

ISSN 1563-0242
Индекс 75869; 25869

ӘЛ-ФАРАБИ атындағы ҚАЗАҚ ҰЛТТЫҚ УНИВЕРСИТЕТІ

ХАБАРШЫ

Журналистика сериясы

КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ имени АЛЬ-ФАРАБИ

ВЕСТНИК

Серия журналистики

AL-FARABI KAZAKH NATIONAL UNIVERSITY

HERALD

of journalism

№3 (45)

Алматы
«Қазақ университеті»
2017



ХАБАРШЫ

ЖУРНАЛИСТИКА СЕРИЯСЫ №3 (45)



25.11.1999 ж. Қазақстан Республикасының Мәдениет, ақпарат және қоғамдық келісім министрлігінде тіркелген

Күзлік №956-Ж.

Журнал жылына 4 рет жарыққа шығады

ЖАУАПТЫ ХАТШЫ

Дудинова Е.И., филол.ғ.к. доцент
эл-Фараби атындағы ҚазҰУ, (Қазақстан)

РЕДАКЦИЯ АЛҚАСЫ:

Медеубек С.М., филол. ғ.к., доцент, эл-Фараби атындағы ҚазҰУ (ғылыми редактор) (Қазақстан)
Мысаева К.Н., филол. ғ.к., доцент, (ғылыми редактордың орынбасары) (Қазақстан)
Антинов К.В., э.ғ.д., профессор, Баспасөз және медиаиндустрия жоғары мектебінің директоры, интеграция жөніндегі проректоры (Ресей)
Беккер Р., э.ғ.д., Н. Коперник атындағы университеті, халықаралық қатынастар факультетінің деканы (Польша)
Браун М., профессор, Вайоминг университеті (АҚШ)
Барлыбаева С.Х., т.ғ.д., профессор, эл-Фараби атындағы ҚазҰУ (Қазақстан)
Бекболатұлы Ж., э.ғ.к., проф.м.а, эл-Фараби атындағы ҚазҰУ (Қазақстан)

Сұлтанбаева Г.С., саяси ғ.д., профессор, эл-Фараби атындағы ҚазҰУ (Қазақстан)
Шыңғысова Н.Т., филол.ғ.д., профессор, эл-Фараби атындағы ҚазҰУ (Қазақстан)
Мамырова К.С., аға оқытушы, эл-Фараби атындағы ҚазҰУ (Қазақстан)
Мухамадиева Л.И., аға оқытушы, эл-Фараби атындағы ҚазҰУ (Қазақстан)
Сапарходжаева Н., аға оқытушы, эл-Фараби атындағы ҚазҰУ (Қазақстан)

ТЕХНИКАЛЫҚ ХАТШЫ:

Тлепбергенова А., аға оқытушы, эл-Фараби атындағы ҚазҰУ (Қазақстан)



Ғылыми басылымдар бөлімінің басшысы

Гульмира Шаккозова
Телефон: +77017242911
E-mail: Gulmira.Shakkozova@kaznu.kz

Редакторлары:

Гульмира Бекбердиева, Агила Хасанқызы

Компьютерде беттеген

Айша Қалиева

Жазылу мен таратуды үйлестіруші

Мәлдір Әміртайқызы
Телефон: +7(727)377-34-11
E-mail: Moldir.Omirtaikyzy@kaznu.kz

ИБ №11560

Басуға 20.12.2017 жылы қол қойылды.
Пішімі 60x84 ¹/₈. Көлемі 14,7 б.т. Офсетті қағаз. Сандық басылыс.
Тапсырыс №6847. Таралымы 500 дана. Бағасы келісімді.
Эл-Фараби атындағы Қазақ ұлттық университетінің «Қазақ университеті» баспа үйі.
050040, Алматы қаласы, эл-Фараби даңғылы, 71.
«Қазақ университеті» баспа үйінің баспаханасында басылды.

