

ANNOTATION
of the dissertation work on the topic «New technologies in multimedia journalism: genesis, specifics, aesthetic principles»
for the degree of Doctor of Philosophy (PhD) in the specialty
«6D050400- Journalism» of
Alimzhanova Aikerim Bolatovna

General description of work. Multimedia journalism is one of the new branches of media communications in the modern world. The parallel development of the Internet and digital technologies has made adjustments to the media. Distribution of audio, video, infographic information with the help of new technologies has opened the way to the formation of multimedia journalism. In Kazakhstan the Mass media began to switch to digital format since 2012. And from this period the era of multimedia journalism begins. Modern technology of multimedia journalism is becoming the main tool of online Mass media.

The first President of the Republic of Kazakhstan N.A. Nazarbayev in his Message “The third modernization of Kazakhstan: global competitiveness” noted that it is necessary to promote the prosperity of new industries, created by using digital technologies. Since 2016, the whole world has moved to a Web 3.0 development platform. In 2017, the «Digital Kazakhstan» program was adopted in the republic in order to keep up with global renewal strategies. This program document sets the goal of educating active, thinking, competitive youth through the use of IT technologies in all areas.

The rapid development of the field of computer technology has led to the great changes in the modern information and communication environment. The development of the Internet in the country has strengthened the requirements for people, working in the field of mass communication, journalists, and public relations specialists. Today, the development of new technologies has become a term for fruitful work in the field of mass media.

As a result of the process of globalization and the development of digital information, “an united global information space of the entire planet” was formed and “new technologies refuted the concept of distance”. This period of development of society in modern science is called “the information society”. The Internet is a tool for shaping public opinion and maintaining communication between people. But there are controversial issues arising around it, that could have a negative impact on national security.

Multimedia is an interactive system that provides work with computer graphics, images, video information, animation, texts, high-quality sounds. The development of multimedia is the result of the development of video and personal computer technologies. Multimedia implements the presentation of statistical (a text, a table, a graphics) and dynamic (an animation, a video), audio information (a podcast) in accordance with the modern requirements.

Benefits of Multimedia Journalism:

- firstly, the Internet allows a journalist to publish information in the shortest possible time for a wide audience;

- secondly, interactivity - an opportunity to learn the reader's attitude to published information. That is, there is a connection with the audience;
- thirdly, efficiency. The outdated information is of no value, a journalist must publish his/her products in a timely manner. And on sites it takes only a few minutes;
- fourthly, interrelation. Using hypertext links allows you to group sites on one page.
- fifthly, profitability. Funds spent on web publications are significantly less than the costs of publishing newspaper magazines.

According to research, in 2016 year, 3.5 billion Web users were registered in the world. Of these, 2.5 billion people are active users of social networks. 1.6 billion people type notes via mobile devices.

In the last ten years, specifics in multimedia information have become noticeably larger. This was due to the development and improvement of computer technology and computer networks as a communication method. These technologies made it possible to combine various means of communication in a single repository: visual, text, sound and speech.

Developed countries have an economically strong middle class, which is the main consumer of information services, providing a constant increase in the information necessity and demand for information products and services. Our country is also actively developing infrastructure, computer education and services provided via the Internet, which can serve the largest manufacturers and the population.

Many aspects have yet to be developed. The most important of these are:

- improving the legal regulation of relations in the development of modern multimedia equipment;
- Creation of prerequisites for civil society for effective interaction between citizens and the state on the basis of information transparency, widespread use of multimedia;
- Modernization of state bodies, state and municipal government through the introduction of multimedia in the media;
- improving the quality of training in higher education and science, the creation of public databases and multimedia centers, web publications.

In multimedia journalism, it can be used the method of writing a blog, which is now widely known for distributing content on the Internet, for creative development. This contributes to the free exchange of views in society. Free exchange of views in some cases contributes to the dissemination of fake information. In this regard, the concepts "Fact checking" and "verification", which have recently entered the lexicon of journalists, force one to adhere to the basic condition inherent in the profession of a journalist, as the provision of reliable facts and the transfer of undistorted information.

Relevance of the research topic. Multimedia journalism is the main factor in the development of online media at the present stage. In the process of information globalization, the development of new technologies, their study and research, the formation of theoretical foundations is a requirement of the time.

In recent years, changes in the dissemination of information and the creation of content in the media system are aimed at developing online media and are striving to create their own place on the Internet. Therefore, in the research work, the role of new technologies in today's online media is first determined.

