

ABSTRACT

PhD theses with a degree in 6D050400, Journalism.

Zhumabekova Gaukhar Aitbekkyzy

on the subject: “Publicism of the Kazakh poets and writers in the Independence years”

General description of the work. The development of national journalism in the XXI century, Kazakh journalism coincided with spiritual updates in the global process. Thanks to national independence, spiritual, historical, literary, cultural and national values become more and more recognizable, as a result of birth with serious analytical and constructive ideas.

The Message of the First President of the Republic of Kazakhstan N.A. Nazarbayev dated January 10, 2018 claims: “For further development of the nation’s potential, it is necessary to improve our culture and ideology. The RukhaniZhangyru program received wide support and gave a powerful impetus to modernization processes in society. Every Kazakhstani who knows his history, language, culture, and, according to modern requirements, speaks foreign languages, has advanced and global worldviews should become the ideal of our society. Modern publicists make a huge contribution to the process of development of culture and ideology in the study of history and language, the formation of the global outlook of the modern generation.

It should be noted that in the period of independence Kazakh poets-writers were in the foreground, being a source of free thought. Publishers in the periodical press from time to time raised the problems of language, people and land, religion and mentality, for the sake of the future of the nation the school of intellectuals of Alasha continued the path of publicists, without deviating from civil positions.

Researches of scientific and cognitive development in the space of modern national journalism shows that scientific basis of Kazakh journalism in national journalism is limited up to the present time only by research of creativity of separate writers and is insufficiently investigated at the theoretical level. The theoretical basis of the concept of modern journalism is reflected in the works of such scientists as B. Zhakyp and K. Kamzin.

The problems considered in modern journalism could not leave out the concept of independence and the process of promotion. Especially the path of prosperity of Kazakh journalism during the years of Independence was closely connected with the emergence of various paradigms. For example, intellectual paradigm in journalism of writer, statesman and public personality A. Kekilbaev; spirituality, paradigm of national consciousness in the thoughts of writer, scientist M. Magauin; cultural, socio-political paradigm in journalism of writer, journalist M. Kabanbai; the paradigm of national character in the author’s works of the writer D. Ashimkhan; the paradigm of Islamic philosophy in the writer’s essays O. Sarsenbai; The paradigm of national character in the author's works of the writer D. Ashimkhan; the paradigm of Islamic philosophy in the writer O. Sarsenbayev; the personal cognitive paradigm in the essay of the poet S. Imanasov; the paradigm of political and economic consciousnesses of the travel

essays of the poet N. Orazalin; ecological paradigm in the naturalistic essays of the poet E. Raushanov had a huge impact on the worldview of society to free the consciousness of the people from centuries-old subordination, to review history, to expose the injustice of the Soviet era, to fight against the spiritual attack of our nation, to educate the nation on a humane and moral basis, to show the Kazakh literary intellectuals, which have made a huge contribution to the solution of the principles of political and economic stability of the country.

The task of a publicist should be based on a clear idea, dialogue, polemic, interactivity and intertextual phrases. Almost all these criteria are found in the genre texts of Kazakh poets and writers. In addition, Kazakh writers were distinguished by their democratic views, creative thinking, and words that contribute to the transformation of art into lyricism, expressiveness, and imagery, which increasingly expand the space of journalism.

Genre varieties have also changed in modern journalism. In connection with the change of consciousness, views of the Soviet era, genre texts have also changed. Publishers who explore the unity of content and form, corresponding to the new times and modern conditions, try to cover problems on different topics through new genres.

Through genre texts, poets and writers learn about the relationship between the individual and society, today's youth not only receive a lot of information about the unknown aspects of the Soviet era, but also get an educational example, learn the image of the last century and the present.

The time has come to dispose the slogans of the Soviet era, political and ideological pressure and spiritual violence, and the winged expressions about enlightenment, agitation and propaganda, revelation and praise have replaced the independent consciousness under the influence of freedom of thought. That is, in the years of Independence such functions as scientific and cognitive, historical, spiritual renewal have advanced, filling in, improving the national journalistic space with various types of genre texts. Therefore, the research from the scientific-theoretical point of view of the journalism of the Kazakh literary intellectuals, intensively developing in the years of Independence, can be called one of the actual problems of modern science.

In the years of Independence, the space of Kazakh journalism has been enriched with new concepts, expanded with new genre texts, making sure of the unity of the past and present.

In general, the historical necessity and position of Independence in the space of national journalism can be said to be closely linked with the idea of "Mangilik El" and with the trends of all Turkic cooperation.

Newspapers and magazines of the Kazakh space published socio-political, social problems, as well as works of masters of journalism, famous for their works, which have acquired a special image in the field of Kazakh journalism of the new era.

