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**«ҚАЗАҚСТАННЫҢ ҒЫЛЫМЫ МЕН  
БІЛІМІН ДАМУДАҒЫ PR-ДЫҢ РӨЛІ»**

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Бұл ғылыми еңбектер жинағына PR-дың халықаралық іс-тәжірибесі, PR –сала-сын дамытудағы инновациялық технологиялар, PR-дың даму тенденцияларындағы жаңа трендтер, медиа білім беру мәселесі туралы жазылған ғылыми мақалалар енгізілді. Ғылыми жинақ PR мамандарына, журналистерге, ізденуші ғалымдарға және көпшілік оқырманға арналған.

<b>Ложникова О.</b>	
Роль PR в продвижении форматной радиостанции.....	134
<b>Ludmila A.</b>	
The problem of media competence in foreign language educative process.....	136
<b>Мамырова К.</b>	
БАҚ арқылы имидж қалыптастыру жолдары .....	138
<b>Маутқанов Г.</b>	
Журналистика знаний в Казахстане как инновационная закономерность медиа-модернизации.....	140
<b>Макұлбекова С.</b>	
БАҚ-тағы сойлеу мәдениеті.....	143
<b>Мергенбаева К.</b>	
Қазіргі ақпараттық технологиялардың маңызы.....	144
<b>Мироненко С.</b>	
Журнализм в поэтике Б. А. Пильняка: путевой очерк.....	146
<b>Мондыбаева А.</b>	
Международные школы телевидения: конкурентная среда теоретического и практического образования .....	148
<b>Муканова Г.</b>	
Китайские агентство «Синьхуа» в PR-пространстве Центральной Азии .....	149
<b>Musagaliyeva G.</b>	
Web site KazNU of al-Farabi – innovative information and educational PR-resource .....	152
<b>Mukanova G.</b>	
PR regional high school global media .....	154
<b>Мусағалиева Г.</b>	
Web-сайт КазНУ имени аль-Фараби – инновационный информационно-образовательный PR-ресурс .....	155
<b>Мухамадиева Л.</b>	
Ресей шоу бизнесінің Қазақстан БАҚ көрінісі.....	158
<b>Мысаева Қ.</b>	
Қоғаммен байланыс мамандарын дайындаудың шетелдік тәжірибелері .....	160
<b>Мухамадиева Н.</b>	
Анализ политических текстов в СМИ: языковые и стилистические особенности.....	161
<b>Негизбаева М.</b>	
PR-коммуникации в образовательной системе.....	164
<b>Nogaubayeva Z., Bastaubayeva A.</b>	
Energetically strategy of the Republic of Kazakhstan .....	166
<b>Нода Л.</b>	
Форум юных корреспондентов как имиджевая составляющая журфака КазНУ .....	168
<b>Nogaubayeva Z., Eshuatova N., Kundakbaeva A.</b>	
Innovative educational technologies in and methods of implementations .....	171
<b>Носова Б.</b>	
Публицистика современности как часть коммуникативного ресурса.....	173
<b>Нурғалиева С.</b>	
Роль прессы в освещении космической деятельности Казахстана .....	176
<b>Нығмет Р.</b>	
Ғылым мен білім дамуындағы PR, оның білім бәсекесіндегі рөлі.....	178
<b>Нысанбаева А.</b>	
Инновации в системе высшего образования Казахстана .....	180
<b>Nurzhanova Sh.</b>	
Development of the internet in Kazakhstan .....	181
<b>Омарова Б.</b>	
Оқырмандарының кітап оқу көрсеткіші .....	184
<b>Ошанова О.</b>	
Публицист А. Сейдімбектің жаһандану және дін мәселесі жайлы ой-толғамдары.....	187
<b>Оразбекова З.</b>	
Мастерство журналиста – язык и стиль .....	189
<b>Өзбекова Г.</b>	
Қазақ баспасөзі және сатира .....	191
<b>Рева Е.</b>	
Проблема имиджа государства как PR-стратегия развития науки.....	194



этих открытий инноваций в производство новых материальных ценностей невозможно без постоянного стабильного финансирования. Исследователь, занимающийся научными разработками не может думать постоянно о своей работе, о продвижении своей научной разработки, если у него нет условий для нормальной жизни, неустроен быт, маленькая зарплата, и проблемы в семье. Кроме того, даже если у исследователя достойная зарплата, свершение новых открытий, предполагает процедуру и необходимость получения патента на свою инновацию, а это предполагает вложение определенных денежных средств, ученый не может одновременно заниматься и поиском таких средств. В настоящее время, по мнению многих экспертов, возникла необходимость внедрения информационных систем управления персоналом и введение постоянного штата менеджеров [2, 26].

