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Digital journalism

Monograph

Almaty – 2018

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In the monograph "Digital Journalism", Doctor of Historical Sciences, Professor S.Kh. Barlybaeva and Ph.D., Associate Professor G.K.Mukanova (al-Farabi KazNU) presented modern approaches and technological breakthrough projects in the world and domestic, Kazakhstan multimedia journalism. The book also provides statistics, historical facts, biographies of recognized masters of the television broadcast. The publication is based on the scientific developments of foreign researchers and domestic content. The monograph is intended for students and young scientists of English-language departments, journalism faculties, universities.

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Content

Dedicated to Marat Karibaevich Barmankulov

Introduction

G.Mukanova, S.Barlybaeva

The current stage of media development - in the world and in Kazakhstan - reflects active processes in the economy and information technologies. The world today is not divided into isolated local regions. Globalization allowed instant information, reaching any part of the Earth. The urgency of the digitalization method is emphasized by the Head of State Nursultan Nazarbayev.

The digital method is used in multimedia media. For example, Kazakhstani people could watch the Winter Olympics in 2018 in South Korea live. News stories in the "live" mode are broadcasted by the television channels "Qazaqstan", "Qazsport" and others.

Round-the-clock broadcasting of TV channels and radio stations, production of programs, films and serials, is only a small part of the complex technical processes that occur daily due to professional journalists.

Active players of the domestic media market: Khabar (Khabar, 24 Khabar, Kazakh TY), Qazaqstan (Qazaqstan and Balapan channels), as well as Kazakh Radio, Astana radio, Shalkar radio, "The first channel", «Eurasia», etc. The Kazakhstani media-space seeks unity, integration.

These and other facts influenced the authors' desire to write a book about what processes take place in the world and the Kazakhstani sphere of media communications. About how it was not easy to break stereotypes in the minds of citizens, overcoming the "iron curtain" of the secrecy of the post-Soviet republics and pushing forward audio and visual journalism. There were professionals and leaders in journalism in Kazakhstan, training qualified personnel.

Teachers of the Faculty of Journalism of the country's oldest university, Al-Farabi KazNU, will tell you what you need to know in order to master an interesting and multifaceted profession, a multimedia journalist. The profession of a journalist requires encyclopedic knowledge, diligence, lightning-fast reaction and resourcefulness, respect for national values and ethics.

Chapter 1. Information revolution of the 20th and 21st centuries.

S.Barlybayeva

The history of the development of communications shows that already in the 1950s scientists drew attention to the influence of information technology on the development of the media. A special role in this process is given to electronic media and, in particular, to television. Canadian theorist Marshall McLuhan in his famous work "Comprehending the media. The expansion of man "(1964) showed the growing role of TV, which won the mass market, overcoming space and time, and the whole world turned into a" global village ". He also talked about computers that gradually entered the everyday life of many people: "We live today in the era of information and communication, because electronic media instantly and constantly create a common sphere of intertwining events in which all people participate" (1).

Scientists identify four "innovation waves" that have succeeded each other over the past 200 years:

- The first, from 1780 to 1840-ies - was an industrial revolution in England, based on the use of steam energy.
- The second wave, 1850 - 1890's - the era of railways.
- The third wave, the first half of the twentieth century - was based on the growing use of electricity and mass production of cars.
- The fourth wave is characterized by: the growth of nuclear energy, the dominance of new IT and related technologies (2).

The value of the fourth wave is that the process of innovation has become accelerated. The presence of ICT accelerates the innovation process, allowing faster, cheaper processing of information, reducing the time to create and distribute products and services.

Some researchers note that the history of the development of communication passed three information revolutions:

- invention of writing,
- manufacture of printing press,
- Introduction of electronic media.

Other scientists believe:

The first stage, a historic milestone, was the invention in the 15th century of a printing press and the release of Gutenberg's first printed edition - the Bible. Some researchers note that even in China, the first printing press was invented in the 1 st century.

The second stage is the phone, which allowed to create a new communication technology.

The third stage is radio, which served as a prototype of satellite communications.

The fourth stage of the information revolution is the emergence of personal computers.

The fifth stage is the stage of computer communications, the Internet and the world information infrastructure.

There are several points of view on the development of information technology (IT) using computers, which are determined by different signs of division. Common to supporters of this approach is that with the advent of a personal computer, a new stage in the development of IT began.

Discussions of scientists on the role of information processes in the history of civilization continue. One version suggests that the modern revolution is the fourth in a row.

- The first revolution refers to a time when a person learned to speak, which gave rise to oral culture.

- The second occurred when the letter was invented, which gave rise to a written culture.

- The third began with the invention of Gutenberg. Book printing and mass printing contributed to the spread of literacy, the development of mass education.

- The fourth revolution is a digital electronic revolution that is currently taking place.

Researcher S.A. Dyatlov singles out seven evolutionary-information stages of the development of human civilization, conditioned by the corresponding types of information technology:

1. The first - oral-speech IT, associated with the emergence of speech and language as a common means of communicative communication between people in society.
2. The second - written, associated with the emergence of writing and grammar rules.
3. The third is book printing, associated with the emergence of book printing.
4. The fourth - radio-telegraph - is associated with the emergence of various (electromagnetic) technologies for the transmission and reproduction of information.
5. The fifth - computer, associated with the emergence of a computer, a computer technology transfer and reproduction of appropriate information.
6. The sixth - computer real-network - is associated with the emergence and dissemination of computer, telecommunications and space communications networks and information transfer.
7. The seventh - global bio-quantum-field or computer-personalized-network - is associated with the emergence of immaterial (digital) quantum field technologies for the transmission and reproduction of information (3).

As S.Dyatlov points out, it is at the seventh stage that one can speak of the completion of the transition of human civilization to the "mature" stage of its information development - the stage of the information society, which can be called a digital age.

The digital technology of processing and transferring diverse data (texts, images, speech, etc.) became the basis of network technologies and opened new opportunities for the formation of global information networks.

Different communication researchers differently define periods: someone marks four information revolutions, others - five or seven stages of its development, starting its first stage with the appearance of human speech, then writing, and then go to the stage of the printing press, then - to the electronic, computer revolution.

Other researchers put forward the following version of the development of information revolutions:

- the first is connected with the invention of writing,
- the second (mid-XVI century) is caused by the invention of printing,
- the third (end of the XIX century) is caused by the invention of electricity, thanks to which appeared telegraph, telephone, radio,
- The fourth (1970s) is associated with the invention of microprocessor technology and the emergence of a personal computer.

However, all agree that the main feature of communication progress is the rapid development of information technologies, the readiness of society to implement them, a certain level of socio-economic and cultural development for each period, the intellectual potential of social development. Integrating element of the direction of ICT development are network technologies.

The main directions of the development of ICT, according to the researcher O.V. Syunturenko, are:

- computer modelling,
- high-performance computing systems,
- artificial intelligence,
- information and telecommunication systems,
- element base of microelectronics, nanoelectronics, quantum computers,
- opto-acoustoelectronics (4).

The 1980s of the twentieth century were marked by the communication changes that were caused by the technological process. Cable networks, interactive, satellite television (TV), computerization, digital, broadcasting, the Internet, networked - these are new phenomena of the information environment, which became new means of mass communication (Means of Mass Communication), demanded a "new order".

The world situation regarding the possibilities of ICT has escalated, especially at the beginning of the 21st century, when in April 2000 the developing countries raised a real "uprising" widely publicized by the world media against economic globalization, against the Internet and electronic commerce as a means of "neocolonization." The essence of the protest (expressed in government declarations and pickets) was expressed in the fact that electronic information flows to one country give strength, and others - weakness, introducing new, virtual, forms of dependence.

The essence of a new culture and a new economy, developing everywhere under the influence of ICT, is currently being explored by scientists. The potential

of ICT is already among the state priorities. The production of information products and services is growing in the country. In the 21st century, the business of information technology has become one of the most prosperous. Changes in the life of Kazakhstani society, caused by the spread of ICT, are both economic and sociocultural.

The sociocultural nature of the impact of ICT on society is manifested in the increase of opportunities for communication and cooperation, the use of various information and knowledge to solve their problems and problems. Different kinds of television, video information, computer games, CDs, laptops, ATMs, mobile phones, digital cameras, movie cameras, plastic cards, faxes, telexes, electronic security and safety devices, remote consoles, video surveillance, various multimedia products are all ours. today's life. "Inclusion" in the world of ICT has become a real factor of social mobility, social security.

The Internet makes it possible to form a large audience, but at the same time certain interpersonal relations are lost: sometimes the interaction is impersonal, there is no "face to face" relationship, the responsibility for what is said and written on the Web is lost. In the development of the Internet, there are two trends: on the one hand, internationalization - the formation of the global network, and on the other, regionalization - the formation of internal networks. The Internet splits the public into many small groupings of interests. At the same time, the borders of national states intersect.

Under the influence of ICT in society, the following changes occurred:

- development of distance education,
- the globalization of scientific, educational, cultural contacts,
- strengthening the role of virtual libraries,
- globalization of commercial contacts,
- increase the level of professional and home use of ICT,
- the development of e-commerce, banking,
- computerization of education, professional support.

In his article "Adapting the society to new IT: new opportunities and new social inequality" O.N. Vershinskaya singles out six groups of the population in their relation to information and telecommunication technologies:

- those who create a new information environment, create new information resources,
- those who use the new information environment, integrated into it,
- those who are in the process of integration, take the first steps,
- those who did not take the first step, but also do not deny the necessity of this,
- those who are alienated from the new information environment, do not notice it,
- those who actively oppose innovations, considering them socially harmful.

And further ONVershinskaya notes: "And although there is no doubt that the representatives of the first three groups are a statistical minority, the energy of these groups is very strong" (5). In the information age, investments in human

capital, in human resources become more important than investments in the material sphere.

New information and communication technologies (ICTs), blurring the boundaries of time and space, become the main "helpers" of the globalization process. And it, in turn, changes both the traditional economy, and the forms of social activity, and the mentality, lifestyle, habits of people. The process of convergence (merging, joining) of various spheres of communication and information strengthens the state of transition to a new level of development, even in those countries that are traditionally considered to be stable. "The speed of the evolution of ICT is so great that the publication of any research lags behind specific technological advances at best for six months" (6).

Early IT research drew attention to specific features of new technologies for the transmission, processing and storage of information, characterizing them as only communication, or - just information.

In the collection of articles by American researchers on "Issues of New Information Technology", the authors pay special attention to the economic and cultural consequences of IT: to increase production in the information industry, to change social balance in terms of access to information, to the emergence of a new type of literacy associated with the new form of information on the screen (7).

American scientist L.Sassmen in his book "Power, Press and Technology of Freedom", examining the new possibilities of digital networks of integrated services, drew attention to the political importance of rapid communication of people in different parts of the globe (8).

Canadian researcher D. Winsek in his review of numerous works on the development of new ICTs notes that information geography in virtually all countries assumes significant differences in access to new communication tools - cables, satellites, computers, mobile phones - depending on the region (9).

The author emphasizes the idea of dividing countries into information rich and information poor, the information society will not reduce the information inequality. D.Winsek believes that the emergence of "information suburbs" and the emergence of "information villages" following it is a process not only social and economic, but also technological. According to experts, for 200 years the gap between developed and developing countries has increased 50-60 times.

Today, the level of information and technological development of the state determines its position in the international arena, the nature of the socio-economic and cultural processes taking place in it. Mobile telephony, satellite, cable TV leads to greater convenience, television diversity, personal communication. The cheapening of computer equipment, the introduction of digital communications, the construction of fiber-optic backbones - all this opens up new opportunities for communication. The development of network technologies and media increases the information flow, improves the quality of socio-economic processes.

The newest ICTs allowed not only to transfer large amounts of information to the electronic form accumulated by mankind, but also to create a large number of new information resources in electronic form: flash drives, CDs, DVDs, cassettes, floppy disks and other storage media. These forms of presentation of

various audiovisual, multimedia information allow organizing a process of production, storage and dissemination of information on a qualitatively new level.

The current level of development of states is largely formed on the basis of the use of information and communication technologies, based on active production and use of information. Not only natural resources and material wealth, but also the telecommunications infrastructure and information resources constitute national wealth. "The scope of information is assessed by a set of parameters that include the access of the population to" old "means of information and communication - newspapers, televisions, telephones, and to new media - telecommunications infrastructure, cable systems, computers, mobile phones" (10).

In many countries, the state of affairs in the information sphere is considered crucial for economic development. According to the concept of "information economy", the distribution of social power in society is increasingly related to control over information, over information resources. The rapid development of information technology over the past decade has been reflected in the reassessment of the role and place of information in a system of values of universal scale.

IT requirements in the 1960s and 1970s were technical, and in the 1980s and the 90s the demands became socially and politically. At present, the mass media influence our life much more than anything else, hence the rapidly changing values and consumer demands. Many countries note the importance of developing information and communication technologies, the need to invest in the information industry, attracting the private business sector.

The number of computers in the world has exceeded 1 billion. The capacity of the world market of programming was estimated at 78 billion dollars. The number of Internet users has exceeded 500 million (11). The global information process greatly influenced the development of national mass media.

Throughout the world, information markets are being liberalized and globalized. Simultaneously with these processes, a merger of computer, telecommunication and broadcast technologies (i.e., convergence) takes place. Such integration leads to the fact that the information industry is expanding, erasing the rigid boundaries between the sectors of traditional systems of mass communication and creating new open media systems.

In striving to create a new global information infrastructure, many countries are developing a technology standardization strategy that will create a worldwide wide compatibility between national communication systems.

The Information Technology Union, engaged in similar developments, includes 188 state members and about 450 members from the private sector of the industry, from government representatives to service providers and consumers.

The Organization for Economic Co-operation and Development (OECD), consisting of 29 APR member countries, including Japan, Korea, Australia, New Zealand and the United States, has issued a consultative document on the topic of international cooperation on the content and guidance on the Internet. It states that governments need to strive for a balance between the value of free exchange of citizens' ideas and concerns in preventing and restricting network users for purposes that do not conform to public order.

The concern about the Internet, expressed by OECD, UNESCO and the European Union, is supported by many countries of the Asia-Pacific region, because this is the main contradiction in the process of the formation of the information society. That is why the Asian Forum on Internet Access Regulation was held in Singapore in 1996. In April 1997, the First Association of Internet Service Providers of the Asia-Pacific Region was organized. Among the first tasks of the Association, work is planned to create a common "production code" that regulates the content of the "Web-site" of the Internet.

All these organizations and the documentation issued by them pursue one goal - the creation of an information society in the countries of the Asian region. As E.L. Vartanova: "Modern communication systems, which combine the latest technological achievements, overcome temporary limitations and geographical boundaries due to the convergence of satellites, cable and telephone. New networks using such convergence are able to provide information, new basic services (e-mail, interactive video) and the possibility of new activities ... The building blocks of the information society, its technological infrastructure will be digital integrated services networks (ISDN), broadband communication lines, mobile telephony and satellite communications (12).

The United Nations (UN) has also joined the development of a global communication system project. The annual session of the International Telecommunication Union, Administrative Committee on Coordination (ACC) signed a declaration on universal information services, access to which can not be blocked on the Internet. The signing was preceded by a UN project that promotes the development of legal provisions in the field of information - as the basis of human rights. The list of declarations includes six points recommended for universal access via the Internet.

Among them:

- remote interactive education and training;
- medicine and health care;
- Banking and micro credit services;
- environment protection;
- Virtual laboratories for problem research;
- access to world knowledge and culture.

