

ABSTRACT
of the thesis for a Ph.D.degree in 6D050400 – Journalism
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Eastern and Western media process: traditions, content and convergence

The relevance of the research: It is quite objective and logical that the phenomenon of globalization has today engulfed both the public and the media space of Kazakhstan.

Media space plays a key role in the life of modern society. Possibilities of the modern information society allow the rapid development of the latest communication systems and communication facilities. It is also worth noting that the modern information society, from political, economic, cultural and technological point of view, is successfully integrated into the global information space. A society that strives for a stable future will try to receive timely and reliable information, and a quality education, and the opportunity to conduct sound analyses. It improves and enriches the strategic resources of the state.

All this once again confirms the opinion about the ever increasing role of the information industry and the policy of state communication in the life of society. And the main tool of the globalization process is the newest information and communication technologies that are beyond the control of time and stable space. It should be noted that new media technologies can affect the transformation from the traditional economy to the forms of social activity, mentality, habitual way of life, etc. That is, positive convergence in the space of communication and information allows the state to open new horizons.

Therefore, cultural, informational and psychological climate in the context of East-West is one of the urgent problems of modern humanity. Also, note that the topicality of the problem comes from the nature of transformation, constant tendency to changes in society and the well-known appropriateness. Therefore, the topicality of the doctoral thesis is the integrated study of the tradition, content and process of convergence in the media of East and West. We emphasize the importance of the topic under study, its *temporal* needs.

Let's make it more precise that convergence in the media space, creating a double content, or an alternative media site, generates integration between traditional and new media, allows you to adapt one media product (text, picture, frame, audio) to various media platforms. That is, adapting to the novelty, it enriches the traditional mentality.

Achievements in the field of innovation, digital technology and Internet variations have made it possible to accelerate the segmentation of the audience and generate new alternative opportunities. Thus, the evolution of the media sphere shifts from general broadcasting to webcasting. Moreover, all these processes directly affect the reform of traditional media, the modernization of information dissemination and the organization of media work.

An essential requirement of the modern Kazakhstani media space is the effective use of necessary media technologies, taking into account the moral foundations of the country. All this goes back to the origins of the theory of need. Another important principle of this theory in our study is the protection of national interests via media space. It should be noted that each country is guided by this principle in the information space for national security purposes. Everyone knows that humanity lives in a world of huge information flow. The global flow of information is so great that it can be seen with an unaided eye how the perception of information by the audience is modernized, how social manipulations are formed, how the process of distorting the consciousness of an entire nation is going on, how a risk of political destabilization appears.

Object of research. Tradition, content and convergence in the East-West media process, the factors that influence it, their interaction in the media space.

Subject of research. Prospects for the development of media process and analysis of its forms in a comparative perspective on the experience of the East and the West.

Sources of research. During the research work the sources were divided into the following categories:

The first group of sources includes: the Law of Republic of Kazakhstan “On Mass Media” and other legislative acts, the basic conceptual documents; statements by heads of states and governments; documents and reporting data of the Ministry of Information and Communication of the Republic of Kazakhstan; materials of journalistic organizations and associations; reports from forums and media meetings; manuals and static data.

Moreover, information from the official media site as well as materials in English, French, Turkish, Russian and German was used for objective scientific analysis.

The second group includes scientific works, articles, publications of domestic researchers.

The third group is the scientific work of researchers from Europe, America, Turkey, China, and South-East Asia.

The fourth group is separate theoretical and practical provisions of disciplines in the natural area, works on physics, biology, geometry, psychology and philosophy. Foreign resources.

Research methods: Theoretical research, analysis of literature, archival materials, statistical data processing, social surveys, interviews.

During the analysis of media processes, we are guided by the scientific principles of domestic, foreign researchers of the modern world and new media. In addition, the work has included the statement of scientists in the field of sociology, international relations, geopolitics, world economy, psychology and natural sciences.

The methodological basis of the thesis consists of theoretical reasoning in the framework of the objectivity principle. One of the principles is also objectivity.

The historical comparative method made it possible to compare the past and present state of the media, its similarities and differences. All this makes it possible to have a finger on the pulse of the media space development.

The historical typological method provides an opportunity to draw line between the pros and cons.

Applying the interdisciplinary method, we used the data of the following disciplines: history, law, politics, sociology, international relations, psychology, biology, physics, geometry

The historical systematic method allowed us to collect facts, analyze and systematize all the data collected.

The historical genetic method of research allows to fully describe the media process in the context of “tradition-content-convergence”, not only factual, but also theoretical aspects.

The source base of the study: This approach to the study of reading mass-media was the basis of Kazakh scientists: Kh.N. Bekhozhin, T.S. Amandosov, T.K. Kozhakeyev, S. Masgutov, M.K. Barmankulov, O.O. Suleymenov, A.S. Amanzholov, K.K. Kamzin, N.O. Omashev, B.O. Zhakyp, G.A. Aidarov, S.K. Kozybayev, K.Zh. Tursyn, K.D. Asanov, A. Mekteptegi, G.Zh. Ibrayeva, A.A. Ramazan, K.N. Myssayeva, S.Kh. Barlybayeva, G.S. Sultanbayeva, K.N. Burkhanov, S.B. Bulekbayev, A.K. Narymbayev-Ualiyev.