Кроме того, поиск инноваций и совершение новых открытий во многом зависит от решения вопроса финансирования науки государством. По мнению экспертов, в настоящее время оно желает лучшего и составляет 0,24% ВВП. Однако, предполагается повысить этот показатель до 1-2% ВВП. Это связывается во многом с принятием закона РК «О науке» [3, 40]. Специфика развития казахстанской науки в настоящее время состоит в ее неразрывной связи с университетами, в то время как в советский период как наука так и образование развивались как две самостоятельные сферы общественного развития. Кроме того, инновации в науке и образовании напрямую зависят от уровня инновационной активности промышленных предприятий, который за последние годы составлял 4%, а количество таких предприятий не превышает 400 [3, 49]. Низкий уровень инновационной активности может свидетельствовать о небольшом спросе и потребности в инновациях. Хотя возможно, в дальнейшем положение изменится. Это будет зависеть от реализации Стратегии индустриально-инновационного развития страны.

Наука и образование, несомненно, являются движущими силами прогресса, способными показать свет в конце туннеля. Они неспорно являются основой для развития культуры и цивилизации страны, закладывающий фундамент общества, опору для успешного развития последующих поколений казахстанцев. В эпоху новых технологий, научно-технического прогресса, развитие науки и образования невозможно представить без открытия инноваций. Именно инновации способны сделать республику по настоящему индустриально развитым государством, способным занять достойное место в мировом сообществе.

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## **DEVELOPMENT OF THE INTERNET IN KAZAKHSTAN**

Over the past seven years, the development of the Internet in Kazakhstan has progressed rapidly. Today, Internet is increasingly becoming an integral part of everyday life. It is essential to education, work, friends, holiday planning and professional development. Development of the Internet in Kazakhstan came in 2005, with the service «Megaline» from «Kazakhtelecom». Service «Megaline» is growing rapidly, the number of subscribers is growing, new tariffs, user requirements, prices go down. Each year, the Internet is becoming more accessible. Recently the company "Kazakhtelecom" sums up his work, noting that most Internet users in Almaty there currently are more than 200 thousand ports. But it is important for the company and the development of the Internet in the region. In Kazakhstan, the first Internet appeared in the year 1994 – firm "Relcom" established a network of e-mail on the principles of the Internet and the ability to exchange messages with the global Internet. In Kokshetau "real" Internet appeared thanks to the company, "Arna-Sprint" ("Astelit") in the summer of 1997 and immediately gained popularity, despite the high initial rates – \$ 10 per hour! Then began offering Internet services and the National Bank of Kazakhstan – network "BankNet". Now, of course, the service seems ridiculous – the connection speed, at



best, 14400 bits / sec. But it was a great break! Even if not a revolution in communications in general. On November 17, 2000 in Kazakhstan, according to the 1945, there were <http://www.site.kz> sites! Now, only one week in Kazakhstan appears about 8-12 new sites. And around the world the number of resources and users doubled in about a year! From the first of September 1999 "Kazakhtelecom" and created during his branch "Management of data networks" with the trademark <sup>TM</sup> "Kazakhstan Live" have created unprecedented in its scale and significance of the project – "Internet Zone"! For his performance in each regional center and other major cities of the Republic of Kazakhstan was established equipment company "Cisco Systems". This allowed without prior registration and without any pre-payment from any point of the single huge phone number 87501010101 and the same for each area of tariffs anyone with a computer, a modem and access to the automatic long-distance access to the World Wide Web! And the rates were set much lower than that of other Internet service providers, forcing them to reduce their own. In May 2000, launched another original project – "Kazakhstan Internet." By connecting to the Internet by telephone 87501110111, you have access only to the servers, sites and pages that are based on network address in the Republic of Kazakhstan, ie almost all servers in the domain name ". KZ". First of all it is necessary for all educational institutions of the Republic, as the rates for this option is available is very low – only \$ 0.43 per hour of work on the web, without the time of day and day of week. Being connected to this number, you can work out the configuration of the computer and get the first skills to work on the web, and the most cost-effectively. Force at the time charges for connection to the Internet you can always find on the Web site @ Kokshetau Online, at – <http://kokshetau.online.kz/tarif.htm>, where you will find other useful information, including the full text this article. Access it, and to the number 87501110111 – "Kazakhstan Internet." In the early summer of 2000 <sup>TM</sup> "Kazakhstan Online" one of the first in the CIS began offering the latest global technology services – VPDN (Virtual Private Dial-Up Network – Virtual Private Network). With this technology, firms, branches are located in different places of the village or the Republic, a new, very profitable opportunity to combine their computer networks using low-cost Internet channels. This advanced technology ensures against unauthorized entry into your network and data leakage from your network.