The information revolution is the result of the merger of the three main processes of the communication industry: computerization, telecommunications and broadcasting. Historically, these sectors have developed separately, but at the present time, thanks to the technological innovations, the boundaries of these sectors have blurred, an active process of their integration is in progress.

However, the integration process to a much greater extent embraces technology and information transfer systems. Broadcasting sector depends on the socio-political situation of different countries, it develops unevenly, although the global telecommunications system more and more level the software content of national channels. Apparently, the UN declaration promotes convergence and universalization of world information processes.

The Okinawa Charter of the Global Information Society (signed by the G8 leaders at the Okinawa Summit in July 2000) is an appeal to all countries to close the international information and knowledge gap. Among the main directions of the Okinawa Charter of the Global Information Society are the following:

- Information and communication technologies are one of the most important factors influencing the formation of the society of the 21st century. Their revolutionary impact relates to people's way of life, their education and work, as well as the interaction of the government and civil society.

- The essence of stimulated IT, economic and social transformation lies in its ability, to help people and society in the use of knowledge and ideas. The Information Society allows people to use their potential more widely and realize their aspirations.

- All people everywhere, without exception, should be able to take advantage of the global Information Society. The sustainability of the global information society is based on democratic values that stimulate human development, such as the free exchange of information and knowledge, mutual tolerance and respect for the characteristics of others.

- A solid basis of the policy and actions in the field of information technologies can change the methods of our interaction in promoting social and economic progress throughout the world.

- The task is not only to stimulate and facilitate the transition to the Information Society, but also to realize its full economic, social and cultural advantages.

- The task of creating a predictable, transparent, and non-discriminatory policy and regulatory framework necessary for the information society is entrusted to governments.

- The efforts of the international community aimed at developing the global information society must be accompanied by concerted actions to create security and crime-free cyberspace.

- The strategy for the development of the information society must be accompanied by the development of human resources, the capabilities of which would meet the requirements of the information age (13).

At the Okinawa Summit, it was decided to establish a Digital Opportunity Group. Its objectives: to actively promote dialogue with developing countries, international organizations and other actors on the digital divide, to encourage the G8 efforts in implementing pilot programs and projects in the field of information technology, to study the contribution of the private sector and other interested groups in this field.

The main trends in the field of communication technology are as follows:

- Firstly, it is the introduction of digital technology and the exchange of electronic data.

- Secondly, the widespread distribution of cellular mobile phones in cities and attempts to use them in remote regions.

- Thirdly, competition in the distribution of seats in the geostationary orbit as part of the strategy of using satellite technology for local television and other types of communication.

- Fourth, the desire to join the global information superhighway.

At the present time, the leaders on the introduction of new ICTs in the life of society have been defined. These include the United States, Finland, the oldest countries in Europe - Britain, Germany, France and young "Asian tigers" - Singapore, South Korea, Taiwan, Malaysia, as well as Scandinavian countries and Australia.

According to the International Economic Forum in Davos, the world information situation is already visibly reflecting new realities. The sphere of information, which includes not only "old" electronic means of communication and information - televisions, telephones, but also newer ones - computers, mobile phones, the Internet, has built the countries of the world in a new order.

The leader in the world information board about ranks (access to new ICT for 1,000 people) is the USA. Next come the countries of Northern Europe - Finland, Norway, Denmark, Sweden, pushing the traditional leaders in the field of "old" media - Germany (13th position), Great Britain (14th), Japan (16th), France (20- I), Italy (23rd position) (14). Special countries for the introduction and use of ICTs are countries such as India, China, Malaysia, Brazil, Spain, ie. those countries that did not belong to the number of economically most developed countries.

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Chapter 2. Current trends in electronic media

S.Barlybayeva

The number of people living on the planet Earth has exceeded 7 billion people, in 20-30 years will be about 10 billion. This whole huge world is multifaceted, diverse in cultural features, phenomena of social and political life, diversity of economies, religions, way of life. The information age means the expansion of human contacts, the exchange of cultural values, the enrichment of the practice of social life.

Many forecasts of socio-economic and technological development of countries emphasize the important role of information and communication technologies (ICT), electronic media. Their revolutionary influence concerns state structures, non-governmental organizations, social and economic spheres, science, education, culture and people's way of life.

As noted in the Okinawa Charter of the Global Information Society, "ICTs are becoming a vital incentive for the development of the world economy." Modern ICT, electronic media are the driving force of world development, multiply knowledge and cultural and spiritual values, expand the scope of using the achievements of science and technology of the 21st century.

New ICTs lead to increased productivity, increasing the quality and diversity of goods and services. The growth of new ICT applications is combined with the development of other modern technologies (nanotechnology, biotechnology,

genetic engineering, space technologies, etc.). The spread of new technologies is made possible through innovation and infrastructure development.

The researchers give a classic example of medieval China. At the beginning of the fifteenth century, China possessed many of those inventions that after 300-400 years led to an industrial revolution in Europe (gunpowder, a printing press, blast furnaces, spinning and other machines driven by water). There was not only an infrastructure providing their wide application in the society. The creation of such an infrastructure is preceded by the development of ICT and traditional infrastructure industries (communications, transport, housing and communal services, etc.).

Changing the role and importance of communication in human life, as well as the rapid development of new technologies in society allow us to say that modern civilization not only changes its appearance, but also enters a new era, in the era of information, digital civilization.

Modern processes in world and regional interaction, associated with the emergence of new industrial states and the "explosion" of information and communication technology, allow us to note that in the XXI century modern civilization will rise to a new stage of social development.

The development of global information highways is an urgent issue at present. Many international organizations emphasize the importance of the information technology sector for building a global information infrastructure. A leading role in this is played by technologically prosperous countries. Revolutions in the sphere of human culture were largely the result of changes in the way information was transmitted and disseminated. They radically changed the social organization, the production and distribution of material goods in societies, and became forerunners of social and economic transformations.

Currently, global communications and communications systems cover the planet with their high-speed highways. The Internet served as an impetus for the development of new media and changed the media landscape of the 21st century. The idea of transferring a moving video image on the Internet in real time has already found its embodiment. This technology is used not only for broadcasting, video recording, news, but also for the negotiations of ordinary Internet users with each other, for the organization of video meetings, teleconferences with many participants, telemedicine, telework, distance education.

The Internet quickly becomes an attribute of homeowners in different parts of the world. Researchers come to the conclusion that the number of users of this network is in a certain ratio with the owners of personal computers, the development of telecommunications, as well as government policy.

The development of modern society is influenced by new information and communication technologies and new media, which change the media landscape. A feature of the new media was the change in the nature of communication. In them it is difficult to distinguish the mass and personal form of communications, mass and non-mass media. Consumption of new media is more individual. There is a process of "demassification". New media increases the possibilities of

communication. Electronic new media offer a different interactive interaction between the user and the manufacturer, as well as the content distributor.

New media facilitated communication, acquisition of knowledge, provided access to funds of libraries, universities, museums, accelerated postal circulation and other nationwide and transnational information and cultural services.

Unlike traditional media, Internet users from passive information recipients turn into active converters, creators and distributors, which contributes to the development of the blogosphere.

At present, the information industry has undergone great changes, changes in the communication field: in the forms of ownership of the media, in forms of manifestation, in new functions, in new trends, in new media professions, in new disciplines. The modern world has highlighted the sphere of electronic communications.

Modern trends in the mass communication media lead to great social changes, strengthening civil society, accelerating the democratic transformations in the country. The information and communication infrastructure is currently on the verge of profound transformations affecting its very basis. And it is important to take into account the national specifics, the cultural identity of society, the specifics of telecommunication, audiovisual development in Kazakhstan in the era of globalization.

Many forecasts of socio-economic and technological development of countries emphasize the important role of the development of the communication infrastructure of society. The revolutionary impact of new information technologies concerns state structures, non-governmental organizations, social and economic spheres, science, education, culture and people's way of life. In an effort to create a new global information infrastructure, many countries are developing a technology standardization strategy that allows for the creation of a worldwide wide compatibility between national communication systems.

Advanced information and communication technologies, providing dynamic socio-economic and cultural development, began to determine the face of post-industrial states. New ICTs are making their own adjustments to the life of Kazakhstan's society: cable and satellite broadcasting, mobile Internet, cellular communication, developing the blogosphere, social networks, digital broadcasting, gradually introducing elements of interactive TV, increasing confidence in electronic media as an important source of information about events in the country and in the world.

The potential of ICT is already among the state priorities. The production of information products and services is growing in the country. In the 21st century, the business of information technology has become one of the most prosperous. Changes in the life of Kazakhstani society, caused by the spread of ICT, are both economic and sociocultural.

The cheapening of computer equipment, the introduction of digital communications, the construction of fiber-optic backbones - all this opens up new opportunities for mass communication. Internet, mobile telephony, cable and satellite TV - are one of the main components of the globalization process. They

are global in nature. The information, telecommunications industry is expanding, blurring the boundaries between sectors of traditional media systems and creating new media.

With the emergence of electronic means of communication in the twentieth century, the nature of the media has changed radically, especially with the advent of the Internet. The global character of the changes taking place, connected with the development of Internet technologies and network innovations, defines new directions of mass communications research from traditional media to new mass media; to the telecommunications industry in the era of globalization; to communication models of regions and each individual country.

Since the 1990s, many researchers have begun to emphasize the role of not only information itself in various spheres of life, but also knowledge, which in turn has given rise to a number of new definitions of a highly industrialized society, among which "knowledge society", "knowledgeable society" "Knowledge society", "knowledge society."

Society of knowledge, in which the main condition for the well-being of people is knowledge obtained through free access to information and the ability to work with it. The knowledge society evolves into an intellectual society, a "society of wisdom." Global information networks open new opportunities for everyone, there is access to information and knowledge of human civilization, the boundaries of applying the achievements of science, culture, technology are expanding.

Integration and international cooperation are provided largely by the development of new means of communication, the improvement of information technology. The information revolution has prepared the transformation of social development in a number of countries of developed and newly industrialized countries, has reached such a scale and scale that it could not have imagined twenty years ago.

The information revolution is the result of the merger of the three main technological processes of the communication industry: computerization, telecommunications and broadcasting. Historically, these sectors have developed separately, but at the present time, thanks to technological innovations, the boundaries of these sectors have blurred, an active process of their integration is in progress.

However, the integration process to a much greater extent embraces technology and information transfer systems. Broadcasting sector depends on the socio-political situation of different countries, it develops unevenly, although the global telecommunications system increasingly levels the software content of national channels.

Unlike previous eras associated with technological revolutions based on matter and energy, the current information revolution is based on consciousness, on the understanding of time, space and knowledge. At the heart of this new revolution lies the explosive development of information and communication technologies (ICT), the diversity and possibilities of which are limited only by the ingenuity of the person himself (1).

The emergence of the information society increasingly defines information as one of the factors of the development of society. Information has become a global inexhaustible resource of humanity, entered a new era of civilization - an era of intensive development of information resources. Knowledge and information are transformed into a basic production resource.

Researcher V.S. Egorov notes that information as content coming to us from outside and not being either matter, energy or idea, is also a fundamentally new object of knowledge, characterized by universality and universality. Moreover, the processing and use of information implies a fundamentally new quality of cognitive activity that does not reduce to a rational and imaginative perception of reality.

Transformation of information into the main strategic resource of society means its transition to a qualitatively new state. The information has the following properties: repeat, copy, save, spread, accumulate, concentrate, increase, process. Distinguish the following types of information: audial, visual, artistic, musical, literary, pictorial, sculptural, architectural, etc.

The more information helps to achieve the goal, the more valuable it is. Common values strengthen the social community. They are rooted in culture, religion, history, traditions, but as the human community develops, they are supplemented or updated, including in the process of penetrating the present into the future. In the process of modern historical changes, not only the transformation of time takes place, but also the space under the joint influence of information and technological processes.

In modern conditions of acceleration of all social processes, man increasingly has to make a new choice of the direction of development of the social system. As society becomes more complex, information and cultural diversity becomes an increasingly important factor of development, a criterion for assessing both the individual and the society.

At present, about 6 billion people live on our planet. It provides the highest labor productivity, creates conditions for technological re-equipment of production on the basis of the latest technologies. It develops on the basis of modern high-speed communication and communication systems, it is able to accumulate and disseminate scientific, technical and other information important for the life of people. These achievements bring countries closer together and create the necessary prerequisites for ensuring the stable operation of information networks and integration into the world market system.

In the course of this process, there is an evolution of personal modernization. In other words, human qualities must gradually be formed and developed as a response to the challenges posed by the socio-historical situation. In the book of the well-known philosopher, researcher, science fiction writer Paul Kurzwein "Technological singularity," Moore's well-known law is generalized that the speed of the increase in computer speed, the drop in their cost and the increase in the amount of information grow according to a geometric progression.

In 2020 - 2030-ies information will swell twice - not for 5-6 years, as now, but for 2-3 years. And in the middle of the century, the time will shrink to a week,

then the turn of days, hours, minutes, and so on until the point of singularity, ie. transition to infinity.

In the 21st century, a new democratic understanding of freedom of information was developed in the spirit of the priority of universal values, laws and norms of international law in the information relations of countries. From an extremely broad understanding of the way of communication as a message about the progress of progress (M. McLuhan), theoreticians increasingly turn to discussing specific questions about national priorities, cultural traditions and even the mentality of perception. These discussions became especially acute with the advent of new ICT, in particular, satellite television and the Internet.

"Mass culture" regulates social behavior on an emotional level. Public and individual ethics, preached in the production of "mass culture", passes through audiovisual channels into the practical ethics of the audience. A significant part of it (up to 40%, according to mass polls) identifies with the heroes of television and radio programs, compares its life and problems with screen samples.

The Internet is a conductor of cultural influence, a catalyst for the unification of people by interests. It creates a qualitatively new virtual, artificial information environment that can not only provide an adequate reflection of the current state of society, but also its self-regulation, although it is likely that development will proceed in a different scenario.

The network, making information publicly available, forms new types of human communication, transforms the former values (individualism, isolation, appropriation, property, market, capital, consumer values) and assumes new values (openness of society and man, direct communication between people in society, priority development cognitive ability of people and their spirituality). Using the Internet, knowledge of other cultures, their ideas, worldviews, values are now spreading rapidly around the world.

The information market of the Internet is huge; its efficiency is due to low operating costs, despite the high cost of network equipment. Network users who need to improve and expand software also contribute to the growth of the communication economy. From the latter, the coordinated functioning of different branches of production, transport, finance, as well as diverse types of entertainment, recreation, tourism, education, etc. is linked. The boundaries between industries become relative, virtual reality replaces the real, changing and transforming the lives of millions of people.

At present, state borders are defined not by frontier posts, but by the information space that the state owns, which it develops and fills with its national content.

In the 21st century, it was the advanced knowledge, useful information, information and communication technologies that provided dynamic socio-economic and cultural development that determined the face of post-industrial states. At present, the development of new media influences our life much more than other types of communication, hence the rapidly changing value points, consumer demands.

Electronic communications are currently on the verge of profound transformations that affect the very basis of their transition to digital and interactive broadcasting. And it is important to take into account the national specifics, the cultural identity of society, the specifics of telecommunication and audiovisual development in the country in the era of globalization.

In the future, about three quarters of the population will be engaged in the field of information and in the areas related to the information industry. Today multimedia information is sent to various information: computational, acoustic, optical, visual, audiovisual, stage, etc.

Electronic media have no geographical or political boundaries, so it is impossible to preserve the national culture, the features of life intact, which are subjected to powerful external influences in the era of globalization. In Kazakhstan, taking into account amendments to the "Law on Mass Media", since 2002, the broadcast of foreign media on Kazakhstani TV channels has decreased to 50% of the total volume of broadcasting.