During the years of Independence such rare problems as the process of transformation into the author's philosophy of language and the problems of Independence in the space of the new epoch, the position of personality and

relations of the society in journalism at the boundary of social problems in the organism of journalism, national psychology in the works of journalists, especially in the space of Kazakh journalism of the first years of Independence required regularities necessary to meet national, historical needs, which is the requirement of the spirituality of the nation.

The basic directions of researches of poets and writers for years of Independence, synthesis of genre forms, an epoch and an image of the contemporary in author's products of space of journalism: interview, political stability in travel sketches and economic problems, naturalistic sketches about harmony of the person and the nature, actual problems, such as lyricism and skill, have brought a fresh impulse and vigorous pace to national journalism.

Relevance of the research subject. Political, economic, cultural, spiritual and informational independence are always complementary and mutually reinforcing. From this point of view, the journalism of Kazakh poets and writers in the information space is a picture of thousands of unrecognizable images. The content of modernity and the content originating from the publicist is inspired and spiritual, possesses the power of mind and power, is an influential and powerful impulse. And also, journalism is fuelled by true folk journalism, is based on objective, true history and noble argumentation, as well as the definition of the polemical trend is increasingly in need of democratization of Kazakh journalism.

The relevance of the study of the journalism of Kazakh poets and writers over the years of Independence is determined by the transition to a meaningful description, based on the form brand of the national category, to completely dispose of monoideology and achieve a pluralistic system of knowledge, access to the global media space is reflected in the importance of the process of the era of promotion. We consider this period from a procedural and dynamic point of view.

Some requirements of necessity lead to the analysis of the essence of Kazakh journalism, the state of individual journalism in the organic relationship with new worldviews and methods. Thus, new paradigms of modern journalism are defined.

The object of the research is a comprehensive analysis of the peculiarities of journalism of Kazakh poets-writers for the years of Independence. Theoretically, the concept of a paradigmatic shift of publicists in the genre texts of publicists, innovations, conceptual ideas and analytical research was formulated, oratory art, art and creative world were fully described, and the results were summed up from a scientific and theoretical point of view.

More attention was paid to the need to disseminate the idea of “Mangilik El” in the space of national journalism, which has expanded according to the program “Rukhani Zhangyru”. The comprehensive analysis of periodicals published in the period of Independence that is in 1991-2018, “Egemen Qazaqstan”, “Juldyz”, and “Ana tili”, Qazaq adabietiy, “Jas Alash” and other periodicals, which attracted special attention of the people, was made

In order to strengthen the Independence, special attention was paid to the journalism of statehood, bringing up the younger generation in the spirit of patriotism, talented, capable of global competitiveness, perceiving the global advanced models of culture and literature.

One of the important indicators of the study is the analysis of the strengthening of integration, inter-industry relations in increasing the scientific, spiritual and cultural potential of the nation. Therefore, in our research we mainly focused on this problem. In particular, we strive to explore in depth genre forms of journalism, covering such areas of science as history, sociology, literature, political science, philosophy, ecology, and ornithology. Because journalism has some influence on the formation of political culture, on social regulation and on the process of socialization. Because these concepts are closely related in the field of ideology from a genetic point of view.

Social ideals appear through journalism, and these achievements are the pinnacle of mass communication. In this regard, another important problem is the description of journalism as a social system of publicist service, the creative and commercial value of genre texts is directed directly at the public consciousness. Therefore, we have every reason to believe that a serious study of these aspects is one of the pressing problems of Kazakh journalism.

Object of research. Genre texts of poets-writers in periodicals during the years of Independence, collections of multi-volume works of publicists, journalistic research.

Subject: Publications of Kazakh poets and writers for the years of Independence, evolutionary processes in Kazakh journalism.

Purpose and objectives of the research. The aim of the research is to analyze the peculiarities of journalism of Kazakh poets and writers for the years of Independence, the definition of creative technologies on the way to improving national journalism.

To achieve the goals of the thesis the following tasks were put forward:

- to determine the role and place of Kazakh journalism in the system of national values of national journalism of the XXI century;
- the comprehensive analysis and deep conclusions of full-fledged thematic and form researches to tendencies of a new epoch in journalism of such publicists as A. Kekilbay, M. Magauin, M. Kabanbay, D. Ashimkhan, O. Sarsenbayev, S. Imanasov, N. Orazalin, E. Raushanov, known in the Kazakh journalism for years of Independence by the last world views, new genre texts;
- to describe inexhaustible sources of the beginning of modern Kazakh journalism Turkic written monuments “Mangilik Zhazu”, which continue the policy of power of the Kazakh hordes, Alash Orda under the Kazakh khanate and the idea of “Mangilik El” of modern independent Kazakhstan, on this basis it is necessary to explain the influence of tradition, the continuity of tradition;
- to expand the space of Kazakh journalism with new concepts and prove them through genre texts;
- to identify and analyze the reasons for the journalistic paradigms of Kazakh poets and writers;
- to analyze and evaluate the integration, interdisciplinary relationship, based on the materials of journalism;

Main sources of research. Works of journalism of Kazakh poets and writers in the period of Independence from 1991 to 2018, materials of periodicals of publicists, and scientific works of scientists.