You no longer need to use expensive leased lines, both in the city and long-distance channels. It's enough to be using an ordinary modem, and not a special, \$ 500 – \$ 1000, to connect on a single number 87501210121 from anywhere in Kazakhstan. In the properties of your connection to the network is assigned to prescribe to you at the registration stage VPDN name and password. Then, after entering into a network you get depending on the suffix of your network, such as "name @ firm", to your server where the authentication and, if you can connect, you are already in your network, regardless of any distance!

To use VPDN You only need one dedicated line intracity permanently connected server, for example based on Windows NT, which will authenticate and Router (Access Server L2TP), capable of handling your network VPDN, such as "Cisco 1601R".

All other remote users on your network connected most common way as when you connect to the Internet. Read more about the VPDN page <http://kokshetau.online.kz/work/VPDN/index.htm>

Using the "Dial-Up" Internet service provider (dial-up connection using ordinary analog modems) JSC "Kazakhtelecom" allows you to access the web at maximum speeds of up to 56 kilobits per second, if you are connected to digital exchanges and, when connected to the old analog ATS maximum speed – 33.6 Kbps. In large cities, <sup>TM</sup> "Kazakhstan Live" in 1999 began to offer new promising type of service – Internet connection technology ADSL (Asymmetric Digital Subscriber Line – asymmetric digital subscriber line). This new technology allows a standard telephone line to transmit data from the subscriber at a rate of up to 1 megabit per second, and make – up to 8 megabits per second (recent developments allow you to take up to 30 megabits per second!) And your phone line into it now operating as before, ieYou can quite happily talk at this time on the phone, without any interference, as you talk, and the transfer of data! More from the list of services should be made a permanent connection network via Frame Relay (broadcast frames). This technology makes the addition of connecting networks you are using a dedicated digital channel for conducting telephone negotiations. If you have a busy long-distance telephone traffic and a large amount of information transmitted between fixed connection points, such as between the Regional Office and the Ministry in Kokshetau in Astana and Almaty, then applying this technology, you can save significant money and get a little profit. For example, you can conduct telephone and video conferencing without leaving your desk, and with high quality! No foreign interference on the line will not bother you and no one can eavesdrop on your negotiations. And at the same time on the same channels will be exchanged or travel over the vast expanses of the Internet!

Using the Internet and the endless possibilities of "Kazakh telecom" You get the opportunity to correspond by e-mail "e-mail" to any corner of the vast world, and your letter will be delivered in a matter of minutes! What other mail or delivery method can be compared with the speed, reach, availability, and reliability? Find yourself a free e-mail account for personal correspondence can <http://www.host.kz> on the server or on the first page of the portal @ Kokshetau Online – <http://kokshetau.online.kz> , and on the server "Almatytelecom" – [http:// mail.kz](http://mail.kz)



with some limitations – you can not pick up or send your e-mail, not by connecting phone numbers 87501110111, 87501010101, 85021111, ie while, for example, in other countries, or connect to, for example, through "Astel" or "Nursat." For enterprises of all forms of property and individuals in order to better promote your business, I would recommend the official mailbox on the server of the company™ "Kazakhstan Live" – <http://www.online.kz>, where a lot of attention paid to the security and confidentiality of your post.

On the pages of WWW-servers, which according to various estimates, there are between 3 and 9000000000 you will find all the necessary information and not on any topic! Children's game in "online" <http://game.online.kz>, ie over the Internet, cartoons, electronic versions of books. For students – a huge number of training materials, reports, term papers and theses. Also there will be a new option – distance learning at the prestigious and world-renowned schools <http://www.tusur.ru>, located around the world, some of them allow free education.