The majority of the republic's population was chosen by television as the main source of information - 80%, print - 48%, radio - 40%. In the future, the real audience of viewers will be formed depending on the effective demand of the population.

According to researchers, communists, the new information environment will look like television, but it will function like the Internet. Mobile telephony, satellite, cable TV lead to greater convenience, multimedia diversity, personal communication.

Electronic media offer a different interactive interaction between the user and the manufacturer, as well as the content distributor. Throughout the world, information markets are being liberalized and globalized. Simultaneously with these processes, a merger of computer, telecommunication and broadcast technologies takes place, i.e. convergence. As the professor notes, the dean of the Faculty of Journalism of Moscow State University. M.V. Lomonosov - E.L. Vartanova "increasingly the notion of" convergence "becomes synonymous with major transformations in the media sphere ... Convergence is a process that in the coming decades can completely change not only the media and communication systems, but also various related industries."

The transition of Kazakhstan to digital broadcasting by 2015 made it necessary to understand technological, socio-economic and, most importantly, cultural and information processes in Kazakhstan. If the technical problems of communication have an international similarity, then the issues of its social content differ depending on countries, on the nature of the socio-political system of society. Reforming the country can be successful provided that the society maintains its identity in the context of globalization with the active development of the knowledge society.

Creation of information and telecommunication infrastructure, development of intellectual potential in Kazakhstan - allows us to talk about updating the situation in the field of mass communication, new media, based on socio-economic and cultural transformations in society. On the agenda are the issues of

competitiveness of new media with foreign ones, the quality of traditional and new media, filling of new media with domestic content (content), production of Kazakhstan IT-products and services.

Advanced information and communication technologies (ICT), providing dynamic socio-economic and cultural development, began to determine the face of post-industrial states. New ICTs are making their own adjustments to the life of Kazakhstan's society: cable and satellite broadcasting, mobile Internet, cellular communications, digital broadcasting are being expanded, interactive TV elements are gradually being introduced, increasing confidence in electronic mass media as an important source of information about events in the country and in the world.

The potential of ICT is already among the state priorities. The production of information products and services is growing in the country. In the 21st century, the business of information technology has become one of the most prosperous. Every year, the information technology industry in Kazakhstan is growing by 13-18%. Changes in the life of Kazakhstani society, caused by the spread of ICT, are economic, socio-political and cultural.

The sociocultural nature of the impact of communication infrastructure on society is manifested in the increase of opportunities for communication and cooperation, the use of various information and knowledge for solving various problems and problems. Different kinds of television, video information, computer games, CDs, laptops, ATMs, mobile phones, digital cameras, movie cameras, plastic cards, faxes, telexes, electronic security and safety devices, remote consoles, video surveillance, various multimedia products are all ours. today's life. "Inclusion" in the world of ICT has become a real factor of social mobility, social security and security.

Expanding media space is renewing the social climate in society. So the comparative analysis of the features of the media consumption in Kazakhstan, conducted by the Public Fund "Strategy" within the framework of the project "Eurasian Monitor" - showed that the most popular media is the TV, it is in every house, 91% like to watch TV programs in Kazakhstan, 22 % - read the newspaper every or almost every day.

High demand for mobile phones - 86% of respondents in the country, possession of computers (including laptops) -52%, but Internet access 35% of respondents who have a computer; the connection to satellite TV - 29%, to cable TV is connected - one third of respondents. To the question: "To what sources of information would you address, first of all, to learn about the events in the political, economic, cultural life?" - 64% of Kazakhstanis answered that they were to domestic TV.

Kazakhstanis are more likely to be interviewed in other CIS countries (Commonwealth Independent States) are looking for information in domestic newspapers and magazines -34%. But our compatriots are more active in the consumption of television channels than in other post-Soviet countries.

Of the relatively newest media, as shown by this sociological survey, (a sample of 1.100-2.000 people) -mobile phones have a high level of consumption. The computer and Internet access are becoming quite popular types of media,

however, the growth rate of their consumption, as well as the coverage itself, are not yet significant.

The growth trend is influenced by a whole range of factors, which include: the level of urbanization, the level of material security of the population, the level of telephony, the overall cultural level of the country's development, etc.

In the media consumption of Kazakhstan, in the popularity rating of the media - the leading: domestic television and print media. In Kazakhstan, more often than in other CIS countries, foreign, Russian media are in demand, especially TV. And also more expressed interest in international events. More than 60% of respondents in the country assure that the main sources of information received are the domestic media.

As the PF "Strategy" notes, "in general, residents of Kazakhstan demonstrated a relatively high level of activity in cognitive processes, this was reflected in the high level of consumption of various media. Kazakhstanis can satisfy their interest with the help of various modern communication means, giving preference to those of them that are more common and economically acceptable. Priority in the choice was given to the Kazakh media, foreign, primarily Russian, the media are playing a complementary role (2).

At the present time, new MMCs and, in particular, social networks around the world are developing rapidly, and Kazakhstan is no exception. Facebook - one of the most common social networks in the world, is a common request in the Google search engine. As noted by the executive director of Internews Kazakhstan, M. Elshibaeva, "if Russian Internet users prefer social networks such as" Odnoklassniki "and" Vkontakte ", then Kazakhstanis are more fond of" Facebook "and" My World ". And in Facebook the Kazakh language is one of the four most frequently used. The content in Kazakh in this social network is more common than in Russian. From the media in "My World" is very popular television show "Eki zhulduz" (Two stars).

The number of Kazakhstani users of the social network has approached 5.5 million people. M.Elshibayeva noted that in those regions of Kazakhstan where strong local TV operates, the activity of the media on the Internet is less. And where traditional media does not satisfy the audience's need for information, life on the Internet is the key. So, in Karaganda, Shymkent and Kustanai, TV companies will "give a head start to any Almaty and Astana TV channel".

And in Western Kazakhstan, in her opinion, TV is inferior to the channels from the above-mentioned cities, but there the media are well represented in social networks. In general, not all Kazakhstani media are represented in social networks. Many mass media, successful in "real" space, do not feel the need for interactive communication on the Web. However, in conditions of rapid development of new mass media, the situation may change (3).

In the near future, approximately three quarters of the population will be engaged in the field of information and in areas related to communication. Increasingly, multimedia information is sent to various information: audiovisual, acoustic, computational, optical, visual, artistic, stage and other. In an effort to create a new global information infrastructure, many countries are developing a

technology standardization strategy that will create a worldwide wide compatibility between national communication systems.

As Professor Zasursky points out, "mobile communication is becoming an important factor in innovative development: it is not just a phone, but and means of receiving, transferring multimedia texts, a photo-telecamera, digital, music player, mini-Internet, an alarm clock, a plastic payment card, to ntrolya, mini-TV "and others.

Cardinal changes in the technical support of the communication process have led to the emergence of fundamentally new means of mass communication. Many researchers come to the general characteristics of new media. First, they are "tied" to the screen. Secondly, they offer both text, sound, video, both a static picture, and moving images. New media are more or less interactive.

In the expanding media space, print, analogue radio and television are perceived as "old", traditional media, new channels of information delivery and information based on digitalization are defined as "new media". Another definition proposed by the Internet describes new media as digital communication channels, in which text, graphic and moving images, sound are presented in a single "package" and that have different forms of production, distribution, reception and storage of the final product.

Global distribution of information and communication creates opportunities for free communication at various levels: vertical, horizontal, network, mass and individual. Models of changing media systems in Kazakhstan and abroad are becoming similar, and the trend of globalization plays a significant role in this process. Creation of various media information contexts requires special skill, professional skills.

The information and technological revolution has stepped up the introduction and development of new media, mass media (QMS). In Kazakhstan, as in the whole world, social networks, the Internet, cable and satellite TV, mobile telephony are developing rapidly, the number of Web publications is growing, digital broadcasting is gaining popularity. The new media is the first to respond to the challenge of the time, trying to meet the new increased demands and demands of a large audience.

The global information process strongly influenced the development of national mass media. Throughout the world, information markets are being liberalized and globalized. Simultaneously with these processes, a merger of computer, telecommunication and broadcast technologies takes place, i.e. convergence.

Such integration leads to the fact that the information industry expands, erasing the boundaries between sectors of traditional systems of mass communication and creating new media systems. Historically, these sectors have developed separately, but at the present time, thanks to technological innovations, an active process of their integration is underway.

New channels of information delivery and information based on digitalization are defined as "new media". A feature of the new media was the change in the nature of communication. New media offer different interactive

interaction between the user and the manufacturer, as well as the content distributor. They provide an opportunity to carry out interpersonal communication. A vivid proof of this is the development of the Internet, social networks, cable and satellite TV, mobile telephony, digital, interactive broadcasting, behind which is the future of communication.

The use of new information and communication technologies (ICTs) strengthens the convergence process and leads to the construction of a global information society. As the professor, the dean of the Faculty of Journalism of the Moscow State University named after M.V. Lomonosov, E.Vartanov "increasingly the concept of" convergence "becomes synonymous major transformations in the media sphere ... Convergence is a process that in the coming decades can completely change not only the media and communication systems, but also various related industries. "

Modernization of the country can be successful if the society maintains its identity in the context of communication globalization, which is achieved in the process of balance between external and internal circumstances, between the impulse from outside and the internal potential of society to improve. The information industry is moving to a new level, it determines the country's competitiveness in the transition to the information society in the 21st century.

The mass media are the first to react to the challenge of the times, they are changing their policies, trying to meet the increased demands.

Over the past decade, new concepts have come into the scientific revolution that characterize the current trends in the QMS, a new information age. So, for example, digitalization (from the English word "digital" - digital, ie, the transformation of the content of media into digital form), the increased interactivity of communication processes, which gave way to an interactive form of communication, opens the way for personal, individual choice of the audience, which from the information consumer becomes the producer of new content.

In the expanding media space, print, analog radio and television are perceived as "old" media, new information delivery channels and information based on digitalization are defined as "new media". Another definition on the Internet describes new media as "channels of digital communication, in which text, graphic and moving images, sound are presented in a single" package "and that have different forms of production, distribution, reception and storage of the final product."

In the development of the QMS a new era of individualization of the use and sale of information has come. If in the 1980s it was a mass media distribution, today there is a tendency of individual, personal access to selected information via the Internet, mobile telephony, mobile Internet, digital radio and television, Internet broadcasting. In general, the media sphere is becoming more diverse and richer.

There is a process of "demassification", i.e. there is an expansion of the information menu, mass channels that reach individual, personal consumers. New media increase the possibilities of communication. Electronic new media offer a

different interactive interaction between the user and the producer, as well as the content distributor.

New media provide an opportunity to carry out interpersonal communication. A vivid proof of this is the development of the Internet, mobile telephony. Interpersonal communication is possible thanks to an e-mail or Internet phone.

New information and communication technologies, blurring the boundaries of time and space, become the main "helpers" of the process of globalization. And it, in turn, changes both the traditional economy, and the forms of social activity, and the mentality, lifestyle, habits of people.

The process of convergence of various spheres of communication and information strengthens the state of transition to a new level of development, even in those countries that are traditionally considered stable. This rapprochement and interaction alters the communication system and the media landscape. Such use of the cable by telephone companies already has an effect in the creation of information superhighways.

The information revolution is the result of the merger of the three main technological processes of the communication industry: computerization, telecommunications and broadcasting. Historically, these sectors have developed separately, but at the present time, thanks to technological innovations, the boundaries of these sectors have blurred, an active process of their integration is in progress.

However, the integration process to a much greater extent embraces technology and information transfer systems. Broadcasting sector depends on the socio-political situation of different countries, it develops unevenly, although the global telecommunications system increasingly levels the software content of national channels.

"Inclusion" in the world of ICT has become a real factor of social mobility, social security and security. The newest ICTs allowed not only to transfer large amounts of information to the electronic form accumulated by humanity, but also to create a large number of new information resources in electronic form: flash drives, CDs, DVDs, cassettes, floppy disks and other storage media. These forms of presentation of various audiovisual, multimedia information allow organizing a process of production, storage and dissemination of information on a qualitatively new level.

In connection with the rapid development of the Internet, social networks, new media professions are emerging. Since 2010, SMM-agencies, social media managers (SMM – social media manager) have declared about themselves. Leading companies, state bodies and banks took the lead in marketing in Socialmedia (social media), which began to hire special employees to interact with the Internet audience, to resort to the services of profile agencies.

As the head of the department of the AGT-Kazakhstan communication agency I.Glushchenko noted: "The key moment in the formation of SMM in Kazakhstan was the creation of a highly specialized community SocialMediaClub, in which the majority of SMM employees take part. Speaking about the most

relevant SMM tools in Kazakhstan, it can be noted that the creation of video content and Facebook applications is very popular.

"The leading Internet communications specialist of Kar-Tel LLP K. Nurmagambetov believes that" the Internet is not only one of the important tools of communication, but also an alternative sales channel that helps to increase the awareness of both the present and potential customers about products and the company. This tool is an excellent way of online support "(4).

In the 21st century, it was the advanced information and communication technologies that provided dynamic socio-economic and cultural development that determined the face of post-industrial states. At present, the mass media influences our life very much, hence the rapidly changing value points, consumer demands. Socio-economic changes in Kazakhstan's society have determined the direction of development of the republic's mass communication media in the era of convergence.

Internet and network technologies served as an impetus for the development of convergent journalism, the media and changed the information landscape of the 21st century. New media increases the possibilities of communication, offers a different interactive interaction between the user and the manufacturer, as well as the content distributor. In the course of this process, there is an evolution of personal modernization. In the media, trends are manifested in the sharp increase in information flows, in the emergence of new media organizations, in the emergence of civil journalism - the blogosphere, in the formation of new information markets and services.

At present, the mass media influences our life very much, hence the rapidly changing values, consumer demand.

The current level of development of states is largely formed on the basis of the use of information and communication technologies, based on active production and use of information. Not only natural resources and material wealth, but also telecommunications infrastructure and information resources, services constitute national wealth in the 21st century.

Internet and network technologies served as an impetus for the development of convergent journalism, the media and changed the information landscape of the 21st century. New media increases the possibilities of communication, offers a different interactive interaction between the user and the manufacturer, as well as the content distributor.

In the course of this process, there is an evolution of personal modernization. In the media, trends are manifested in the sharp increase in information flows, in the emergence of new media organizations, in the emergence of civil journalism - the blogosphere, in the formation of new information markets and services.

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Chapter 3. The process of globalization of broadcasting.

S.Barlybayeva

The number of people living on the planet Earth has exceeded 7 billion people, in 20-30 years will be about 10 billion. This whole huge world is multifaceted, diverse in cultural features, phenomena of social and political life, diversity of economies, religions, way of life. In the 1970s and 1980s theorists predicted that with the development of satellite TV, and later with the advent of the Internet, information inequality is balanced by global communication systems. However, as the time of the 21st century has shown, this imbalance increases even more, the gap between developed and developing countries increases 50-60 times.

Globalization is an objective process of the formation, organization, functioning and development of a new global, global system based on deepening interconnection and interdependence in all spheres of the international community. At present, all countries of the world are embraced by the process of globalization.

There are many definitions of the concept of "globalization", among them: as Professor E.L. Vartanova, globalization is a multidimensional process that takes place simultaneously on several levels. This is the globalization of both the market, and production, and finance, and communications, based on a global infrastructure. The space of global communication, formed by the networks of modern information and communication technologies (ICTs) - satellites, the Internet, mobile telephony - lies over the borders and national legislation, and therefore, losing absolute control over the flow of media content, the state weakens it both over ideological and cultural sovereignty.