© Эл-Фараби атындағы ҚазҰУ, 2017

1-бөлім
**ЖУРНАЛИСТИКА:
ҚОҒАМ, ТІЛ, ТАРИХ,
САЯСАТ, ЗАҢ, ЭКОНОМИКА**

Раздел 1
**ЖУРНАЛИСТИКА:
ОБЩЕСТВО, ЯЗЫК, ИСТОРИЯ,
ПОЛИТИКА, ЗАКОН, ЭКОНОМИКА**

Section 1
**JOURNALISM:
SOCIETY, LANGUAGE, HISTORY,
POLICY, LAW, ECONOMY**

N.T. Shyngyssova, B.A. Mussayeva

Al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: bayan.musaeva@bk.ru

UNITED NATIONS SPHERE OF EDUCATION: THE PUBLICATION ON KAZAKHSTAN MASS MEDIA

The given article is about publication of United Nations education sphere issues, also influence of Mass Media on resolutioning those issues, modelling public opinion, therefore dealing the issue by basic materials that published on Kazakhstan Mass Media, supporting international collaboration on education, science and culture matters, as well as evaluating possibility of spreading on local Mass Media the information about main projects done by UN, and point some problems in it.

Key words: standards of international education, universal education, intellectual and moral qualities, strategic development.

Н.Т. Шыңғысова, Б.А. Мұсаева

Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан Республикасы,
Алматы қ. e-mail: bayan.musaeva@bk.ru

Біріккен Ұлттар Ұйымындағы Білім беру саласының қазақстандық БАҚ-та жариялануы

Мақалада Біріккен Ұлттар Ұйымындағы білім беру саласындағы өзекті мәселелердің бұқаралық ақпарат құралдарында көтерілуі және олардың сол мәселені шешуге ықпалы, қоғамдық пікірді қалыптастырудағы орны – қазақстандық басылымдарда жарияланған материалдардың негізінде қарастырылады. Білім беру, ғылым және мәдениет саласында халықаралық ынтымақтастықты қолдау және БҰҰ-да жүзеге асырылып жатқан маңызды жобалардың отандық бұқаралық ақпарат құралдарында кеңінен жариялануына салыстыра отырып баға беріледі, оның басты проблемалары аталады.

Түйін сөздер: халықаралық білім беру стандарттары, баршаға білім беру, интеллектуалды және моральдық қасиеттер, стратегиялық даму.

Н.Т. Шыңғысова, Б.А. Мусаева

Казахский национальный университет имени аль-Фараби,
Республика Казахстан, г. Алматы, e-mail: bayan.musaeva@bk.ru

Освещение сферы образования ООН в казахстанских СМИ

В статье рассматриваются актуальные проблемы освещения сферы образования ООН в СМИ, пути их разрешения, формирование общественного мнения на основе материалов, опубликованных в Казахстане. Проведен сравнительный анализ освещения в отечественных средствах массовой информации важных мероприятий, проводимых ООН с целью поддержки международного сотрудничества в сфере образования, науки и культуры, а так же названы их главные проблемы.

Ключевые слова: стандарты международного образования, всеобщее образование, интеллектуальные и моральные навыки, стратегическое развитие.

Introduction

Since gaining its independence as a sovereign state, Kazakhstan has expanded its foreign policy activities and became one of the leading states in Central Asia after its becoming a member of

the United Nations. In the history of its strategic development, Kazakhstan has been actively engaged in foreign economic policy and has shown itself in international diplomacy.

Obviously, the United Nations, which unites most of the world's nations, promotes international

peace and security, and develops cooperation among nations, has become a richest and influential organization in the country's mass media. How is the development of intensive work related to widespread introduction of this issue in the Kazakhstan media, including in the United Nations "Education"? If such important issues arise, how is this process going on? This is the main form of our study in the United Nations.

From the very beginning of the United Nations in the world, the emphasis was placed on education in the world with political activities, the introduction of international standards in the field of education together with nations, providing information to the educational institutions and the implementation of international instruments through mass media.

The United Nations (UN) is the most influential, universal international organization that unites most of the world's states. Its main purpose is to strengthen international peace and security and to develop cooperation between the states. The main activities of the United Nations are the promotion of peace and security on the ground, promoting cooperation among States in various fields, protecting human rights and freedoms, systematizing international law and ensuring its progressive development. In 1992 Kazakhstan became a member of the United Nations and several specialized agencies.

Main part

The main United Nations bodies - the General Assembly and the Security Council. The General Assembly is authorized to discuss common principles of cooperation in the field of international peace and security, to make recommendations to interested States and the Security Council on these issues. Security Council decisions are binding on all UN members [1].

United Nations Educational, Scientific and Cultural Organization (UNESCO) was established on November 6, 1945 at the London Conference. The Charter of the Organization enters into force on November 4, 1946. In December 1946, UNESCO was granted the United Nations special-purpose body. UNESCO includes all United Nations member countries. Its main purpose is to provide an open dialogue between civilizations and cultures around the world, to contribute to the strengthening of intellectual and moral values, and to promote cooperation in the field of education, science and culture across the world.