The number of Kazakhstani Internet sites today is about 150 thousand. Due to the large amount of information, the population does not know which site to watch, and therefore turned to social networks. Publications, that have completely transmitted the traditional media format onto the Internet, have lost readers. Since the readers who are used to visually perceiving information were unable to perceive large texts. It is observed that modern users are adapted to the perception of fragmentary information, listening to and viewing audio-visual information. These events necessitate the development of effective formats in communication. Attracting attention of the audience, providing timely and high-quality information cause competition between Internet-media. In modern journalism, photos, graphic illustrations, video and audio materials in traditional forms are no longer enough. The possibility of organizing a live broadcast from the place of the event on the online network, using effective means to a text with a help of multimedia services brings the media to an interactive level. Multimedia journalism is an established industry in the countries of the world. A multimedia editing service has been established.

The research systematizes the activities of modern media by revealing the essence of the concept of multimedia that arose with the development of online journalism, determining the stages of formation, analyzing features and functions of new technologies.

The role of new technologies in the dissemination of information is determined. The state of today's informational and informative sites is analyzed. The results of content analysis of sites through the prism of format and genre evolution are presented.

The transition of the media to digital format has formulated new conditions for receiving and disseminating news. A digital way of transmitting interactive data has been formed. This format has created new forms and methods of transmitting information through multimedia content, expanded the ability to transmit information. Experimental forms are appeared - video, graphics, visual aids. The development of new technologies has changed the way journalists work.

The development of new technologies has completely changed the system of work of journalists. The relationship system is completely changing: a journalist → journalistic organizations → a community group → an audience.

Today, smart technologies are a means of efficient use in disseminating information. This does not mean that traditional journalism will disappear. It, as the foundation of the house, remains the basis of journalism.

We have achieved results by conducting a comparative-contrastive content analysis of the audience of Kazakhstani online media.

It was found that users spend an average of 6 hours a day on the Web, of which at least 2 hours a day are surfing the Internet through mobile devices. With the help of social media and mobile applications, the user can access any

information today. About twenty years have passed to access information using keywords. Consequently, technology is updated every year.

Search engines are constantly improving the best algorithms to respond to user requests. Their task is to track the work of user search results. We can track which sites are often used by network users and how much time they spend there with the help of the multimedia tools Google Analytics and Yandex Metric. We can determine the age parameters of the audience, their regional affiliation.

Object of the study. Multimedia products, services and mobile devices.

Subject of the study. Technology of Kazakhstani multimedia journalism

The chronology of the study covers the audience of Kazakhstani online media in 2009-2019 years.

Sources of research work. Concepts and conclusions, recommendations in research work are based on the domestic and foreign sources.

The first group of data sources includes scientific papers, dissertations, textbooks, training manuals on the topic.

The second group includes “Law on the Media”, “The Strategy for Kazakhstan’s entry into the number of 50 competitive countries of the world”, “Kazakhstan-2050”, “Digital Kazakhstan”, and statistics, published on the official websites e-gov.kz, stat.kz, akorda.kz and monitoring results, achieved by registering in Research Center “Alem Media Monitoring”.

The third group includes the websites of JSC “Qazcontent”: Bnews.kz, Baq.kz, Kaztube.kz, El.kz, Adebiportal.kz, E-history.kz, Pm.kz, Strategy2050.kz, ruh.kz, etc.

Methods of research work. In the research work, we carried out a system complex analysis to show the need for the development of multimedia areas in modern Internet media. The methods of content analysis, typological comparison, systematization, and monitoring were used. Genre and linguistic-stylistic analyzes were also conducted.

Methodological base of the research. Conclusions and recommendations, formulated in the research work are based on domestic and foreign sources. We formulated historical and methodological aspects and genre changes in multimedia journalism, based on the works of domestic scientists T. Kozhakeev, M.K. Barmankulov, S.K. Kozybaev, K.K. Kamzin, S. Medeubekuly. In addition, we relied on the conclusions and opinions of researchers about new media technologies in the works of G.Zh. Ibraeva, G.S. Sultanbayeva, N.T. Shyngysova, S.Kh. Barlybaeva, A. Beisenkulov, K. Sak, K.N. Mysaeva, A.B. Alzhanova, G.Kh. Mukanova, M.K. Abdraev, R.S. Zhaksylykbaeva, A.A. Kurmanbaeva, G. Maykotova, M. Sauytbaev, Z. Buenbaeva and others.

The works of Russian scientists L.A. Kalmykov, L.A. Kokhanova, V.M. Berezin, M.M. Lukina, A. Amzin, V.V. Kihtan, Ya.N. Zasursky and S. Kuznetsova, A.G. Kachkayeva, E.P. Prokhorov, A. Nosik, also foreign researchers G.M. McLuhan, R. David, M. Castells, O. Toffler, A. Maslow, A. Bull, S. Quinn, M. Briggs, J. Bainbridge, N. Gock, L. Tynan, P. Wallace were used.