And was analyzed the work of Russian researchers on journalism: D.N. Baryshnikov, M.M. Bahtin, V.I. Vernadskyi, V.V. Voroshilov, A.A. Kalmykov, TVB. Karnazhskaya, E.G. Kochetov, L.A. Kohanov, A.V. Marinchenko, G.G. Pohepchov, S.I. Smetanin, D.L. Strovskiy, O.B. Shlykov.

And was also fruitfully used in works of foreign, J. Barrat, T. Wolf, N. Gann, D. Glik, N.I. Conrad, B. King, R. Kipling, S. Queen, M. Kasstels, A. Maslow, P. Mason, K. Paul, K. Ratty мей M. Claudel, K. Sagan, O. Toffler, A. Turing, M. Friman, E. Schmidt, D. Rosenberg.

Purpose and objectives of research:

The main goal of the research is to identify media opportunities in the era of rapidly developing technologies, analyze the Kazakhstani segment of the new media formation and the conditions for its development, and objectively comprehend the borrowed western experience of modern media technologies. Hence the research problems arise:

- Identify the acceptability of Proto-Kazakh journalism (protojournalism) and journalism of a new generation;
- determine the transition of samples of spiritual culture to digital format and to show its connection with the return audience;
- consider the synergistic relationship between East and West as part of the new media space;
- determine the role of new media in the life of the society, show its positive and negative sides;
- analyze the coordination in the modernization of consciousness and the transformation of relationships;
- analyze the transition of monomedial media to multimedial media;

- comprehend the concept of “tradition-content–convergence” and identify the specifics of its practical implementation;
- study the experience of media convergence in the context of “Turkey-China-Southeast Asia”, conduct situational analysis;
- study the experience of media convergence in the context of “Kazakhstan-US”, conduct situational analysis;
- study the experience of media convergence in the context of “Kazakhstan – Europe”, conduct situational analysis.

The scientific novelty of the research is that the process of media convergence in the context of traditions and novelty has been comprehensively analyzed for the first time. The study of previously researched scientific works of world practice made it possible to conduct a comparative analysis of media convergence in the domestic media. Systemic study of traditions, content and convergence is being undertaken **for the first time**.

The following is achieved as a result of the research conducted for the first time in Kazakhstani journalism studies:

- The system of principles in the development and formation of media convergence process has been described, features of their application in the formation of a new Kazakhstan Media market have been revealed;
- main principles of the media processes influence on the consciousness of the society have been defined and examined, and also the picture of the modern traditional media development in Kazakhstan has been revealed through the impact of convergence;
- the relational method of research in the process of media space analysis revealed the importance of the implemented media processes in public life, the impact of new technologies on the modernization of self-awareness, the transformation of relations between people, the restructuring of the perception of information;
- it is outlined to return to the ancient Turkic roots, fix the recursion (return) of the ancient graphics in the modern media world, the ways of its application on the multimedia platform;
- the wave and tide theory was used that allows to determine the temporality of the globalization process, resistance to pro-Western theories in Kazakhstani scientific journalism has been theoretically modeled;
- the tools of the information revolution have been systematized, some philosophical futurological theories and new terms in journalism have been formulated.

Theoretical significance of the research. The researcher, adhering to theoretical principles, offers the principle of individuality and generality. The obtained scientific results and theoretical conclusions given in the study can be used in the compilation of methodological and teaching aids.

Practical significance of the research. The obtained scientific results of the research are of practical importance in the study of convergent journalism, as well as in the development of a special course on convergent, online and multimedia journalism. Certainly, these studies contribute to improving the journalistic skills

and practical activities of the current editorial staff. Conclusions can be a support for further developments in the field of studying new media.

The results of the comparative analysis can also be used as material for lectures on theoretical and applied disciplines.

Basic provisions to be protected:

1. Continuity between proto-Kazakh journalism (protojournalism) and new Kazakh journalism is obvious. It is in the first writings that graphic signs, emotions, actions that were easily perceived by the society were used. Over time, the transfer of information became more complicated, the number of words in the writing, and publications began to grow. At present, we again simplify the process of transferring information to the audience, using a minimum of words, more pictures, actions. So, one of the best information transmissions has become graphics;

2. Mediasphere as an integrated system uses new technologies on all information sites (prints, radio, TV), each time approves innovative tools and methods for communicating information to the audience. All these form and generate new principles for the development of both world and Kazakhstani media.

3. The process of convergence is in full blast applied in the domestic media space. However, an incomplete understanding of the strategic goal of convergence and its incorrect application can lead to a massive loss of Kazakhstan's audience, to the creation of unattractive domestic content and cultural and traditional values.

4. Today we are witnessing the transition of samples of spiritual culture into digital format and the emergence of modern methods of feedback to the audience. The role of media (media on the Internet - social media) in everyday life becomes the most significant;

5. Monomedial media, transformed into a multimedial ones, began to develop rapidly and form futurological models.

Publications based on the results of the research: The main content of the research work was published in scientific publications, namely, in *Astra salvensis*-the magazine with the impact factor, included in the SCOPUS database published in Romania - 1, in *Vestnik* journal, KazNU, journalism series, approved by the Control Committee in the Sphere of Education and Science of the Republic of Kazakhstan - 3, in foreign publications, in reports read at various international and republican scientific theoretical conferences - 5. The work was discussed at the meeting of the Press and Electronic Media Department at the Journalism Faculty of Al-Farabi Kazakh National University and offered to protect.

Structure of the thesis. The thesis consists of an introduction, three main chapters, a conclusion, a list of sources cited and an annex.