Education in the Organization that supports global cooperation includes international educational standards, valuable programs, and guides the

educational and educational work in several ways, taking into account national peculiarities. Today, there is a real need to adapt the United Nations system of education to the modern international standards. The reform of the education system is based on the expansion of opportunities for meeting the educational needs of society and citizens. The basis of reform consists of such concepts as education compliance with international standards, expansion of access to quality education and equal access to education for people in different countries.

Speaking at the 50th jubilee session of the General Assembly of the United Nations in 1995, President of the Republic of Kazakhstan N.A. Nazarbayev emphasized the need for active efforts of the world community in the creation of a UN-rich conceptual model that has set new goals, tasks and functions in the 21st century [2].

United Nations Educational, Scientific and Cultural Organization (UNESCO) - supports international cooperation in the field of education, science and culture. Regardless of race, gender, language and religion, the United Nations Charter contributes to the enjoyment of human rights by respecting its fundamental freedoms and promoting peace and security. The main objective of this organization is to strengthen mutual understanding through the media, to support the education of the people and to disseminate and further extend the culture and knowledge.

The result

The United Nations Educational, Scientific and Cultural Organization is not limited to the distribution of knowledge in the media in line with international standards, but also on the broad introduction of multifaceted, collaborative, best practices into the education system of the states of the foreign mass media. Due to the ongoing changes in the modern society, the relationship between the state and the education system is crucial as an important institution that can have a significant impact on its development. Basic principles of education that are reflected in the existing education system determine the national literacy and influence the scientific and technical process.

The development of the United Nations education system, its major projects are widely covered in the Kazakhstani media. The Law of the Republic of Kazakhstan "On Education" establishes legal norms aimed at creating conditions for the successful implementation of innovation in the education system. The conditions for the improvement of educational management bodies'

activities are limited, and the responsibility and authority of different levels of education systems are limited. For the first time, self-governing principles have been introduced in the organization of education at all levels, and the academic freedom of educational institutions has been expanded to allow wider introduction of innovation in this area.

During the course of the Organization, goals such as poverty reduction, access to basic education and promotion of women's rights have been achieved. Cooperation between Kazakhstan and the United Nations is the development of partnerships, knowledge and experience for joint initiatives, as well as capacity building for human society development [3].

The United Nations Educational, Scientific and Cultural Organization (ECHO), "Kazakhstan Today", "Akikat", "The History of Kazakhstan", "Diplomatic Herald", "Aikyn", "Turkestan" are widely published on the pages of the domestic mass media, and the possibility of creating state-social forms of education management is being considered.

The United Nations Education and Science of the scope of the main purpose of the UNESCO - scientific and cultural spheres of the people the same as all of the partnership interests of justice, for the rule of law and human rights, as well as race, sex, language and religion in the Charter of fundamental freedoms the strengthening of international is to help in strengthening peace and security in the world. UNESCO - specially created by the government and the National Commission for UNESCO member states engaged in partnership with the United Nations is the only international organization.

Discussion

Currently, 198 countries around the world are the National Commission of UNESCO, their goals and services, as well as the statutes of National Commissions for UNESCO [4]. And also the direction of the quality education of the UNESCO program in countries around the world of access to quality education and the elimination of shortcomings in the education system is aimed at creating favorable conditions to get a quality education.

The program aims and objectives of the United Nations, which are first explored in the Kazakh media in the field of journalism. There are more than seventy years of history, which includes 54 state goals and programs of an international organization, which for the first time is introduced in the studies of Kazakhstan media. The place of Kazakhstan, as well as the image and reputation in international

organizations, unfortunately remain only in writing, among the Kazakh media. The United Nations on a number of different routes in the country in the implementation of projects in the amount of twenty-four years. However, the literate reader does not fully understand the significance of the events made by this organization in our country.