There are positive and negative points here (1). According to Professor G.A. Yugay, in the era of the information society, globalization is a category not so much for economic integration as for the formation of a single information and intellectual space based on new, mainly computer, technologies (2).

Globality is an interdependent diversity without unity. The concept of globalization, according to W. Beck, is defined as processes that weave national states into the activities of transnational actors and subordinate them to power capabilities, orientation and identity of the latter (3).

Researcher F. Webster in his book "The Theory of the Information Society" gives his interpretation of globalization, defining it as a process that means the growth of interdependence and interpenetration of human relations along with the growing integration of socio-economic life.

Anthony Giddens notes that globalization increases the interconnection between people, regions and countries in the world, while reducing the distance (4). Another researcher Terhi Rantanen - "globalization means both the presence and absence, the intertwining of the social, having a global scale, with the personal" (5).

Global distribution of media products is impossible without global networks built on the use of modern information and communication technologies (ICT), without which the process of globalization can not exist and develop. In all these approaches, there is something common and important, namely, emphasizing a sufficiently high level of technological and information development of society and the ability to move information, capital and goods unhindered about national-state borders.

As the key factors of globalization are allocated information, economic and technological, the human factor is the carrier and the subject of the transformation of all these processes. Information and communication technologies are often synonymous with globalization.

The term "global" itself appears simultaneously in the sense of being accessible practically to the whole world. Communication models, media systems of different countries become similar and the process of globalization plays an important role in this.

A new era creates a new global media sphere. Under the globalization of the media and ICT, they understand:

- globalization of markets, i.e. the emergence of a universal demand for media products and new technologies from consumers in different countries,
- the globalization of production organization, when in different countries the same models of the organization of the media business are used, including production methods, application of technologies,
- Globalization of the financing model (6).

The movement of information flows is no longer significantly affected by state borders. Now the borders of the state are determined not by border pillars, but by the information space that the given state develops and disseminates. In terms of the degree of development of the three areas - computerization, telecommunications, electronic QMS - one can generally determine the level of economic success of a country, since mass communication, digital information transmission systems are the blood arteries of the functioning of society.

At the same time, modernization of a number of countries and regions can be successful if the society maintains its identity in the context of globalization, which is achieved in the process of a certain balance between external and internal circumstances, between the impulse from outside and the internal potential of society to improve.

Researcher M.B. Sarsenov notes that "globalization is an objective process in contemporary international relations, the highest stage of internationalization or the interaction of national economies in the world market. Views on the origins of the emergence of globalization are debatable. Historians view this process as one of the stages in the development of capitalism.

Economists are counting on the transnationalization of financial markets. Political scientists emphasize the spread of democratic institutions. Culturologists associate the manifestation of globalization with the "Westernization" of culture, including American expansion. There are information and technological and environmental approaches to explaining the processes of globalization"(7).

According to the researchers, three phases of the globalization of consciousness have passed through the history of the development of the human society, now it has entered the third stage of the globalization of consciousness:

- The first stage came after the round-the-world travels of Magellan and Columbus, when a man understood the limitations of the planet Earth.
- The 2nd stage came after the flight into space Yu.A. Gagarin.
- The third stage is the formation of a global information society. Awareness of mutual information dependence, complementarity of mankind, raising the level of information communication skills of the community.

Awareness of mutual information dependence, complementarity of mankind, raising the level of information communication skills of society. Globalization, Internetization, ensuring the absolute availability (to all, everywhere and at any time) of information networks is a sign that characterizes a new, information society.

Researcher R.Schichwe calls three institutional inventions or innovations that play an important role in the emergence of a world society:

- functional systems,
- organizations,
- Telecommunications.

In his opinion, to "explain the dynamics of world society, it should be noted about the global production of networks. Globality is accomplished by linking communicative events to a network or linking "ties" ... The phenomenon of global network production is brought to the forefront "(8).

Some researchers of mass communications began to talk about the coming era of "mediaocracy" - the authority of the QMS, which not only reflects and interprets reality, but also constructs it according to their own rules. As the researcher O. Filatova notes, "globalization of the media and communication is taking place, the whole structure of the person's communicative experience is being transformed. Mass communication becomes not only the "magic window" through which we look at the world, but also the "door" through which ideas penetrate our consciousness. This applies to all MMK and, above all, to the World Wide Web "(9).

The global spread of the Internet, mobile telephony, cable and satellite television, their mass character, simultaneity and breadth of the audience - made

them the main elements of globalization. The term "global" appears simultaneously in the sense of being accessible practically to the whole world.

The development of mobile communications has made it possible to individually access global information resources with the help of cellular phones. The spread of mobile communication brings a new element to the development of modern QMS, bringing readers, listeners and spectators closer to the flow of information flows and allowing them to more effectively manage their attention and information selection.

According to modern philosophers, the following features are characteristic of the culture of the new millennium: "a global polylogue encompassing the whole of humanity in the future", "a dialogue between the viewer and the" soft "text of the computer screen", "screen-dynamic dialog modeling", "construction of complex integrating but easy-to-view dialog boxes "," three-dimensional thinking "of the" final screen "," fundamentally different poetics "- not the narrative that holds almost the entire traditional written culture, but the dialogue that turns into a polylogue", "Sov the recoupment of communication between all people and cultures "(past, present and future)", "new languages of dialogue", "problems of the emerging philosophy of dialogue, intertext and polylog", etc. (10).

Information globalization is spread through information agencies, its key features:

- is determined by a common "agenda" of international events,
- penetration of the global logic of the market in the process of forming an information "agenda"
- loss by states or other local structures of national information independence (13).

Global distribution of media products is impossible without global networks built on the use of ICT, without which the process of globalization can not exist and develop. "The space of global communication, formed by networks of modern ICT satellites, the Internet, mobile telephony - lies over the borders and national legislation, and therefore, losing absolute control over the flow of media content, the state weakens it both over ideological and cultural sovereignty.

For the media, this situation has a new character, since the number of "agents of influence" is substantially changing. Their list is opened by the global market and "transnational corporations", whose information requests must be satisfied first of all "(14).

The global spread of the Internet, cable and satellite television, mobile telephony, their mass character, simultaneity and breadth of the audience - made them the main elements of globalization.

The development of mobile communications has made it possible to individually access global information resources with the help of cellular phones. The spread of mobile communication is making a new element in the development of modern mass media.

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Chapter 4. Convergence of the media.

S.Barlybaeva

Now there is a merger of computer, broadcasting and telecommunication technologies. This rapprochement and interaction changes the communication system. Such integration leads to the fact that the information industry is expanding, erasing the rigid boundaries between sectors of traditional media and creating new media systems. There is a tendency of "convergence" - unification, merging into a single whole and communication technologies, markets, and the media itself, household and professional equipment.

Convergence means convergence, convergence, which, in the context of media reforms, provides a new conceptual interaction to different types of media, taking into account their organizational and structural convergence or full merger, including the formation of new management methods for the rapid creation of an original information product for the purpose of its placement in various media environments and capture the attention of a potential audience.

Convergence is the fusion of markets. The modern media industry is moving towards greater integration with the telecommunications sector, the production of home appliances, and information technology. As a result, a new integrated market is being created, on which multimedia services, network services, software products are linked inextricably.

As Professor E.Vartanova points out, "increasingly the concept of" convergence "becomes synonymous with major transformations in the media sphere ... Convergence is a process that in the coming decades can completely change not only the media and communication systems, but also various related industries" (1).

At present, digital, multimedia interactive communication technology expands its borders between countries, becomes more accessible in different regions of the world. The MMK sector becomes complementary. "The integration of all types of communication based on fiber optic cable into a telecommunications structure serves as a kind of" central nervous system of the whole society "(2).

The use of new ICTs enhances the convergence process and leads to the construction of a global information society. The free market of ideas in the era of the global information infrastructure is increasingly determined by commercial goals, which dictate the desire for liberalization.

The researcher SL Urazov reveals a number of characteristics that determine the transformation of the media market, which show the causal relationship of the origin of convergent processes. Here are some of them:

1. Changing the monomedial environment to multimedia.

2. Replacement of the classification name of media - from the media, they are transformed into a mass media.

3. There is a new form of communication - interactivity.

4. The processes of globalization, taking into account the use of modern digital technologies, change the information distribution parabola (3).

Professor G. Bakulev notes that "there is a transfer of functions of some mass media to another," a change of roles "in different channels of communication, it becomes possible to receive the same content through different channels. As a result, the previous ideas about channels of communication and information change radically. The rapprochement of various media, the emergence of common content for different channels leads to the birth of new integrated genres (4).

In the expanding media space, print, analogue radio and television are perceived as "old" media, new channels of information delivery and information based on digitalization are defined as "new media".

Another proposed definition describes new media as "digital communication channels in which text, graphic and moving images, sound are presented in a single" package "and that have different forms of production, distribution, reception and storage of the final product" (5).

While there is no single, universally recognized definition of new media, many researchers are coming to the general characteristics of new media. First, they are "tied" to the screen. Secondly, they offer both text, sound, video, both a static picture, and moving images.

New media are more or less interactive. As the representative of “Sovetnik” magazine (Moscow) in Kazakhstan and Central Asia, V.N. Pavlenko, noted at the seminar "New Special Media" (Almaty, March 16, 2012): "The new media is a term that means the emergence of digital computer, information, network technologies and communications in the late twentieth century. New media is any media product that is interactive and distributed by digital methods. V.N.Pavlenko distinguishes four trends in modern journalism:

- interactive services (various sites),
- Civil journalism (the editorial staff are attracted to bloggers),
- data journalism (work with hard-to-access sources, journalistic investigation),
- crowdsourcing (collective discussion in networks before processing and collecting information on a pre-determined topic). "

A feature of the new mass media was the change in the nature of communication. In them it is difficult to distinguish the mass and personal form of communications, mass and non-mass media. Electronic new media offer a different interactive interaction between the user and the manufacturer, as well as the content distributor. They provide an opportunity to carry out interpersonal communication. A vivid proof of this is the development of the Internet, mobile telephony.

Unlike traditional media, Internet users from passive information recipients are transformed into active converters, creators and distributors. The content of new media is created by countless users who produce, edit and consume this content. Examples of new media include the following:

- The Internet,

-E-books,
-Internet radio,
-Digital television (cable, satellite),
-Video games (computer, mobile),
-Mobile connection,
-Kinoindustry (films, video blogs), etc.

The researcher I. Balakhnin relates to new media: free areas for publication of materials, for example, Wikipedia; a variety of services for stand-alone blogs, such as WorldPress or Blogger; platforms for sharing diverse content: YouTube for video, Flickr for photos, Slideshare for presentations; platforms for organizing discussions, local forums; social networks: Facebook, LinkedIn, VKontakte, my world, etc .; microblogging -Twitter, Plurk, etc .; aggregators of social information, for example, FriendFeed; lavkasty - services that allow you to watch and comment on the live broadcast of various events or programs (6).

New media facilitated the acquisition of knowledge, ensured access to funds of libraries, universities, museums, accelerated postal circulation and other nationwide and transnational information and cultural services. The Internet is gradually coming to different corners of the world, opening up new opportunities for the development of the economy, culture, education, science, public life and entrepreneurship.

Currently, approximately 2.1 billion people worldwide are connected to the Internet. Ten years ago, Facebook and Twitter simply did not exist, and today their users are 1.5 billion people around the globe (7). In October 2012, active users of Facebook in the world exceeded 1 billion, 81% of which is outside the US and Canada, in which the company began to operate (8). In Kazakhstan there are more than 700,000 Facebook users (9).

By the autumn of 2012, the number of Internet users in Kazakhstan was 9.4 million people, and by the end of 2013 - 11 million people (over 17 million people in the republic). Social networks are developing rapidly all over the world, and Kazakhstan is no exception. The number of Kazakhstani users of the social network in 2012 exceeded 5.5 million people (10). Director of Internews-Kazakhstan M.Elshibayeva noted that in those regions of Kazakhstan where strong local TV operates, the activity of the media on the Internet is less. And where traditional media does not satisfy the audience's need for information, life on the Internet is the key (11).

In connection with the rapid development of the Internet, social networks, new media professions are emerging. Since 2010, SMM agencies, social media managers (SMM - social media manager) have announced themselves. Leading companies, state bodies and banks took the lead in marketing in Social media (social media), which began to hire special employees to interact with the Internet audience, to resort to the services of profile agencies.

As the head of the department of the AGT-Kazakhstan communication agency I.Glushchenko noted: "The key moment in the formation of SMM in Kazakhstan was the creation of a highly specialized community SocialMediaClub, in which the majority of SMM employees take part. Speaking about the most

relevant SMM tools in Kazakhstan, it can be noted that the creation of video content and Facebook applications is very popular.

"The leading Internet communications specialist of Kar-Tel LLP K. Nurmagambetov believes that" the Internet is not only one of the important tools of communication, but also an alternative sales channel that helps to increase the awareness of both the present and potential customers about products and the company. This tool is an excellent way of online support "(12).

Convergence as a concept begins to dominate media management, including the production of content. Significantly influencing the collection, creation and distribution of the information product, convergence not only fundamentally changes the approaches to information management, fundamentally reconstructing the organizational structure of the media, but also forms a new business model, the search for which has been intensively conducted in the media market over the past few years.

The attractiveness of the united media is growing, their capitalization is increasing, material resources are being saved, and the creative potential is more effectively used. Convergent edition is a promising form, a new model of the activity of a journalistic collective. It allows the work of journalists to make the work more efficient, organized and productive.

Currently, there are two main trends in convergent editorial work: this is the main role of the coordinator, collecting and distributing topics, news, information. And also the universalization of reporters in the field, who should be able to collect information for all types of media: record comments on audio and video media, write materials for the Internet media and newspapers, shoot a report for TV.

Journalists should expand the range of their professional activities: today it prepares content for the Internet, tomorrow - writes television texts and radio materials, and the day after tomorrow - material for print media. This leads to the real mastery of multimedia, the creation of a "universal" journalist, able to work in any mass media.

Electronic media offer a different interactive interaction between the user and the manufacturer, as well as the content distributor. At present, the work of journalists has become operational, mobile. The reader, listener and spectator can address any question to the creator of the content, to the journalist, moderator, television and radio journalist, by sending him a message via e-mail, mobile phone, or via the Internet.

This feedback has become more effective, interactive due to the introduction and rapid development of new information technologies that facilitated the work of journalists, but presented to them new technical, multimedia requirements, new approaches to the creative process, new forms of information management, and management of the communication process. And here we need a new level of training for multimedia journalists, for which the future development of journalism in the country.

In the 21st century, it was the advanced information and communication technologies that provided dynamic socio-economic and cultural development that determined the face of post-industrial states. At present, electronic media, new

media affect our life much more than other types of communication, hence the rapidly changing value points, consumer demands. Socio-economic changes in Kazakhstan's society have determined the direction of development of new media of the republic in the era of convergence.

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Chapter 5. Digital broadcasting in Europe and America.

S.Barlybaeva

The digital technology of processing and transferring diverse data (texts, images, speech, etc.) became the basis of network technologies and opened new opportunities for the formation of global information networks.

Different communication researchers, communists, define the periods differently: someone marks four information revolutions, the other five or seven stages of its development, starting its first stage with the appearance of human speech, then writing, and then go to the stage of the printing press, then to the electronic, computer revolution.