For women, there is an infinite number of sites, so-called "women's resources," where you can find a variety of recipes, useful and "useless" tips for all occasions, bringing up children, running the household and just about life <http://www.passion.ru>, <http://rare.narod.ru>.

For a business that has no limit, and in real life, just in a virtual vast number of sites. Network primarily businessmen and to do business and business! Find a buyer, seller, make contacts with others, sign lucrative contracts to advertise goods, find the data you need for anything <http://alfa.host.kz> – all on the Internet! Now the Republic begins its first tentative steps Internet commerce <http://www.zakaz.kz>. In the world of this type of commerce has been practiced for more than 5 years. In the near future, when the bank is able to establish with online payment, and we will, in Kazakhstan, a possibility without leaving the house to make payments, transfers, sell their products, to acquire the required and more ... <http://www.kkb.kz>, <http://www.hsbk.kz>. "Who owns the information, owns the world!" Information Thanks to the Internet, in your hands, then the world is at your feet! The latest news from all walks of life there are a lot of operational it on the net! <http://www.khabar.kz>, <http://www.infoart.ru>, <http://lenta.ru> And then on the radio, on television and in the very least – in the newspapers. Read and "discharge the" Online! And "discharge the" you can specify and without quotes, almost every major site has a so-called list of news <http://subscribe.ru> select the appropriate topic, specify your e-mail address and, depending on the selected list to receive daily or weekly lists news. "If you suddenly fall ill, doctors will not treat ..." While this is how to say it! I urge you to self, but "their fate" You can make it easier, if you visit the specialized medical sites, such <http://www.doctor.ru>. On some of them even have the opportunity to test myself to put the diagnosis. Admittedly this is a real virtual diagnosed disease. But, in any case, about the disease, medications and treatments, various diets you will find a lot of information. But about real doctors do not forget! Moreover, executing the instruction of President NursultanNazarbayev of Kazakhstan's increasing competitiveness in the global community, particular attention is paid to the Government to make the Kazakh segment of the Internet fun, easy access to himself, and the rate is much higher. Internet in Kazakhstan are developing very rapidly. Particularly noteworthy that the first person in the country set a good example of the effective use of them in their work. The head of the Cabinet recently and did well out into interactive. KarimMassimov has opened the page on Twitter, Facebook, social networks On.kz Kazakhstan and Ilike.kz. "My page in the social networks I see as an opportunity to directly communicate with people all over the world and Kazakhstan. I look forward to a dialogue with you. Join me!" – Writes in his blog, the prime minister. Now all the major and the latest news on the executive of Kazakhstan can not learn from the newspapers and from the resources of the prime minister. And very soon, KarimMassimov will hold an online conference on portal [zakon.kz](http://zakon.kz). By the way, this platform for dialogue between the government and citizens of Kazakhstan have chosen themselves by Internet voting.

One of the strategic directions in the development of media freedom in Kazakhstan Internet. Here priority for Kazakhstan is to increase access to the web. To this end, the State shall take measures to increase the coverage of the Internet and the development of information technology. Growth trend of users Kazakh segment of the global network. If at the end of 2010, there were about 4.3 million people, at the moment they became more than 5 million: 100 people in the country have 34.1% of Internet users.

Significantly increased and the number of Kazakh sites. Only in the blast zone «kz» already registered over 62 thousand domain names, with an annual increase of registered domain names in the 20-25%. Thus greatly increasing the possibility of Kazakhstan information from diverse sources. If in 2010 the number of daily visits to Kazakhstan sites exceeded 10 million visits in 2011, it had increased to 12.3 million As the problems hindering the development of the Internet, I would call distribution in the illegal content. According to him, the Internet has increased the pressure of extremist content, and sites that distribute pornography, including children. Also in Kazakhstan legislation provides that the suspension or termination of release media, or distribution of its products (as well as online resources), is possible only by the court. In



this case, contains a complete list of grounds for suspension or discontinuance of the media. During the period from 2000 to 2010, the number of Internet users in Kazakhstan increased by more than 75 times. While in 2000 the number of Internet users is to expert estimates 70 thousand people, in 2010, the Kazakh online audience has grown to 5.3 million, with the level of penetration of 32%. In March 2011. Internet penetration in Kazakhstan according Internetworldstats was 34.1% (see table). In 2011, the expected increase that to 40%, which would correspond to 6.4-6.5 million users, and that number has been named previously in the year, in particular, is presented in the governmental portal [www.pm.kz](http://www.pm.kz)

