dissatisfied with that it was very independent in the estimates of the government activity and didn't join the chorus of that press which assents to its actions. The government even tried to finish with the newspaper by means of tax penalties that caused concern of the European Union. Speaking on this subject, the observer of the "Milliyet" newspaper Reese Tyurmen in the constant column in the publication "Tax on Independence" emphasizes that the society without free press can't be considered as democratic, and the power which tries to narrow this framework – what measures for democracy development it wouldn't undertake – can't be considered as the democratic. "Free press is the guard of democracy" [18] - he notes.

The oppositional press of the republic regularly writes about actions of the legislative, executive and judicial authorities of various levels. These publications can be executed in a genre of interview, correspondence, article, journalistic investigation. They are devoted to various subjects: corruption scandals, immoral behavior of certain deputies, relationship of judicial authority and journalism, etc. All these publications are formed on the concrete facts, and the conclusions which contain in them, are reasoned, tone is quiet, but is uncompromising. That is mass media seek to look the equal interlocutor and opponent of the authorities. And the power of it, in our opinion, is that it feels the support of the public opinion which power it is.

About as far as it copes with this work it is possible to track how it shines the activity of the highest official of the state – the President of the Republic of Kazakhstan N. A. Nazarbayev. Here it is necessary to emphasize that the person of the first President of independent Kazakhstan draws attention of mass media not only the republic, but also many foreign newspapers, magazines, television and radio. However, tone and nature of their speeches differs from that the Kazakhstan press writes, but nevertheless they, without breaking, so to say, diplomatic etiquette, too give an assessment of his activity both within the country, and on the international scene. For example, the above-mentioned Turkish newspaper "Milliyet" [19] and others repeatedly wrote about him, he was

devoted to the broadcasts of the Russian television, the Turkish television, etc.

They noted that largely thanks to the head of state activity in the country it was succeeded to avoid ethnopolitical conflicts, the economic base of the society and state is competently built, the people started perceiving own destiny and destiny of the country as a unit. He put forward and carries out three basic principles: unity, variety, competitiveness. As a result in Kazakhstan there is peace, stability, wellbeing. And, as the authors of publications note, it is the main national property and invaluable wealth.

So he looks in the state and pro-governmental editions. Also it should be noted that in some cases they are right. But it is impossible to say that they are always impartial. You shouldn't forget that those who eulogizes, quite often pursue the mercenary interests. It is possible to give a number of examples of that the people who were singing the praises when the President rendered them trust and appointed to high posts, having lost them, started reviling him.

Materials in which the share of critical statements to the President of Kazakhstan is considerable, most often appear in independent and oppositional editions. Authors of these speeches with addiction approach to N. A. Nazarbayev's person and his activity. However it is impossible to say that in their publications there is no reliability and objectivity. But the most valuable in these materials consists in generalizations and reasonings on what in general the President has to be, what it is allowed to him and what he has to avoid. And these thoughts are beyond estimates of the person of N. A. Nazarbayev and are related to the presidency institute as a whole. In our opinion, such articles, interview, etc. lay the foundation of what will allow overcoming heritage of last years when the leader by all means became an iconic figure, a deity and the father of the nation. For example, the majority of the Soviet top officials, in many respects as a result of such glorifications in the press, started believing in the infallibility and indispensability. Today, the principles of democratism, pluralism and independence put in development of the mass media of Kazakhstan, allow to express various points of view which often haven't been deprived of sharp criticism, and all of it helps citizens of the country to form own opinion, and the authorities to muse and on the actions, and on own person.

For example, in spring of 2010 when all country was excited by the initiated law on the leader of the nation and its forthcoming discussion, and then the acceptance by Parliament, in the "Svoboda Slova" newspaper there was an address to the President of the country: "Veto! " [20]. Printed on the first page, it attracts at once to itself attention, and, certainly, didn't remain unaddressed not only among ordinary readers,

but also power structures. It is spoken in it: "Mister President! ... Mazhlis of RK Parliament approved a legislative initiative of the group of deputies from the Nur Otan party, fixing to you the status "the leader of the nation", with introduction of additional guarantees and powers for you.

We are convinced that it is the most dangerous invention contradicting a letter and spirit of the Constitution, the fundamental principle of equality of citizens before the law. So stupid initiative of deputies devaluates the concept of a constitutional democratic state and creates legal contradictions, capable to be negatively reflected in functioning of political system of the country. At last, the similar legislation which doesn't have any world analogs brings Kazakhstan out of the category of the civilized states and does our presidency in OSCE no more, than the funny fact.

The constitution and the law "On the First President" allocate you with sufficient powers for the most effective implementation of your activity, all necessary legal guarantees. The concept the leader of the nation is exclusively moral category, result of an informal choice of all people which can't be in any form legalized. The politicians, who have remained in the history as leaders, received such rank, first of all, thanks to the disinterested service to the people not demanding additional titles and regalia.