Other researchers put forward the following version of the development of information revolutions:

- the first is connected with the invention of writing,
- the second (mid-XVI century) is caused by the invention of printing,
- the third (end of the X1X century) is caused by the invention of electricity, thanks to which appeared telegraph, telephone, radio,
- The fourth (1970s) is associated with the invention of microprocessor technology and the emergence of a personal computer.

However, everyone agrees that the main feature of communication progress is the rapid development of information technologies, the readiness of society to implement them, a certain level of socio-economic and cultural development for each period, the intellectual potential of social development. Integrating element of the direction of ICT development are network technologies.

The development of television and radio broadcasting is carried out in the era of the global digital revolution. Modern achievements in the field of digital television and radio broadcasting are changing the course of development of world telecommunications.

New opportunities for digital TV and radio are complemented by new features: interactivity and multifunctionality.

Digital TV-transmission of video and audio signals from the translator to the TV, using digital modulation and compression for data transmission. The basis of modern digital TV is the MPEG compression standard.

The history of digital TV can be divided into several stages.

The first stage is characterized by the use of digital technology in parts of TV systems while maintaining analog communication channels. Gradually, all studio equipment is transferred to a digital signal. The second stage is the creation of hybrid analog-digital TV systems. The third stage is the creation of digital TV systems.

Currently, the broadcasting industry is represented by three main standards that are used to organize digital broadcasting:

- European digital broadcasting standard-DVD (Digital Video Broadcasting),

- The American Digital Broadcasting Standard ATSC (Advanced Television System Committee,

- Japanese digital broadcasting standard ISDB (Integrated Services Digital Nroadcasting).

The choice of a certain standard is determined individually by each country. The deadlines for switching off the analog signal (from 5 to 16 years) are determined by each country independently.

Many states preferred the European standard for its following indicators: low cost of receiving equipment, unification for terrestrial, satellite, cable and mobile broadcasting, high noise immunity and TV signal quality, multiprogramming, the possibility of organizing additional services (data transmission, video on demand), the possibility of creating single-frequency networks.

Advantages of digital TV:

-increase of noise immunity in the transmission and recording of TV signals,

- power reduction of transmitters,

- an increase in the number of TV programs,

- Improving the picture and sound quality of TV receivers,

- the creation of TV systems with new standards of image decomposition,

- expansion of the functionality of studio equipment,

- transmission in the TV signal of various additional information,

- creation of interactive TV systems,

- archive of TV programs and recording of TV programs,

- choice of language and subtitles.

Among the shortcomings, note the following:

- sharply limited area of coverage of the signal, beyond which reception is impossible,

- fading and scattering pictures on the "squares".

Currently, digital TV systems are rapidly developing in different regions of the world. In many countries, the issue of stopping analogue broadcasting in the first decade of the 21st century and full transition to digital TV has been raised.

Digitalization of TV. Digital TV is "multi-channel, multivariate delivery and multimedia. This is a very complicated information environment "[2]. Digital television can significantly improve the image quality on TV screens, increase the number of channels at the same broadcast power.

Digital channels are less prone to distortion and interference than analog channels. Analog signals can take an infinite number of forms, and even a small disturbance can unrecognizably distort the signal. With the use of digital technologies, the very low error rate plus the use of detection and error correction procedures make it possible to achieve high signal accuracy. deterioration of quality is of a threshold nature.

True, if the signal-to-noise ratio falls below a certain threshold, the quality of service can jump from very good to very bad. In analog systems, the

deterioration in quality is more gradual. Digital channels are more reliable and can be produced at lower prices than analog ones.

Digital methods allow you to include television in a single world information system through television interactive channels, as well as realize the possibility of receiving television programs through connecting to the Internet. You can imagine two types of digital television systems.

In the first type of system, completely digital, in all links of the image transmission path, information is transmitted in digital form. Currently, however, such transducers have not yet exist, so long as applicable digital TV system of the second type, in which the sensor turns the analog TV signal, then it is converted to digital form, is processed, and then converted back to analog form [3].

There is a slow transformation of home computers into a kind of TV. The equipment of most personal computers began to be equipped with a tuner card, which allows receiving digital TV programs. There is a rapprochement between the two directions, and the new home device combines the advantages of both the TV and the computer.

The introduction of digital technologies encounters economic, technological and functional obstacles. Digital technologies require large investments and pay off not immediately. To serious lack of digital television, you can take it while its dependence on rating and advertising, and, therefore, on business. The pluses include interactivity, the possibility of global coverage [4].

The development of digital broadcasting in a global context is gaining momentum and scale. Many countries have already switched to the "number", and among them are leaders of the TV industry, like the USA (refusal of analogue broadcasting took place in 2009), Germany, Great Britain. Disconnection of analogue broadcasting in 2010 occurred in Austria, Iceland, Spain, Malta, Slovenia and Estonia.

In Bulgaria, Ireland, Slovakia, Cyprus, a transition period to digital broadcasting started, meaning a step-by-step refusal from analogue broadcasting and its complete cessation by 2013. True, not everywhere the transition to digital TV is painless. Thus, the Romanian government decided to cancel the results of the tender for the transition to digital TV and postpone the implementation of this plan from January 1, 2012 to January 1, 2015.

The solution was motivated by the fact that consumers will get more time to purchase equipment for receiving a digital signal. The example of Romania confirms: in the process of transition to digital TV, which represents not only a complex transformation of the television industry, but also significant changes in the sphere of leisure time and audience culture, numerous economic and technological difficulties arise [5].

Nevertheless, despite the difficulties most of the viewers now in most of the EU territory only digital TV signal has become available, both locally and nationally. For the audience, this meant the appearance of a greater variety in programs and other qualities of "telephoto".

As noted by OSCE experts, "the transition to digital broadcasting (digitalization) creates new opportunities for a free flow of information and

pluralism of the media. From the position of strengthening media freedom, the new technology further allows the audience to seek and receive information and ideas through television and radio broadcasting. It also provides broadcasters with more opportunities to disseminate information in the community. "

It should be emphasized that for the audience in many countries, "digital switch-over" has passed though not painlessly, but quite calmly, since for the audience the concepts of "digital broadcasting" and "digital TV" were quite familiar due to the fairly wide distribution of digital cable networks in the countries of Europe, Southeast Asia, in the USA.

The high level of penetration of cable networks contributed not only to improving the quality of the average household TV signal, but also constant - over the past decades - upgrading the park of TV sets and set-top boxes, preparing spectators for multichannel perception.

The most important factors affecting the formation of the digital environment in the television industry are simultaneously the expansion of the boundaries of the segment of non-ether TV - digital cable, satellite, and the increase in access to the Internet.

The European Union, for example, aims not only at the development of digital TV, but also at the widest possible spread of universal broadband coverage by 2013. The five-year plan for the development of the European digital economy, created in 2010, will allow almost half of European households to have access to the Internet with a speed of at least 30 Mbit / s.

In many regions of the world, the development of the information society infrastructure lays the technological basis for the wide dissemination of digital TV, shapes people's skills in using the latest technologies, and forms of behavior in the digital multi-channel environment.

Expansion of access to digital networks and new trends in media consumption, which are noticeable in the practice of the most developed countries, are directly related to the penetration of the band, which stimulates an increase in the supply of digital content (primarily online video) to a mass audience. According to experts, only in the first months of 2010 on YouTube appeared as much video content, as it aired on major American TV channels from 1947 to our days.

As a result, the audience starts watching TV on the Internet, reduces the viewing of TV and DVD in favor of computers connected to the network. According to IMCA / Eurodata TV WorldWide, today social networks such as YouTube and Twitter are forming new ways of viewing television by displaying TV content on a computer screen. According to research conducted in 2010, YouTube (64% of viewers), Hulu (47%), Netfl ix (33%), iTunes (15%) are in the lead among American viewers watching TV programs on-line.

Thus, there is an obvious need to revise the traditional definition of "television", based on the mass-broadcasting model. The model of mass television emerged in conditions of non-interactive / passive TV viewing, limited choice of TV programs, monopolism as a technological platform (TV), and infrastructure (unearthly broadcast networks).

Today's TV model increasingly relies on a fragmented audience, which prefers an independent choice of TV programs that are viewed not only on the TV screen, but also on other technological platforms. That is why in 2010 Nielsen Media Research announced the termination of measuring the number of channels accepted by the average American household.

The company justified its decision by the fact that today viewers make their choice not between channels, but between menu functions (the choice between the services of cable or satellite operators, between programs recorded on digital video recorders, etc.).

This is becoming increasingly important, as 43% of US households in 2009 were subscribers of digital cable networks and 45% - satellite. Other forms of TV viewing are based on the choice of content recorded on DVR (32% of households had DVRs), or on access to catch-up-platforms on the Internet (such as Hulu.com) to watch missed shows, reality shows or even news programs.

Analysts of the television industry record this process in new terms: the viewer's search goes from the channel-driven view model to the menu-driven model. In addition, the cross-platform video consumption is increasing, gaining global distribution.

As a result, today Nielsen, like the West European meters, is trying to estimate not the number of TV channels, but the time of watching TV programs in individual households, by individual viewers. This is what explains why the time for watching TV programs (but not watching television) increases in Western Europe [6].

The gaining popularity of "non-linear" - postponed and customized - the method of televiewing marks the transition to the second stage of digitization, which has already occurred in some media systems.

An important characteristic of such media systems is "digital wealth" - not only the expanded opportunities for technological access to the digital infocommunication environment, but also the increased supply of digital content and digital services.

The ability of digital content to spread in different environments and delivered to the consumer through different platforms leads to a deepening of fragmentation: the audience is "split up" not only between different TV channels, but also from different platforms. This development can undoubtedly be considered a new stage in the process of fragmentation in the era of digital television.

The beginning of digital TV broadcasting in Europe and the USA should be considered November 1998. In Europe, digital broadcasting developed in accordance with the project DVB (Digital Video Broadcasting). Given the variety of forms of TV broadcasting, part of the project was devoted to the development of technical solutions for satellite television, some for cable, and some for terrestrial or terrestrial broadcasting, applicable in satellite, cable and terrestrial digital television broadcasting systems [7].

The prerequisite for the introduction of DVB and Digital Audio Broadcasting (DAB) were agreements that were reached as early as 1993 between

the largest organizations from 16 European countries and the United States engaged in digital television. In 1996, the company SES put into orbit the first satellite "Astra" with 20 digital repeaters. It should be noted that at present there is no standard for digital broadcasting for all countries.

Abroad, today offers two fundamentally different ways of forming a receiving park for digital television, which can be conditionally called "European" and "American."

In Europe, reception of DVB programs at the first stage of its deployment is supposed to be carried out mainly on TVs available to the population with the help of special digital set-top boxes - Set Top Box.

Such consoles are constructively finished devices containing a full set of circuits and nodes necessary for receiving and processing digital signals of sound and image, and also converting them into an analog form. In addition, the DVB-set-top box includes a power module and its own control processor. Subscriber DVB-prefixes of the first generation have been produced since 1996 and are intended for receiving digital broadcasting according to the scheme "broadcaster-spectator".

Along with the production of set-top boxes, a number of companies have already launched digital TVs, which can provide reception of programs like conventional analog TV PAL / SECAM, and digital TV DVB.

In recent years, Sweden, Spain, Denmark and Australia have started broadcasting in the DVB-T standard. In addition, preparatory work was conducted in Singapore, New Zealand and India.

The first step in the transition to digital broadcasting was made by the United Kingdom. Let's see how the fate of digital television in this country has developed in the future.

In 1998, the Air Force had new digital TV channels "VVS chose" and "News-24" (previously only through the cable network). In 2002, the youth channel BBC-3, the cultural channel BBC-4 and two children's digital channels began broadcasting. All these channels are subscription. And in the autumn of the same year, in agreement with the government, the BBC created a group of open digital channels "Freeview." The "Freeview" system is available to any owner of a regular television through a decoder costing 100 f.In 2004, it had 4 million subscribers.

The largest commercial television companies Carlton UK productions and Granada television created the British Digital Broadcasting Consortium (BDB) and introduced their digital system of 30 channels, called Ondigital.

8 years ago BSkyB introduced its system of 140 digital satellite channels, called "Sky TV Digital". It is by far the largest company broadcasting programs in digital format. By the end of 2004, BSkyB accounted for more than 7 million subscribers who pay between 20 and 50 euros per month.

Film channels, sports, children's films ("Cartoon Network", "Nikelodeon", etc.), news channels ("Bloomberg", "Fox News"), scientific-cognitive channels were translated into digital format.

On "Sky Digital" there is also a large selection of special documentary channels. This is primarily a group of high-quality documentary channels owned by the American firm Discovery: High-quality species films are also transmitted by the UK Garrisons channel, the National Geographic channel and the tourist Sky Travel. Historical films (documentary and artistic) broadcast the channel "History channel".

12 channels of the platform "Sky Digital" are devoted to movies. In addition to this customized channel "Sky Box Office" offers a daily set of 20 films on order at 3 f.st. per view. By "Sky Box Office" you can order and concert programs.

There is an interactive sports channel "Sky Sports Extra", where you can get more information about the sport: competition schedules, command tables, repetitions, archived data, analytical materials, etc. Moreover, repetitions can be displayed at a super slow pace at the request of the audience. The viewer can choose his own angle and lighting. There is also a channel "Sky Sports On-Line", which broadcasts entire sports events.

Recently a purely custom music channel "Box" was added to these channels, continuously showing video clips with the order by phone. Besides him, there are also 44 purely audio-music channels that make up the "MTV Choice" band. All these channels broadcast continuously and around the clock, without ads and leading. Only the name of the work, the names of the performers, the year of first performance and the year of this entry appear on the screen.

There are also specialized shows on genres and interviews with celebrities, interspersed with music. In this case, only the voice of the "star" is heard, and the interviewer's voice is cut from the recording. "Music Choice" also provides information about the availability in the stores of video cassettes with recorded music. In the future, it is supposed to organize a two-way communication between TV viewers and videocassette stores.

It should also be noted that all Sky TV channels are represented on the Sky Digital platform (except for the ITV-2 channel running on the competing platform Ondigital). This means that owners of Sky Digital aerials and decoders can watch the BBC-1 and BBC-2 channels, the 24-hour BBC News-24 news channel and the 24-hour CNN information channel, which has global coverage, the fourth program channel and programs of the fifth channel.

In March 2004, the new digital satellite platform "Top-up TV" combined 10 channels. These included British channels UK UK, UK Stile and UK Food, as well as a digital version of the fourth channel and American Bloomberg, Discovery [8].

After the successful experience of Great Britain, together with other countries of Europe, in the late 90s Germany began to switch to digital form of broadcasting.

At first, Kirch's group made an attempt to establish itself in this market with the help of the developed by her a decoder for digital television (Set top-Box). However, soon it was forced to take in the share and its competitors CLT / Ufa and Deutsche telecom. This oligopoly has collapsed because of resistance from other private providers of programs and public-law television and radio companies.

In order to preserve competition, it was banned by the Federal Cartel Office and the EU Competition Commission. Therefore, Deutsche Telecom has developed a programming interface that allows other providers to use the decoder for their needs (search programs, Internet access, interactive advertising programs). Thus, in the field of digital television, the monopoly of several financially strong groups was prevented.

Since mid-1989, ARD, together with Deutsche Telecom, has broadcast 16 cultural and information programs digitally based on Digitalis satelliten radio (DSR), but not via satellite, but over cable networks. This did not find a wide response among consumers, since for receiving programs there were necessary new and very expensive TV receivers.

In total, only about 100,000 such receivers were sold. Now, thanks to the technical capabilities of Digital Audio Broadcasting (DAB) and Digital Video Broadcasting (DVB), 10 times more programs can be downloaded to cable networks. Therefore, by January 15, 1999, the DSR stopped its programs.