Research methods. Historical-comparative, method of analysis and assessment of the situation, method of theoretical analysis, interpretation and, discourse analysis, method of interview. At the same time, based on the interdisciplinary method, we cover several sciences, addressing such areas as history, sociology, political science, literature, philosophy, ecology, and ornithology.

Theoretical basis of the thesis work.

The basis of our research were the works of such native scientists as B.O. Zhakyp, K.K. Kamzin, N.B. Aksh, A.K. Mekteptegi, A.A. Ramazan, R.S. Zhaksylykbaeva, S.O. Ospanov, M.K. Abdraev, as well as the opinions of such foreign researchers as V. Kirsanov, L. Krader, U. Fierman, P. Rutland, A. Girgin.

Scientific novelty of research.

- The theme has been first formed as an object of research and as an individual trend;

- First, intellectual, spiritual, national, cultural, political, social, national, Islamic, cognitive, political, economic and environmental paradigms were presented in journalism;

- The concept of “ego-centrism of journalism” was defined, based on the problem of individualism and collectivism;

- Publicist approaches to the phenomenon of psychological transformation occurring in the social sphere as a result of other social influences were named as national psychology;

- The peculiarities of the process of penetration into Kazakh literature of the form of risaly, promoting the theory of the origin of genres of M.M. Bakhtin, were determined. Changes were made to some humane concepts (e.g. obsession, etc.);

- The synthesis of the direction of journalism and the synthesis of the direction of thought, proceeding from the harmony of self-portrait and epoch, has been defined. This creative product is called “the process of innovative journalism”;

- It describes not only the psychology of each publicist, which is peculiar only to him, but also the manner of writing and style that defines the name of the concept of “papillarism style”;

- The concept of "dynamic panorama" consisting of a picture of the national world was introduced into the scientific circulation of journalism.

Theoretical and practical significance of the research.

The results of theoretical research can be applied not only in journalism, but also as educational material in special courses and seminars in the field of literature, history, sociology and cultural studies. It is also possible to use it as a textbook, a textbook, and to organize and conduct “The Nature of Innovation in Kazakh Journalism” and “National Journalism in the Years of Independence” as elective disciplines in higher educational institutions.

Complex training of Kazakh journalism in the period of Independence, the formation of a creative and case study approach, the creation of a curriculum as a special online course, replenishment of multimedia content. As a method of teaching, it is possible to use educational and methodical manuals under the name “Modern methods of teaching Kazakh journalism”, “Teaching journalism on case-study technology”.

The following provisions shall be brought up:

- The theoretical basis and the applied nature of the concept of modern journalism are determined;
- The article describes the social reality in modern Kazakh journalism and the harmony of the creative "self" of a journalist with the world information space;
- The intellectual contribution of poets and writers who contributed to the development of Kazakh journalism during the years of Independence is analyzed;
- The basis of development of intellectual, spiritual, cultural, literary, international relations directed to the idea of “Mangilik El” and all Turkic unity is characterized;
- The trajectories of unity of the past and present in the space of national journalism and genre texts of publicists are defined;
- Scientific-cognitive, historical, national values in the modern sphere of Kazakh journalism are characterized;
- The features of the paradigm of genre texts of poets and writers in the period of independence are suggested;
- Thematic and form studies, creative ideas and concepts of publicists for the years of independence are defined;
- The importance of integration, interdisciplinary relations in the works of publicists is analyzed.

Publications on the research subject and their confirmation. In the course of scientific research 13 scientific articles were published in local and foreign editions, presentations in various international scientific-theoretical and practical conferences. Including 1 article published in the international scientific edition of Scopus (Scopus) with non-zero impact factor, 5 articles in journals included in the list of the Control Committee of the Ministry of Education and Science of the Republic of Kazakhstan, 6 articles in the materials of the republican, international conferences of near and far abroad and 1 article in the international journal.

The dissertation work has been discussed at the department of “Publishing and electronic media” of the Kazakh National University named after Al-Farabi, has been passed the examination and recommended for the defense.

Structure of research. Dissertation research consists of an introduction, three chapters, conclusion, a list of used literature and an appendix. The volume of the dissertation work is 180 pages.