Distribution in mass media of published materials and articles, as well as the relevance of systematic analysis is the scientific novelty of this topic. The scientific work covers the directions of the software of the completed programs in Kazakhstan, which works in the form of providing information, and explain to the public works of ideological, political and ideological content. The program of international organizations in the country and comprehensive review and analysis, the direction of their socio-political and ideological significance, values, and then explain the importance of disseminating information and recording is a challenge of difficult and important. At the present time, it is necessary to provide the people with correct information about political and public organizations in the domestic media for international purposes, tasks and programs and ideological directions and information about the work carried out in the country, to deeply explore these organizations in the country, otherwise there may be an incorrect point of view About these organizations in our country. The researchers did not say a little that Journalism is a powerful force that has a direct impact on public consciousness. "The voice of the era, the mirror of life" - journalism comes forward and began to play a leading role. This is evidenced by the vivid publications of journalists in the era of the variety of social changes and political upheavals of various publications, articles born at the beginning of the last century. A. Baitursynov who first gave importance to journalism in the Kazakh language reads: "Since the correct speech that we speak every day, it goes out Daily in newspapers and magazines. Social management, the selected speeches mentioned in the report will be of great importance to the people we talked about. If the correct management of the potential repair, negative direction social. After so selected speeches, social orientations, many people make note leaders must be an educated person" [5].

The findings of the research published in the media and the review of published articles have revealed that the issue of "educational development in the United Nations" is a subject that needs to be studied in science. Preservation of cultural heritage and cultural diversity, development of cultural diversity are of great importance in the global

world. The article titled “Kazakhstan’s Initiatives Is Complying with UNESCO’s Strategy” published in the Journal of the Diplomatic Journal No. 4 in 2013 states that the system of self-esteem for young people, education, and quality and mass education are priorities.

In the article, issues such as the development of science, education and culture, global cooperation, water resources or biodiversity management, and a balanced policy in developing countries have been raised. It is also important to note that the introduction of new trends in open education is one of the most important issues today, and if countries have the opportunity to access such a global network of knowledge, they will provide more accurate information about their development.

We consider the use of our program as an opportunity to achieve goals in the field of education, culture, and gender equality. For example, in the case of educating girls in the backyard or women’s advancement in science. And, of course, it’s a youth issue. Although this priority is officially not at such a level, it has been a lot of criticism lately. The number of young people under the age of 30 in the world exceeds 50% and the number may increase. In many countries, unemployment, violence, education and social mobility are acute. Therefore, more attention should be paid to the problems of youth, their education and upbringing [6].

Education is one of the key components of the concept and content of human development, which is an important priority for the state, society and the individual. The root of social roles in education goes to the history of the theory of human capital, which has a qualitatively new approach to educational activities. This definition of the educational service promotes the content of Article 26 of the Universal Declaration of Human Rights adopted by the UN General Assembly on December 10, 1948, which proclaims the right of everyone to education and focuses on the full development of human personality and respect for human rights and fundamental freedoms. and complement. The same approach was adopted by a worldwide organization such as the Universal Declaration on Education (1990) and the Dakar Operational Limits (2000), which cites the importance of the Global Movement for All. All six goals and twelve strategies of education are in line with the basic principles of human development.

Conclusion

In the National Human Development Report, prepared by the Strategic vision expert club and the Education for All in Kazakhstan, the education

level, quality of education and literacy, the analysis of key parameters of education quality assurance, education for education as well as current issues. Here are some specific examples and data:

Early Childhood Education: Pre-school education and upbringing of children is provided by pre-school groups of pre-school institutions and preschools of general education schools, as well as boarding schools for orphanages and children left without parental care. One of the main objectives of pre-school education and upbringing is compulsory preschool education in accordance with the general international standards adopted by OECD, UNICEF and other international organizations.

General Secondary Education: The school of general secondary education is the foundation for providing children with general education and access to it. The quality and availability of secondary education depends on the ability of the state to ensure equal access to all children regardless of their sex, social status, ethnic origin, dwelling, or health status.

Vocational Education: Vocational education, as an integral part of the education system, plays a central role in the training of qualified personnel.

Development of market relations of educational institutions, transition to a multilevel system of professional training - all of which has significantly improved their training system.

Higher Professional Education: Modern society requires a new level of access to higher quality professional education. Foreign research shows that at least 30% of adults need higher education for postindustrial society. Despite the intensive development of the current system of higher education in Kazakhstan, it is still unable to meet the educational needs of this size [7].

The United Nations General Assembly declared May 3, 1993 as World Press Freedom Day. In this regard, in the issue number 21 of 1998, “Freedom of Education and Reasonable Propaganda”, “Kazakhstan-ZAMAN” No. 2 of January 13, 2011, in the articles “Freedom of speech restriction - violation of human rights” education, freedom of expression, respect for human rights in every society, and other issues are analyzed on urgent issues.