In the same year, Deutsche Telecom opened its cable channels for the transmission of digital TV programs. After setting the standards for DAB, ARD started pilot projects, the first one was launched on August 25, 1995.

The owners of networks, TV companies are preparing for a billion investments. The question remains open as to how citizens will respond to new and not always more financially beneficial proposals.

The leader in the introduction of digital technologies in France is the Canal Satellite, created by Canal plus. The signal seal allowed him to launch new networks, including interactive ones. In 1999, Canal Satellite distributed digital TV programs in digital form.

However, we note that in some countries, for example, in Ireland, the digital broadcasting program has proved unworkable for technical reasons.

The second digital television standard ISBD (Integrated Services Digital Broadcasting) was developed in Japan and is in some ways a modification of the European TV broadcasting standard. Back in 1968, the Japanese began developing high-definition television (HDTV), and in 1990, without waiting for the adoption of a worldwide standard, they launched an experimental HDTV program (the standard of the scan was 1125 lines at the screen of 3: 5).

The situation is different in the United States, where the switch to "digit" assumes a complete replacement of analog TVs with new digital TVs of the ATSC standard. In the US, the work on the digital television standard began in 1987, and in 1996 the US Federal Communications Commission approved the developed standard as a national standard. It was named ATSC (Advanced Television Systems Committee). To digital broadcasting in the standard ATSC also joined Canada, North Korea, Taiwan and Argentina.

The ATSC system assumes the encoding of audiovisual information according to the MPEG-2 standard, however the transport stream should not exceed the value of 80 Mb / s. The system has insufficient noise immunity of the transmitted signal, especially in difficult propagation conditions of radio waves.

TVs of the ATSC standard are produced only with a large screen size - at least 74 cm by 102, so they are quite expensive (about $ 3,000 - 90 thousand).

In autumn 1998, the nationwide channels "ABC" and "PBS" began digital broadcasting. To date, in addition to these channels, the leading television operators of digital programs are DirectTV, USSB, Primestar, Canal Plus, Echostar and Sky. At the moment, 95% of viewers of digital television watch it using the Direct-to-home service - DTH ("direct satellite television - home").

The world's first digital direct broadcast system was created in March 1994 by the broadcasting company Primestar (formed by a group of cable operators) that converted 30 analog channels of its satellite network. Further, Primestar offered more than 160 channels and served more than 2 million American subscribers.

In 1999 Primestar was absorbed by the giant DirecTV, which was created by one of the leaders in the satellite field - Hughes Communications. DirecTV offered a unique service for such a large country as America - there was enough antennas measuring 18-20 inches (45-50 cm) throughout the continental part of the country [9].

At the beginning of 2007, there were approximately 25 million satellite TV users in the US. The quality of image transmission by cable channels, the main competitors of satellite television, has seriously improved with the transition of the nation to digital format and to HDTV. For this reason, the two largest US television satellite operators DirecTV and EchoStar, which have approximately the same number of users, are experiencing problems with attracting new customers today. In order to compete as a broadcast with cable television, DirecTV and EchoStar are constantly increasing the number of satellites in near-earth orbit, and are moving to the MPEG4 compression format instead of MPEG2.

However, even with these efforts, they can offer their customers only 200 channels that are broadcast in quality, comparable to DVD quality and the Dolby Surround 5.1 audio track. [10].

Losing to cable television in terms of quality, representatives of satellite television reduce prices for receivers and subscription fees. For example, the cost of the receiver fell from $ 180 in 2001 to $ 70 in 2007 [11].

The operators of cable television are much better. According to preliminary data from NTCA (National Cable & Telecommunications Association, www.ntca.com), in 2007, more than 65 million households in the United States used cable TV services. This figure remains unchanged for the last 10 years, and the penetration rate is 2.5 times higher than that of satellite television.

The transition to a digital broadcasting format leads to the expansion of the scope of activity of market leaders and, conversely, to the closure of small cable operators: since 2001 their number has decreased from 9900 to 6635 in 2007.

Satellite and cable operators have played and continue to play an important role in the formation of the PVR market. In the conditions of a tough market competition, the operator companies, trying to get a customer, are ready to make big discounts on the installation of equipment and even install it for free.

Therefore it is not surprising that it was operators who picked up a new idea and began to promote innovative equipment to the market. The willingness to

support the distribution of PVRs became a competitive advantage for companies that offered combined receiver-PVR (satellite) solutions and a PVR (cable) decoder. Not the least role in the spread of PVR is played by the decline in prices for equipment: since 2001 the average cost of PVR sold in the US has decreased from 430 to 220 dollars [12].

Cable TV has a 3% to 5% failure rate per year. Satellite TV is approximately 1%. J.D. Power marks two providers of satellite television in the US - Dish Network and DirecTV, which are popular with users over the past 5 years [13].

Digital television in the US is becoming popular among consumers. It is important that legislators and regulators recognize digital television as an effective system, and US government departments that oversee broadcasting contribute to the success of its development. It is also very important that in the process of digitalization cable networks take part, which gives a good impetus to the development of digital television and enables new broadcast services to develop on the basis of a cable platform.

Now the question is how the consumer will receive a television signal: on TV or on a computer. So far there is no answer to this question. Some are betting on the TV, others are betting on a personal computer.

European Commissioner for Media and the Information Society Viviane Reding at a meeting of European media leaders in 2004 noted that "apparently, each generation is experiencing its revolution in the media. For a generation that lived before the Second World War, such a revolution was radio.

For the post-war generation it was the appearance of television. For today's youth, these are digital technologies. Today, a decade after the start of the digital revolution, it became clear that its consequences would be no less profound than the consequences of the radio and television revolutions that preceded it "[14].

"Digit" helps to improve the quality of images, sound and mobile reception. This makes it possible to effectively use the frequency spectrum and offer more TV channels, as well as high-tech interactive information and television services: online purchases, multiple viewing angles and betting on betting on the air. Various standards of digital broadcasting for satellite, cable and terrestrial television were developed.

At the present stage, the rapid introduction of digital terrestrial television (DTT) in Europe determines the main opportunities for the future of the broadcasting market. As early as May 2005, the European Commission recommended that analogue terrestrial broadcasting be phased out by 2012 [15]. The main thing is that this process should be carried out in coordination, because The advantages of digital broadcasting will not be complete until all countries simultaneously disconnect analog transmitters.

There are many obstacles: First, high costs, for the consumer and the supplier of services can be too high, which slows down the overall process; Secondly, not all owners of houses agree to switch to digital television, which also creates difficulties in implementing government plans to disable analog broadcasting.

Curiously, Europe is a territory where in 2009 245 new channels were launched (mostly sports and children's). Now there are 7,200 broadcasters of their broadcasters, and 8,600, taking into account cross-border ones. It would Seem, sit and look, after all only you can spend all day turning the channels. But a careful analysis of the rating of countries on the level of television viewing shows that Finland, Switzerland, Denmark and Austria are located at the very bottom, and at the top - Kuwait, United Arab Emirates, Saudi Arabia.

How do new channels appear on TV? In different countries in different ways. In the UK, this satellite and terrestrial digital TV, in Germany - cable and satellite, and in Finland - terrestrial digital TV. Combine their two characteristics.

1. The speed with which the number of multichannel families increases.

2. In multi-channel families, TV a little more on average. For example, in Poland, the viewer in the family, where there is cable or satellite TV, watched TV in 2008 exactly 4 hours a day, while the viewers in families where there are few channels (analog terrestrial TV) - 231 minutes. In India, 149 and 130 respectively. Similar statistics, dividing the audience by the number of channels accepted, are available in 33 countries. In 24 of them, there is more time for watching television in multi-channel families.

What do we have? The number of programs is constantly growing, and the duration of television viewing practically does not change (or falls). This means that each broadcaster has fewer and fewer spectators. Or, which is also true, the viewer pays less time to watch each of the channels.

First of all, the channel-leaders lose the audience. So, in 1993 on average in Europe, their share was about 44% of the total television market, in 1999 - 33%, in 2008 - 28%. This phenomenon is called "fragmentation" and is equally applicable for all countries [16].

Communication technologies are growing rapidly and pose a lot of problems before traditional TV broadcasting. The information and scientific and technological revolution leads to the rapid development of mobile telephony and computer programs, mobile communications and the Internet, which can already transmit television content. In general, the transition to digital television should cause a new wave of competition in the US and Europe. This requires a new concept of regulation of television and radio broadcasting throughout the world community.

The transition to digital technology in the US, Western Europe is a rapid process, and in countries with a transitional regime, respectively, a longer process.

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Chapter 6. Internationalization of broadcasting: mission, tools.

G.Mukanova

6.1. Tools for expanding the broadcasting of Kazakhstan.

The media of Central Asia and Kazakhstan, like other republics of the former Union, experience a certain complex of "big brother" in the implementation of the state information policy. This opinion was voiced at the III International Media Forum of the Assembly of the People of Kazakhstan "Openness of Consciousness" (Almaty, November 16-17, 2017) by the famous business coach Konstantin Shamber. An expert from Germany considers the activity of state holdings to be weak, because news and informational plots (clips) on Kazakh TV channels are only broadcast in English for a foreign audience.

To expand the audience of users and achieve the ultimate goal: to promote image materials, Shamber believes, it is necessary: 1) to invest in translations of cultural heritage materials into European and Oriental languages (Chinese, Arabic, German, French, etc.); 2) use such an important and "cheap" information channel, as specific individuals from among foreign scientists, tourists who have visited Kazakhstan and can further disseminate useful information. That is, social networks should be used as much as possible.

It is important to keep constant monitoring of what information is on the sites about Kazakhstan, where foreigners come. There should not be a lot of negative news (corruption, crimes, explosions, etc.) - this discourages tourists and potential investors, K. Schamber recommends. He on personal experience opened pages on the Internet on a tag in German language "Kazakhstan" and was convinced that except for mentions about Borat, there is very little positive information about the republic.

Whereas, the international expert believes, it would be quite logical to advertise beautiful landscapes, national cuisine, mountain tourism, warm climate of the south of the country, for example.

Purposeful work of this kind is a mission for the media of an independent state. This mission must be subordinated to all available tools, both subjective (human resources) and objective properties (holdings, corporations, private TV-studios, etc.).

As for the training of professional staff, many faculties and sections of journalism have been opened in the country, in national, state and private universities. The profession of a TV journalist is popular among young people; higher education institutions are obliged to provide the base of practice for students first of all. Practice can be organized outside the country, and for this it is necessary to develop external relations with foreign universities and centers.

Students must learn foreign languages during their studies to freely communicate with foreign colleagues, study literature and supplement their

professional knowledge. Books, reading - this is the same necessary tool for a future journalist, like a scalpel for a surgeon.

Why do you need to practice a senior student? First. To master the skills of technical training, to be in the trend of technical improvements, even try to get ahead of the traditional toolkit of TV shooting. To also be able to properly supply light, sound, screensavers for TV transmission.

It is important to be a psychologist in order to correctly guide your subordinates and establish contact with the person who is interviewing. It makes sense to listen to the course of psychology and participate in sociological surveys.

It also makes sense to plan your future specialization. To do this, try to think ahead about the topic of the course (thesis) work. In addition, it is necessary to choose the place of practical training and try to use the time of practice for finding a profession.

Of course, business entrepreneurship in the TV area has its pros and cons, as in any business, risks are possible. Invest in television and radio broadcasting by and large can be the state, which entrusts this activity to a large national holding company. To broadcast the republics of Central Asia and Kazakhstan to justify the huge expenses of the state and shareholders, one must more often turn to the experience of foreign corporations. Copying their experience will avoid mistakes.

On the other hand, the blind copying of the experience of entertainment programs (talk shows), as it often happens, causes discontent among the public. It is often possible to hear statements in the media that the national TV is losing, as a result of copying, its "face".

Therefore, it is necessary to study successful corporations in TV journalism, to focus on this work departments of the faculty of journalism. That is, it is important not only in the process of training in the university to retranslate traditional textbooks on audiovisual journalism, but also to update their content. Help mastering the skills of the profession master classes of famous radio and television hosts, cameramen, editors.

Returning to internationalization as the principle of the work of TV and radio, initially it is necessary to select the material for broadcasting. Here information from such branches of knowledge as: history, art, zoology and botany, geography and geology, meteorology and hydrology will be useful. For example, to show the richness of the flora and fauna of Kazakhstan (or any other country), we need to shoot stories about rare plants and animals.

Such a brand is already available in Kazakhstan - the snow leopard. The image of the leopard on the sports form of hockey players of the national team, in the logos of sports competitions, by the way, is a very interesting find. But we must not stop on one image, but look for new ones.

Of course, bad news is spreading much faster - the presence of nuclear weapons, for example, automatically takes this or that country to the top of the list. North Korea too often flashes on television and in the Internet media because of this. Since Kazakhstan made a noble gesture and refused to test nuclear weapons, leaving the USSR, now it is necessary to find that brand, those attractive features of the state and its population that will make a favorable impression on foreigners.

The oldest buildings, universities and religious temples, monuments of ancient architecture and architecture, for example. - The growing interest of foreign tourists in such objects will automatically affect the activities of the administration. In turn, the infrastructure (hotels, logistics, souvenirs, fairs) of the area will be improved. And tourists are a source of information, following the first will come the following.

That's how TV and radio can play the role of a communicator for the internationalization of cultural heritage (rock paintings, springs and waterfalls, for example). Let's give an example of Yakutia. The zone of permafrost, polar cold, extremely low temperatures due to Internet advertising became the object of mass air tourism from Europe.

Yakut entrepreneurs together with foreign investors on the basis of scientific research on aging (gerontology) are now flourishing, as older Europeans are willing to pay for the rejuvenation processes, based on local ice and snow. This is an example of the correct use of the specific climate and terrain landscape, when the internationalization of scientific research results attracted entrepreneurs and private investments.

Today on the TV-channels "Planet", "Geo" and many others, the host with the operator produces reports from different parts of the world. Why is this done, did you think?

First. For the promotion of tourist routes in certain regions, requiring investments for their development. That is, the administration of the island in North Africa or South Asia is more profitable to spend on advertising, television, as a result of which tourists will arrive and leave their capitals in the local budget. Courage, the risk of internationalization may be justified.

The second. The TV channel, which systematically covers tourist routes, wins in the rating and also enters the top of the popular ones. The benefits are mutual, given the popularity of applications to mobile devices. If you ever went to the site of the tour operator, then they will constantly send you announcements with advertisements. Thus, sites are another tool for internationalization. It is no coincidence that the information on the sites is placed in the most common languages.

Euro news is an example of the internationalization of European TV broadcasting. This news TV channel is watched by viewers around the world, news stories in French, English, and Spanish. Euro news is characterized by a qualitative selection of leading and correspondents, with different ethnic backgrounds (for example, TV presenters are from Turkey, India, the Middle East, etc.).

Multicultural content Euro news is in demand. Efficiency of correspondents, informational saturation of plots, variability of comments, all this increases the authority of TV broadcasting. Quite often viewers watch Euro news, to make an objective view of what is happening, compare with news stories on other international channels.

In the Euro news traditions, continuity, ethics of TV broadcasting (for example, no-comment) and other finds are maintained. Therefore Euro news is a recognized brand. Euro news broadcast topics, as a rule, are global: migration,

election campaigns of politicians; UN; terrorist acts; i.e. Such, which give information for the majority of spectators and listeners.