However, the results exceeded all expectations. Statistics Agency of the Republic of Kazakhstan in January when calculating summary index came in at 53.4%, it was also voiced by the board and the Ministry of Transport and Communications on February 1 2012. This means that the country at the beginning of the year was more than 8 million Internet users, that is, in fact, every other citizen of Kazakhstan – uses the Internet. Such a jump for the year was only possible thanks to good growth of mobile access. In general, Kazakhstan created all the conditions for the development of the Internet.

In the first Kazakh Internet audience: forecasts and facts Maximum Internet audience in 2007 in Kazakhstan was according to experts "Kazakhtelecom" 1829 thousand. In 2008, it was expected to increase to 2,322 thousand, in 2009 – to 3437 thousand people according to reports operators, to 4.7 million people, including: 3.1 million – subscribers mobile access to the Internet, 1.2 million – subscribers of broadband Internet / broadband /0.4 million dial-up subscribers to the Internet. The penetration rate of Internet services was according to the chairman of AIS 30 users per 100 inhabitants. According to the independent research company, ICT-Marketing (Almaty) at the end of 2009 the number of Internet users in Kazakhstan amounted to 3.16 million people, of which the Internet daily yield of 42 percent of adult users, active audience increased to 79%, and regular – up to 92% (active users, those who use the resources of the network at least once a week, regular users, a few times a month). Percentage of users who resort to the services of the mobile Internet, is according to marketing experts, seven percent of the children under 16 years of age account for their estimated 12% of all Internet users.

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## **ОҚЫРМАҢДАРЫНЫҢ КІТАП ОҚУ КӨРСЕТКІШІ**

Кітап нарығын зерттейтін әлемнің ең ірі компанияларының статистикалық көрсеткішіне сүйенсек, орта есеппен әр адам аптасына 6 сағатын ғана кітап оқуға арнайды екен. Ал, телебағдарламаларды интернет желісінен көру үшін күніне 3 сағат 7 минутын жұмсайтын көрінеді. Бұдан көпшіліктің кітаптан гөрі интернетті бағалы санайтынын байқаймыз. Халықаралық Кітапханалар Ассоциациясы Федерациясының мәлімдемесі бойынша әлемде 569,6 мың кітапхана бар екен. Оларда 20 млрд. астам кітаптар мен 10 миллиардқа жуық газет-журналдар сақталған. Міне, интернетте жоқ нағыз құнды дүниелер сонда.

Кітаптан адам баласы өмір сүруге қажетті азық алып, оны қажетіне жаратады. Ой кемесі адамдарды ізгілік пен руханилыққа жетелеп, надандық шырмауынан құтқаруға, жағаға алып шығуға көмектеседі. Жағаға шыққан адам неде болса алға ұмтылып, көздеген мақсатына жетуге асығады. Осындай адамның ажырамас бір бөлшегіне айналған баға жетпес дүние – кітаптың мәні мен маңызы ескеріліп, 1995 жылы 23 сәуірді ЮНЕСКО көлемінде «Бүкіләлемдік кітап және авторлық құқық қорғау күні» (World Book and Copyright Day) деп, әлемдік деңгейде әдебиет саласында өшпес мұра қалдырған бірнеше ұлы тұлғалардың құрметіне бекітіліп, жарияланған болатын. Қазіргі кітап оқудың мәртебесі төмендеуі бұрынғы КСРО кездегідей емес едәуір төмен. Соңғы жиырма жылдықта Қазақстанда, соның ішінде Алматыда да кітап оқуға қызығушылық азая бастаған.

Ғабит Мүсіреповтің «Кітап дегеніміз – алдыңғы ұрпақтың артқы ұрпаққа қалдырған рухани өсиеті. Кітап оқудан тиылсақ, ой ойлаудан да тиылар едік» деген пікіріне ғалымдар да қосылып, кітапты жиі оқитындардың қоғам өміріне белсенді қатысып қана қоймай, рақымшылық танытуда да үлгі-өнеге

*Ғылыми басылым*

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