We urge you to stop at last discrediting you and all Kazakhstan a stream of flattery and subservience of your environment, to show political wisdom and a civil liability, to veto the law on the leader of the nation! "

This and similar publications played a considerable role that on the specified here the law which was unanimously adopted by parliament, N. A. Nazarbayev vetoed.

The independent and oppositional press of Kazakhstan seeks to follow methods of work of the western democratic press. Therefore on its pages there are often various points of view: both "for", and "against", that the reader himself could draw conclusions.

In the "Vzglyad" newspaper the small note is published: "What people the deputies polled?" [21], in which the data of surveys conducted by the radio "Azattyk" and actually by the newspaper are provided. Both the radio station and newspaper editorial office raised the same question before respondents: "Do you agree to the proposal of the parliament deputies to extend inviolability guarantees to Nursultan Nazarbayev's and his family property?" From the 784 voted, for May 20, 2010, answered "yes" - 7,3%, "me all the same" - 6,6%, "no" - 86,1%. From the 50 respondents interrogated by the edition, the 48 were against adoption of the law, and the 2 refrained.

The newspaper underlines that results of such researches aren't scientific, but they reflect public

mood. Therefore, the “Vzglyad” notes, wondering, the people of what country were interrogated by deputies who claim, that they interrogated a huge number of Kazakhstan citizens and received many letters with a request to adopt such law?

Conclusion

Thus, it should be noted that with declaration of independence the process of formation of a new journalism of Kazakhstan began. And this process proceeds according to realities of life. The journalism of the country is a socio-political institute of the society and state, and therefore the same disadvantages which are inherent in present Kazakhstan and the same advantages are peculiar to it.

Publications of the press of the period of independence on subjects of definition of national idea, national identification and self-identification of the Kazakh people represent the attempts to determine those concrete parameters on which it is possible to judge the features of psychology and mentality, lifestyle of the Kazakh people. It is noted in them that the Kazakh mentality can be characterized as an integrated education where together merge intellectual, valuable, intuitive and spiritual reality comprehension. The mentality of Kazakhs should be understood as a deep manifestation of the inner world and spirit of the nation in which the special place belongs to mind, will, soul and conscience. Therefore the periodic press of Kazakhstan needs to more fully consider, on the one hand, integrity of spiritual-cultural mentality, national-ethnic and historical traditions, and on the other hand, to adapt modern progressive ideas for national mentality.

Nowadays the republic mass media as a whole and periodicals of Kazakhstan, in particular, learn to take up in a new way the most important questions of the society life, to reveal the priority directions in reforming of political, economic, social, cultural spheres, and also in the field of international, interconfessional relations. And in this plan they saved up a certain experience and achieve some progress. Unfortunately, when posing problems they not always

manage rather professionally and competently to approach to their development. As a result the society is restrained in the right of receiving and distributing of information and as a result, of freedom of choice, opinions, believes and other fundamental rights and freedoms of the person and citizen.

In this regard journalists should more deeply understand that the state identity is an important factor and catalyst of development of national consciousness, national identity and self-identification. It isn't less important that along with illumination of questions of national identity of Kazakhs, the press cultivated respect for national self-perception and other peoples of the region and the world as a whole.

References:

1. Situation in the field of mass media in Kazakhstan, Kyrgyzstan, Tadjikistan, Turkmenistan, and Uzbekistan. Five special reports. - Vena, 2002. pp.9
2. Zhas Alash newspaper, 2008, September 8.
3. Mass media and journalism education in Central Asia, 1998, November, Almaty: KazNU. # 1. pp.7-8
4. Mass media and journalism education in Central Asia, 1998, November, Almaty: KazNU. # 1. pp 42.
5. Adulbekov, S.S., 2003. Interaction of the power and mass media of Kazakhstan: political aspect, Cand. Polt. Sc. thesis – Almaty. – pp.16-18.
6. Sadykov, S. 2005. On some changes in newspaper genres. Vestnik of Hoja Ahmed Yasawi International Kazakh-Turkish University. #5 – pp.95-100
7. Obchestvennaya pozitsia newspaper. 2010, June 30
8. Turkistan newspaper. 2010, February 4
9. Zhas Alash newspaper. 2008, September 8
10. Golos Respubliki newspaper. 2010, June 25
11. ibid
12. Svoboda slova newspaper. 2010, July 1
13. Golos Respubliki newspaper. 2010, June 25
14. ibid
15. Golos Respubliki newspaper. 2010, June 25
16. Situation in the field of mass media in Kazakhstan, Kyrgyzstan, Tadjikistan, Turkmenistan, and Uzbekistan. Five special reports. - Vena, 2002. pp 10-11.
17. Kazakhstanskaya Pravda newspaper. 2007, March 31
18. Milliyet newspaper. 2009, September 11
19. Milliyet newspaper. 2000, October 23
20. Svoboda Slova newspaper. 2010, May 20
21. Vzglyad newspaper. 2010, May 21.

2/3/2014