The internationalization of the media is indicative of the example of TV broadcasting of the former Soviet republics. The Turkic-speaking people (Kazakhs, Tatars, Uighurs, Kyrgyz, Uzbeks, Turkmens, etc.) created their own national TV channels after the collapse of the Union. For residents of Central Asia and Kazakhstan, such TV broadcasts as Tatar TV, Uyghur TV are currently available. The content of such local TV mainly consists of feature films, entertainment programs, music videos in their native language, performances, shows, etc.

The task of TV broadcasting of these channels for foreign viewers (diaspora) is to broadcast in their native language, teach the language, introduce the cultural heritage and traditions, and broadcast news. In such TV-broadcasts there are no topics: politics, analytics, problem transmissions. In Kazakhstan for a foreign audience in a special format operates the channel "KazakhTV".

Turning to the past of the TV industry, in the twentieth century serious attempts were made to internationalize regional problems. These attempts were carried out through the media, media communications.

For a deep understanding of the topic below, we have outlined pages from the history of internationalization in the twentieth century. European media at that time, between the two world wars, had to reflect the political situation. The role of media in Europe and the United States at that time in a sense emphasized in its activity such an authoritative international organization as the League of Nations.

To the best of their ability, diplomats tried to regulate military conflicts and deter aggressors. It is noteworthy that the governments of Turkestan, Ukraine, and the Caucasian republics that worked in exile (emigration) published periodicals (the underground organization "Prometheus"). Internationalization for Mustafa Shokai was identical to the issue of promoting the topic of national self-determination.

Mustafa Shokai and his entourage often used the radio's capabilities to broadcast their speeches and promote ideas to a mass foreign audience.

6.2 From the history of internationalization of Turkestan media in Europe, XX century

G.Mukanova

The results of a study on the internationalization of Turkestan in the diplomatic sphere and international relations are very interesting. The activity of governments in exile in the interwar period in the 20th century is socially significant and provided a high spiritual core of internationalization in the world community. This page of history is especially relevant in the context of the article by the President N.Nazarbayev "A glance at the future: the modernization of public

consciousness." The purpose of the study is to study the stages of international recognition of Kazakhstan and Central Asia, to the world level. The idea of the study is to recreate the diplomatic activities of Mutafa Shokai, his like-minded people from Ukraine and the Caucasus. Applied value of the research is to teach the course "International Law and the Media".

The scientific significance of the research topic lies in the discourse of the role of emigration in the global media space. The methodology of the research is based on the laws of dialectics and the basic principles of humanitarian research, the principle of historicism, verification of sources, analysis and synthesis, etc. The value of the research is measured by an updated methodological approach in the spiritual and moral evolution of politicians of the 20th century. Practical application of the results - new courses on the basis of the Institute for Advanced Studies of the University and mass open online courses (MOOK).

They entered the world history with clean hands, a cold head and a fiery heart. The era of revolutionary turmoil in the interwar period for peoples who dreamed of gaining a state identity, put forward literate, creative managers, patriots, forced to live and work in exile. The century of the events of 1917 is an invaluable occasion to recall those whose names and deeds tried to etch black in Soviet textbooks. Returned, - from oblivion and persecution, misunderstanding - the faces of these fighters are worthy of honest and objective analysis.

After all, thanks to them too, the socialist doctrine of the world preserved purity and a moral core. Intercultural dialogue, unity in diversity became the slogan of their purposeful, diplomatic in content and form, the activities for the internationalization of their missions. In their work, the mass media were involved: newspapers, magazines, radio, created in conditions of shortage of financial resources. Introduction. They entered the world history with clean hands, a cold head and a fiery heart. The era of revolutionary turmoil in the interwar period for peoples who dreamed of gaining a state identity, put forward literate, creative managers, patriots, forced to live and work in exile.

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The acquisition of independence by Kazakhstan and other former Soviet republics made it possible to access previously classified archives, banned publications, including periodicals published outside the Union. This large array of sources now forms the basis of research, along with an equally large array of Western scientific and popular scientific publications, memoirs in Russian, Turkic,

English, French, and German. The family archive of the Shokai family and private collections of letters, works, photos are a fertile material for the researcher.

We did not depart from the traditional methods of social and human sciences, the principle of historicism and verification of sources, took into account the subjective and objective factors that influenced the appearance of a particular letter, article, etc. If a source is used, a reference is made to the archive or the publication / publishing house in which it was published.

Kazakh politician, publicist Mustafa Shokai (1890 - 1941), being in exile in Europe, almost immediately began to seek outlets on the press. The French Ministry of Foreign Affairs, in an official note of 1921, points out that Shokai "is currently cooperating with the organs of the Russian and European press." (Archives du MAE de France).

In addition, he is interested in the Middle East media. Thus, in the archive of M. Shokay, copies of the magazine "Ayin Tarihi" (Egypt) were found; El Jamiet El Arab (Jerusalem); El Ittihad (Cairo); newspapers "The Voice of Paris" (France); Geneva Journal (Switzerland); materials TASS (USSR), etc.

Through the media to attract the attention of the world public to the problem - other emigrants shared this position. So, Shokai was well acquainted with the Ukrainian Shulgin Alexander Yakovlevich (1889 - 1960). Shulgin Alexander Yakovlevich (born Oleksandr Yakovich Shulgin, born July 30, 1889, the village Sofino Khorolsky County, Poltava Province - died March 4, 1960, Paris) - Ukrainian politician, historian and sociologist.

He remained in history as the first Minister of Foreign Affairs of the Ukrainian People's Republic. Participated in the work of the Paris Peace Conference; in the autumn of 1920 headed the delegation of the UPR at the first assembly of the League of Nations (hereinafter - LN) in Geneva. In 1923-1927 years. Shulgin lived and worked in Prague, later in Paris, taught history and philosophy at the Ukrainian Free University and the Ukrainian Pedagogical Institute named after M. Dragomanov. In 1926 - 1936, 1939 - 1940, 1945 - 1946 years. Was the Minister of Foreign Affairs of the UPR in exile. Died March 4, 1960 in Marseilles (France).

Information about Shulgin A. we are taken from the Internet; their lapidarity is explained by the long-forgotten oblivion in Soviet literature of the great work of the Ukrainian diplomat in exile. Alas, his activity as a diplomat and a scientist is more known in the West.

When reviewing the world literature on the diplomacy of governments in exile in the interwar period, we found the following. Shokai and Shulgin represent, in our opinion, the elite of political emigration from Bolshevik Russia. Back in 1919, while in Georgia, Shokai, "his first visit inflicts the head of the Ukrainian mission there." (Садыкова, p. 67)

The commonality of their intellectual and political activities, as well as of other missions from Russia, does not yet find objective coverage - the contradictory nature of the sources, the paucity of archival collections. The confused developments of the OGPU, as well as the ciphers used by emigrants, the

semi-legal methods of work of the missions also did not contribute to the synthesis of pioneering research.

Kazakhstan scholars K.L. Esmagambetov and B.I. Sadikova should be given credit to Kazakh researchers who, to the best of their ability, published archival sources and attempted to comment on them. K.Esmagambetov came close to the diplomatic side of Shokai's activity, but did not comment on the essence of his political conception in exile. He rightly reproached B. Sadykova, who erroneously refers Shokai to "Muslim Communists" (Шокай М., Т. 7)

This erroneous statement of B. Sadykova, unfortunately, was repeated by her in the latest publication. "And yet the theory of Muslim national communism managed to penetrate into the minds and souls of progressive-minded representatives of the Tatar and Turkestan intelligentsia" (Садыкова, p. 260)

Having become acquainted with the writings and letters of Shokai and his wife Maria Yakovlevna, we are inclined to say that Shokai has no relation to "Islamic communism", if such exists in nature. We are sure that the least political figure of the international rank can be driven into narrow theological framework, even the ethnic Kazakh M. Shokay.

Moreover, B. Sadikova in any publication does not argue the hypothesis about "Muslim communism" M. Shokay, and in a recently published book she concludes contradicting her previously expressed working versions. Thus, she writes: "In 1939, Mustafa Shokai, summing up his experience of political activity in the ranks of Prometheus in the article" Türk byrligi hajinda ", concludes:" The yoke of national slavery can be dropped only with such a unity that goes beyond the racial and religious attitudes and is a fair-based front of equals ".

Thus, sums up B.Sadykova, he (Shokai) raises the problem of the struggle for national freedom to the level of supranational. " (Садыкова, p. 266) And this conclusion excludes any attempts to play with words and definitions (e.g. "Muslim communism"), no matter how original they may seem, it is even dangerous in the modern context of the problems of growing religious radicalism and extremism. The strengths of B.Sadykova's works are seen in the possession of the topic: the role of the periodical press in the anti-Soviet propaganda of emigrants.

The weak place of B.Sadykova's books turns out to be excessive trust in the sources of Stalin's OGPU, so generously cited by another author of the book about Shokai, and this reference to the pretentious edition (Бакиров, 2000) is sufficient in Sadykova's books. The work of the historian is to compare sources of different origins, dating and degree of engagement of their authors, but not blindly following the source (Mark Blok) in order to clarify the truth. (Блок, 1986; Февр, 1991)

For example, A. Bakirov and B. Sadykova permanently repeat the erroneous identification of the place where the newspaper "Bostandyk Tui" was published. (Бакиров, p.19; Садыкова, p.91) (The newspaper was published in Petropavlovsk, and not by Akmola. - G.M.).

One of the serious counter-arguments against the false "communism" M.Shokay is, in our opinion, the position of M.Shokai himself, who, as we reported earlier, in a scientific article strongly condemned attempts to distort facts

and depart from the principle of historicism, citing an example from the practice of the Nazis, when European scientists, for the sake of Hitler, began to seek confirmation of the Aryan theory of superiority in the treatises of al-Farabi and other medieval thinkers. [7]

To work with the intellectual heritage of Shokay is difficult; to keep up with the flight of his thoughts, to become at the level of his political intuition, to possess his analytical mind - the task is not easy, let alone lightweight. He alone replaced the scientific research laboratory, perfectly knowing several European and Oriental (Turkic) languages. He, for example, approached with pragmatism to the situation: "You can have different attitude to modern Germany and its policies, but using their press as a platform with which you could inform the world would be very useful." [5, p. 173]

Early Shokai differs radically in his views from the mature Mustafa Shokai: this is no longer a young boy who changed pseudonyms and rapidly crossed the borders of regions. By the beginning of the 1940s, Shokai was a figure among the most influential opponents of the Soviet system, a politician, an editor, a resident in a good sense. We studied the texts of articles and sketches of M. Shokai's articles and letters and came to an unambiguous conclusion - Shokai was deliberately studying publications on the current state of international relations, looking for opportunities to enter authoritative international organizations in order to raise the internationalization of the Turkestan National Council (TNC).

To this mission, M.Shokay, in our opinion, started no later than July 1931, on the eve of the September Assembly of the League of Nations in Geneva. The activities of Shokay are really classified as internationalization of Turkestan (should be understood more broadly - Central Asian, including Kazakh) national and cultural state identity).

In the Russian-language and Kazakh-language historiography of M. Shokai's activity, there is no deep research on the period of his collaboration with the LN Sadykova refers to the Moscow edition [6] with which, unfortunately, we had no opportunity to be acquainted, but to mention it is considered important as the publication of sources. In general, in the former republics of the Union there is a tendency to study the biographies of personalities, which in itself gives integrity, at the same time it can lead to details, to the detriment of the reconstruction of the general picture of sociophilosophical trends in the world in the interwar period.

In publications abroad, as well, alas, biographies of natives from the b. The USSR and its "heroes" are explored. The strength of this layer of publications is that the history of LN is served as, let temporary, the experience of internationalization.

For example, reviewers appreciated the book of the professor of Columbia University (USA) Susan Pedersen: "A riveting work of global history, The Guardians, us, consequential this first great experiment in internationalism. [8] This moment (internationalization as a tool of the League) is important for us in understanding the place and role of the Turkestan and Ukrainian missions in the worldwide process of stabilization in the interwar period.

Curiously, another foreign edition of Charles River Editors (2016), devoted to the analysis of errors and successes of the LN. In a small brochure, the authors seek to distinguish the role of the League as the forerunner of the United Nations and, in a sense, to emphasize the role of the United States in the process of internationalization. "This book is about the creation, successes and failures of the League of Nations.

The book also includes certain events where the league effectively adjudicated several disputes and actually laid the groundwork for the current and more effective United Nations. [9] In foreign studies, for the reasons mentioned above, there is no mention of Kazakh, or Ukrainian and other, missions in exile and their role in promoting the ideas of internationalization. This confirmed us in the need to conduct research in the part of the intercultural alliance.

Turning to the cooperation of the representatives of the Ukrainian and Turkestan governments, in exile, however, like others, their joint plans for the international recognition of their countries clearly indicate the desire to reach the level of "supranationality", otherwise - the openness of consciousness not confined to confessional and ethnic frameworks.

Polish researcher E.Charaskevich singles out the "second period" (1921-1923) in the activity of the Polish organization "Prometheus", when Poland continued its independent life on the established eastern borders along with the Baltic States. He writes: "However, the states of the basins of the Black and Caspian seas lost their independence absorbed by the Soviets."

According to E.Charaskevich, "legitimate" governments and political representatives of a number of Prometheus countries emigrated: [10]

1. The government of the Ukrainian People's Republic - to Poland, France and Czechoslovakia;
2. The Government of Georgia - to France;
3. The government of Azerbaijan - to Turkey and France;
4. The Kuban government and Don - to Czechoslovakia;
6. Mountain national center of the North Caucasus - to Turkey;
7. Armenian National Center - to France;
8. "Tatar" national centers (Crimea, Idel-Ural, Turkestan) - to Turkey, France and Poland".

All these centers used periodic printing to communicate with compatriots who found themselves at different ends of the planet and coordinated their activities. This was the only way to send news. For the delivery of copies of journals, live communication was used through merchants. This method was convenient, and Shokay used it too.

The necessary process of collaboration of political emigrants from Russia, for the purpose of international recognition of the rights of non-Russian peoples of the former empire, Mustafa Shokai in his letters and articles clearly designated the term "internationalization".

The origin of the definition is not accidental: as a counterbalance to the Leninist-Stalinist Comintern (the Communist International), which in the interwar period developed rapidly in Europe and Asia, with powerful moral and material

support of the USSR. It would seem that one root in the words "internationalization" and "Kom-intern", but how clear the first definition - without any prefixes - reflects Shokay's platform of views.

All the leaders of poly emigration, respecting his authority, erudition, honesty, recognized his primacy in the use of the word «internationalization». Actually, Shokai's apology is meaningless without an analysis of his core, solid, fundamental attitudes that raise the whole matter of his life over the vain disassembly of intriguers and enemies.

They also were in his entourage, where without them ... On the other hand; the coincidence of M.Shokai's views with the positions of L.Trotsky, W.Cherchill and other major figures of world political thought leads the Kazakh figure to the rank of worthy study of the titans of the era of the cardinal reorganization of international relations.

Whoever was on the political views of Mustafa Shokai and his closest associates in European emigration, we tried to restore, by examining the etymology of the use of the term "internationalization". In order to avoid false associations, due to Soviet propaganda, from which it really does get rid of some labor for the uninformed, the following should be explained.

The text of the anthem of the international socialist movement with the refrain: "This is our last and decisive battle; with the International will rise the human race! ». Belongs to the French poet, anarchist, member of the First International and the Paris Commune Eugene Potier.

The text was written shortly after the defeat of the Paris Commune (1871) and was originally sung to the motif of the "Marseillaise", published in 1887. Music - Pierre Degeiter (1888). For the first time with musical accompaniment was performed on June 23, 1888 and in the same year it was published. Widespread and has been translated into many languages. In 1910, at the congress of the Socialist International in Copenhagen, this text was adopted as a hymn of the international socialist movement. [12] It makes sense to pay close attention to this: not the communist, but the socialist International.