The role of the world press center in the development of freedom of democratic principles and in this respect the preservation of peace is great. I would like to say that the media is a world-class knowledge engine. The educated person knows how to protect against cruelty and cruelty. It also protects its rights. Humanity acknowledged that the congresses dedicated to the 50th anniversary of

the Universal Declaration of Human Rights were a nationwide. In each society, respect for human rights is legally provided [8].

This is not limited to the publication of the United Nations educational problem in Kazakhstani media. Among the works based on national education and language development measures are the articles published in the newspaper "Egemen Kazakhstan" on October 3, 2015 "Competitiveness" "The World Listen to the World", " Kazakh language "is a clear proof of the fact that the publication of the UN education in Kazakhstan media is widespread.

As a result of the article, Kazakhstan is a member of the United Nations in the protection of human

and child rights, all major international documents in the field of education - the International Covenant on Economic, Social and Cultural Rights, Bologna and Lisbon Agreements on Higher Education, Millennium Development Goals Objectives and other solid documents have their own reputation as a State party [9]. Updates and reforms in the country's education are based on the core principles of these documents and on the basis of their own positive experience of implementing the national model of education. In the field of education, all measures have been taken to conduct a broad-based reform of education in accordance with international trends taking into account domestic practices and traditions.

References

- 1 United Nations United Nations Organization / S. Abdrakhmanov // Egemen Kazakstan. – September 24, 2015. – № 183. – 5 p.
2. "The issue of reforming the United Nations" / A. Arystanbekova // Diplomat of the Union. – 1998. – №3. – P. 27.
3. «Let's build the future together: Kazakhstan and the United Nations» / Swethen Tull // Diplomacy Bulletin. – 2011. №5. – 71–73p.
4. «Kazakhstan's initiatives correspond to UNESCO's strategy». Bokova // The diplomat of journalism. – 2013. – № 4. – 26–35 p.
5. «Education for All: The Main Purpose of the New Millennium» / Human Development Report // Kazakhstan. – 2004. – P. 32–57.
6. «Knowledge and reasonableness» / K. Annan // Zaman-Kazakhstan. – 1998. – 15 May (№21). – 21 p.

МАЗМҰНЫ – СОДЕРЖАНИЕ

1-бөлім Раздел 1
Журналистика: қоғам, тіл, Журналистика: общество, язык,
тарих, саясат, заң, экономика история, политика, закон, экономика

<i>Ибраева Г.Ж.</i> Иммерсивная журналистика как новая цифровая платформа медиакommunikации.....	4
<i>Shyngyssova N.T., Mussayeva B.A.</i> United Nations sphere of education: the publication on Kazakhstan Mass Media.....	16
<i>Барлыбаева С.Х.</i> Евразийская интеграция – взаимодействие информационных пространств	21
<i>Bekbolatuly Zh., Chazbijewicz S.</i> The contribution of the Poles to the socioeconomic development of Kazakhstan	29
<i>Мухамадиева Л.И., Дудинова Е.И.</i> Контент и лингвостилистика информационных сообщений: проблемы верификации	34
<i>Zhaxylykbayeva R.S.</i> Faith is the most important criterion of culture	43
<i>Zhanabekova M., Maikotova G., Mergenbaeva K., Mamyrova K., Saparkhojayeva N.</i> A Contrastive Study of Compliment Responses in the English and Chinese	47

2-бөлім Раздел 2
Ақпарат әлемі Мир информации

<i>Sultanbayeva G.S., Velitchenko S.N., Golovchun A.A., Lozhnikova O.P.</i> Semantical Analysis on the Material of Mass Media in Kazakhstan.....	53
<i>Ибраева Г.Ж.</i> Детская журналистика в Казахстане до получения независимости: исторический дискурс	60
<i>Niyazgulova A., Ibragimov N.</i> Russian mass media in Kazakhstan information society: sociological research	68
<i>Құрманбаева А.А.</i> Экологиялық журналистиканың ерекшеліктері.....	76
<i>Argynbayeva M.Kh., Gubasheva D.T.</i> Development of the advertising market in Kazakhstan	81
<i>Мушинова А.А., Лейман Е.</i> Культурный аспект национальной медиасистемы: особенности развития, проблемы настоящего и будущего.....	85

3-бөлім Раздел 3
Көсемсөз және Көркемсөз Литература и публицистика

<i>Медеубекұлы С.</i> Бейнесөз және оның қоғамдық сананы ояту сипаты.....	92
<i>Ахметова Л.С.</i> Медиа Казахстана 50 лет назад: публикации на темы патриотизма	98