The purpose of the research work is to determine the characteristics of the genesis, methods of presenting information and aesthetics in multimedia

journalism in Kazakhstan based on the studied content of domestic online publications and the effectiveness of their impact on the audience, using modern analytical methods, sociological surveys, etc.

To achieve this goal, the following **tasks** were set:

- systematization of the stages of the genesis of multimedia journalism from a theoretical point of view; analysis of the social factors of the emergence of multimedia in the information age;
- systematization of the stages of the emergence of multimedia journalism; study of the evolution of advanced information technology;
- study of the growth dynamics of domestic online media; determination of the sphere of influence of mobile applications, smart technologies, audio-visual services in the field of modern media on the development of modern society;
- study of the impact of new technologies on the transformation of content; identification of concomitant problems and features of search engine optimization multimedia;
- offer modern forms of development of multimedia journalism; study of the specifics of the long format;
- determine the possibilities of the visual format of storytelling for disclosing the effectiveness of promoting aesthetic values;
- analysis of the level of media literacy in the post-reality era; reveal the meaning of the concept of fact checking;
- analysis of the mass audience of multimedia and the level of use of new technologies in society;
- The study of new technologies of multimedia journalism Big Data and Immersive as effective communication tools and the disclosure of their innovative value.

The scientific novelty of the study. Multimedia journalism as a separate area is studied in Kazakhstan. A chronology of the stages of development of the Kazakhstani Internet is compiled. And:

First, in connection with the changes in the structure of journalism that we have identified, modern web publishing services, multimedia technologies, mobile applications, the adaptation of audio and video to websites and effective multimedia products are analyzed. Ways of solving technological problems associated with the transition to Latin script are proposed.

Secondly, we theoretically systematized the creative fields of multimedia journalism. From a theoretical point of view, new blogging formats are integrated: longriding, storytelling, factchecking and new journalistic research methods. The dictionary of terms of multimedia journalism in the Kazakh language is systematized.

Thirdly, the technological capabilities of multimedia journalism have been identified. The theoretical aspects of visual media content, immersive photo-video technologies and the potential of large databases are determined, theoretical generalizations are made. At the same time, the possibilities of using new technologies to solve media literacy problems were identified. According to the results of the study, the textbook “Blog Journalism” was published.

Theoretical significance and practical value of research work. The theoretical results of the research work can be used not only in the field of journalism, but also in the field of sociology, linguistics. Theoretical recommendations and final reviews complement the provisions in this area. The range of theoretical concepts in the context of the development of modern trends in national journalism is expanding.

The results of scientific-research work are listed in the discipline “Multimedia Journalism”, “Mediatechnologies”. Research work can be used in the development of theoretical lectures, as well as in the scientific-research work of students.

The main provisions to be defended.

Firstly, new technologies in multimedia journalism made it possible to directly or quickly, not offline, send information online to a user or a consumer using graphical tools. The theoretical foundations and applied aspects of multimedia journalism are determined.

Secondly, the development of multimedia journalism allows the use of visual information products on the Internet. All this has fundamentally changed the traditional notions of communications and information channels. The convergence of various media, the emergence of common content products for different channels contributed to the emergence of new integrated genres and forms. Using infographics and visual online platforms, content creation will be established.

Thirdly, multimedia journalism is the need of the era. The modern media industry is committed to integrating Internet communications and information and computer technologies. As a result, competing computer companies, cable television stations, and a satellite television service are joining together to reduce risk in a new market; public channels that have mastered new technologies, are emerging. The activities of Internet radio, Internet TV channels, and private public television studios are expanding. Services for the production of multimedia, network, software products are also combined into one system. Multimedia journalism is a process that in the next decade will change not only the media system, but also related industries.

Fourth, blogging, web-journals have a great influence on the formation of public opinion. Methods of long reading, storytelling in multimedia journalism are an effective technique for writing expert, research materials. Fact-checking is a type of multimedia study, designed to prove the falsity or reliability of information.

Fifth, issues of informational, digital literacy in multimedia journalism are directly related to textual content and the scope of technology. The development of new technologies in multimedia journalism will increase the level of activity of today's web edition.

Publication and approbation of results of research work. According to the main results of the research work, 14 articles were published. 4 articles were published in journals, recommended by the committee for control in the field of education and science of the Republic of Kazakhstan. 4 articles at international and domestic scientific and practical conferences, 4 articles at foreign conferences (Canada, Mongolia, Poland, Turkey) were published. In addition, 1 article was

published in an international publication with a non-zero impact factor, included in the Scopus database, 1 article was published in Tomson Reuters. The dissertation work was discussed at the Chair of Press and Electronic Media of Al-Farabi Kazakh National University, passed the examination and recommended for defense.

The structure of the research work. The dissertation work consists of introduction, three sections, conclusion, list of used literature. Volume of dissertation work is 130 pages.