From the French language, which Mustafa Shokai brilliantly owned, the International (french L'Internationale, from the Latin inter - between and natio - nation) means an international, interethnic alliance. In the modern context, the Alliance of Civilizations - the UN project, develops the idea of the Communards in some sense.

"This is our last and decisive battle; with the International the human race will rise! "- in fact, what" decisive battle "was discussed, a question may arise. The ideals of the Paris Commune, the symbolic image of Prometheus, which carries fire, light to people, is what inspired emigrants in exile more than three decades after the publication of the socialist hymn, after the events in Russia (cf .: 1887-1917).

The struggle for the ideals of the commune, with ignorance and tyranny, oppression of any kind, for universal human values-this is how the doctrine of socialist doctrines was understood and understood in its original form. Thus, the

false-international slogan of the USSR "Proletarians of all countries, unite!" Shokai opposed another call - to a real alliance (alliance) of nations.

Political immigrants in Europe from the Russian Turkestan, Ukraine, came from a family of families, had a brilliant education. He graduated from the leading university: Shokay - a juridical, and Shulgin - the historical-philological faculty of the St. Petersburg University.

They, they did not need additional approaches to understand the unity of views on topical issues. And the fact that both adhered to the common approaches to the internationalization of the states whose representatives they considered themselves, speaks in favor of the fact that Shokay live longer and his mission for external recognition of independent Turkestan would have been accomplished successfully.

The first revolution of 1905-1907 awakened in them a thirst for historical justice, a taste for public activity. Further, the February-March and November events of 1917, the abdication of the tsar and the Bolshevik coup made them persons of great politics: emigration became their destiny. Shulgin as the Minister for Foreign Affairs of the UPR in exile, sought recognition of the status of Ukraine at the international level.

Alexander Yakovlevich left warm memories of his Kazakh ally; some of them are kept in the French archive). Shulgin highly characterizes the political views of M. Shokai; in particular, he noted the devotion of M. Shokaya to the idea of the liberation of Turkestan. "In many ways," Shulgin writes, "Shokai was similar to the Turkish leader Ataturk, but did not copy his experience completely." Mustafa, wrote Alexander Yakovlevich, believed that Turkestans should learn a lot from Western democracies in order to become equal and to be a competitive state, but it is important to preserve national self-awareness.

For his part, Mustafa Shokai in his speeches, letters and articles paralleled the political destinies of Ukraine, Turkestan (Kazakhstan), Georgia (as, indeed, the entire Caucasus). During the emigration (from 1919 - Georgia, Turkey, France) until the end of his days, Shokai found like-minded people, established and maintained close ties with representatives of the liberation movement of different countries. They, like siblings, carried the heavy burden of emigration: far from the Motherland, day and night, hoping for changes in the policy of the powers. They boldly put forward notes against the authoritative organization of that period - LN (the forerunner of the United Nations), in defense of the legitimate demands of their peoples. Both represented the interests of governments: Shokai, the foreign minister, then the chairman of the Turkestan autonomy, Shulgin, had the same status as the foreign minister on behalf of Ukraine.

The tests hardened them. Recognition in the West, in the heart of Europe was not given immediately. At first, the stake was placed on the Doctrine of American President Woodrow Wilson (1919), according to which it was still possible to count on international recognition of the young republics.

On the eve of the September (1931) Assembly of the LN in Geneva, Mustafa Shokai, according to the decision of the fraternal republics of Ukraine and the Transcaucasus, starts preparing the relevant materials. Despite the cool atmosphere

of the talks, Shokai carefully prepares the collective opus, for this he studies publication in English, French, and German.

The struggle for the realization of the rights to national self-determination must be conducted jointly with the Caucasians, Ukrainians, other regions, the Kazakh politician does not tire of stressing. "Only in this sense can and should be understood internationalization," M. Shokai writes. [13]

The joint goals of the struggle for self-determination and recognition of the peoples of Ukraine and Turkestan brought their leaders together, taught them to analyze the causes of blunders, train young cadres to continue their activities, and study political technologies for organizing new large-scale events. That vigorous intellectual activity was reflected in a variety of letters and articles, interviews for European media and a number of official documents jointly submitted to international organizations.

As an apotheosis of integrated efforts, on September 25, 1936, an official protest was directed on behalf of the following governments in exile: Azerbaijani (signed by Mir-Yakub Mehdiyev), North Caucasian (T. Chakman), Georgian (A.Chenkeli), Ukrainian (A.Shulgin) and Kazakh (M. Shokai). This document was addressed to the President of the 17th Assembly of the League of Nations K. Saavedra Lamaska and was entitled "Protest against Red Imperialism", published in the journal Prometheus. It is symptomatic that Germany was elected permanent member of the LN Council on September 8, 1926.

The protest was a bold appeal; its development once again proves the collective character of the anti-fascist activity of governments in exile. If we remember the fact that Mustafa Shokai was the main developer of the text of the Protest, then the unfounded accusations of his complicity with fascism are automatically lifted.

Predicting the danger of fascism, M. Shokai became a victim of Nazism in December 1941 (Berlin). Shulgin continued the whole life without a friend in spirit, in opposing aggression and the unity of the peace-loving forces of the planet. Activities in exile accustomed to be vigilant in the recognition of political fellow travelers and cautious in the forecasts, because opponents used the press for opposite purposes.

The propaganda machine of the "reds" worked tirelessly. While the leaders of the Soviet Union Stalin and Molotov engaged in self-complacency, despite the reports of foreign intelligence agents and protests of advanced Europeans, practically ridiculed Stalin's policy in relations with the LN, another political emigrant, Lev Trotsky (1936):

"The notorious interview given by Stalin to the president of the Scripps-Howard newspaper, Roy Howard, on March 1, 1936, is a precious document for the characterization of the bureaucratic blindness has been established between the leaders of the Soviet Union and the world workers' movement. [14]

He also sharply condemned the activities of British diplomacy, being in opposition to the Parliament Winston Churchill. "It is quite obvious," Churchill said in his speech to the House of Commons on July 11, 1935, "that we have weakened LN by our actions and damaged the idea of collective security. Because

of this policy, the violation of treaties by Germany is not only justified, but also even approved." [15]

Thus, the leaders of the national-cultural missions: Mustafa Shokai, Alexander Shulgin and their like-minded people, found a common language, skillfully built the relations between the missions and the concept of the international alliance proper, on the foundation of the socialist ideals. They managed to attract attention and reach a high level of the only authoritative, for that historical period, international organization - the League of Nations.

The exceptional mobility of M. Shokai, his trips to London, Geneva, Berlin and Paris, the interest of the residents of the powers. As another effective tool, they created an extensive media network, in Europe and Asia, to inform other missions. Only the growth of revanchism and fascism in Germany and the active detective activity of Stalin's special services prevented the development of that humane paradigm that would promote universal democratization through diplomatic channels and media communications.

Actually, the use of Shocking the term "internationalization" (in the 21st century it is relevant again) attests to high political erudition, possession of the international situation. Missions in exile attempted to direct world diplomacy into the channel of solving the problems of the peoples of Turkestan, Ukraine and the Caucasus.

Shokai's activity in the aspect we are examining should be attributed to a human-moral and ethical platform based on social and political activity. His actions are dictated by the realities of European reality. The events of the interwar period, M.Shokai, subjects a deep social and philosophical analysis, at the same time he studies the history of philosophy, gets acquainted with the treatises of al-Farabi, in order to reach a final conclusion: the internationalization of the Turkestan (Central Asian, including Kazakh) idea.

In fact, the "internationalization" of missions in exile meant the international recognition of the national and cultural state identity of the regions of the former Russian Empire. In this sense, according to the power of the spirit, the power of conviction, the breadth of the formulation of problematic tasks, the tactics and strategies of political diplomacy, the power of the influence of oratorical art and journalism, Shokai is not inferior to the well-known leaders of the struggle for the rights of oppressed peoples, like Martin Luther, Nelson Mandela et al.

Regarding the role of the media, with the help of a broad coverage of the topic (internationalization), many missions in exile hoped to provoke moral support for the struggle of the oppressed peoples of Eurasia, on the part of the developed powers: Great Britain, France, Germany, and the United States. Curiously, in the internationalization of Turkestan, Shokai and his associates use the artifacts of Western civilizations (Prometheus, Legion, etc.) Especially since the youth, Shokai had the experience of editing newspapers ("Birlik Tuy").

Together, by peaceful methods, paved the way for their peoples to light, sacrificed everything for the sake of escaping the shackles of the former slave psychology, advanced sons and daughters of Ukraine, Poland, Central Asia, and

the Caucasus. The names and deeds of A.Shulgin and M.Shokay are inseparable; they often talked and discussed plans, compared programs.

Only the untimely departure of Mustafa cut off the lasting thread of their friendship. His sincerity and selflessness, patriotism and humanity, erudition were valued by his colleagues. At the funeral of his friend, Alexander Yakovlevich said: "I believe that the day will come when the renewed Turkestan will remember its heroes. I do not know whether the monument to Mustafa in Perovsk (the birthplace of Shokai, now Kyzylorda - GM) or Tashkent (here in 1910 he graduated from the Shokai Gymnasium - GM) will be installed. However, I firmly believe that the people will establish a monument in his heart." [16]

These sincere words of Shulgin towards the ally and like-minded man had a prophetic meaning. In 2017 in Kyzylorda to Mustafa Shokay created a bronze 12-meter monument.

Joint searches with foreign historians, journalists and political scientists will lead to the discovery of additional sources confirming the integrative efforts of patriots who more than a century ago raised the banner of the struggle for the dignity of their peoples and paved the way for international recognition.

It is important to raise the qualitative level of interdisciplinary research. Turning from the statement of biographical information and emotions, to the interpretation of the socio-philosophical foundations of the formation of the worldview of major politicians, which they were in fact.

6.3. From the history of TV-journalism in Kazakhstan: the 20th century (M. Barmankulov, S. Ashimbayev).

Marat Karibaevich Barmankulov.

S.Barlybaeva

Marat Karibaevich Barmankulov was born on February 13, 1937 in the city of Talgar, Alma-Ata region. In 1954 he entered the Department of Journalism of

the Philological Faculty of the Kazakh State University named after SM Kirov. After graduating in 1959, he began working at the Alma-Ata television studio: first he was a correspondent, then an editor, a commentator, for two years he was a responsible editor.

In 1961, he did not enter postgraduate study at the Faculty of Journalism of Moscow State University. M.V. Lomonosov. After graduating in 1964, M.K. Barmankulov successfully defended his thesis at the Moscow State University and in January 1965 he was accepted as an assistant to the Department of Russian Journalism at the Kazakh State University. After receiving the diploma of Candidate of Philology in September 1966 becomes a senior teacher.

From October 1966 to December 1969 MK Barmankulov worked as Deputy Dean of the Faculty of Journalism at KazGU. In February 1969, he was confirmed as an assistant professor. In 1972, he successfully completed advanced training courses at the Faculty of Journalism of Moscow State University.

Marat Karibaevich Barmankulov worked at his native university for more than 35 years: from 1965 he worked his way from the assistant of the department to the doctor of philology, professor, dean of the full-time and correspondence faculty of journalism. He was the permanent head of the department of television and radio journalism until 2000.

From March to September 1991 - the first deputy editor of the leading republican newspaper of the country "Kazakhstanskaya Pravda".

During his time at the university, he showed himself as a wise mentor, a talented teacher and scientist, researcher. Marat Karimayevich Barmankulov prepared and introduced new courses for the Faculty of Journalism: "Fundamentals of Broadcasting and Television", "Genres of Tele-Radio Journalism", "Comparative Analysis of the Genres of Press, Radio and Television," and "Modern Foreign Journalism."

He developed and introduced new courses "Culturology" and "World religions in the Turkic states", in the 1990s they were visited and showed great interest not only by students of the Faculty of Journalism, but also students of philosophical, historical, political science faculties, orientalists.

The first books by M.K. Barmankulov: "Reporting on radio and TV" (1970) and "The whole world in your apartment" (1972), "Journalism for all" - are both handbooks for the current generation of student journalists XXI century.

In 1980, M.K. Barmankulov defended his doctoral dissertation at the Moscow State University, Moscow State University. M.Lomonosova, received the title of Doctor of Philology. This was the first in Kazakhstan dissertation on comparative analysis of the genres of the press, radio and television.

Along with educational and pedagogical activity, MK Barmankulov conducted a great deal of public work. He was a member of the board of the Confederation of Journalistic Unions of the CIS, secretary of the Union of Journalists of Kazakhstan. His leadership was valuable for professionals, he was elected: deputy chairman of the Academic Council of the faculty, chairman of the method bureau, responsible secretary of the journalist's journal.

M.K. Barmankulov delivered lectures at the Republican courses for radio and TV journalists, and conducted radio broadcasting at the School of Young Radio Correspondents. Despite scientific and pedagogical workload, Marat Karibaevich was actively engaged in creative work, he prepared over 200 articles in newspapers and TV broadcasts.

M.K. Barmankulov made several educational films, which were demonstrated at the All-Union Exhibition and marked with the 1st degree diploma at the Republican competition.

M.K. Barmankulov was the author of the first cyclic programs on Kazakh television. His program "One hundred ways - one hundred roads" promoted sports, tourism and our beautiful mountains of the Zailiysky Alatau, which he himself admired, climbing mountains in the weekend, skiing, cycling.

The range of creative and scientific interests of Professor MK Barmankulov is great and multifaceted. His books on television: "The Possibilities of Space TV" (1997) and "Television: Money or Power?" (1998) tell us about new trends in television broadcasting in the world and in Kazakhstan, the emergence of commercial television and radio companies in the early 1990s, about the difficult transition to market relations in this period.

M.K. Barmankulov, the first of Kazakhstan's researchers, began to study the appearance of the Internet in Kazakhstan and its impact on electronic media, on the development of society, on our life, predicting the future of the World Wide Web.

M.K. Barmankulov is the author of over 20 monographs on journalism, television, cultural studies, and Turkology. His books are told about this: "Khan ... Ivan", "Heirs of the White Swan" (1995), "The Turkic Universe" (1996), "The Crystal Dream of the Turks about the quadronium" (1999) and many others.

Under the guidance of Doctor of Philology, Professor M.K. Barmankulov, one doctoral dissertation and six candidate dissertations were defended. He founded his scientific school at the Faculty of Journalism in KazNU, defined a new scientific direction in TV and radio broadcasting in Kazakhstan. His disciples, like-minded people, continue his work already in the 21st century. He has trained more than one generation of journalists, TV reporters, television and radio theorists, communists, among whom are professors: O. Abdimanuly, K. Zh.Tursyn, S.Kh. Barlybaeva, L.Akhmetova, G.Zh. Ibrayeva, S. I.Nurgozhina and others.

M.K. Barmankulov was the founder of the Institute of World Journalism and Literature in the 1990s, he was vice-president of the Eurasian Economic Academy.

In 2001, for an outstanding contribution to Kazakhstan journalism, the Academy of Journalism of the country awarded the journalist Marat Karibaevich Barmankulov with the prize No. 1 "Altyn Samruk". This is the highest personal national journalistic award. To date, its owners have more than ten people. Marat Karibaevich Barmankulov became the first who received this highest award of the journalistic community of Kazakhstan. He is an outstanding theorist, a tele-journalist, author of many books on journalism and television, which became table-top for all TV workers in the post-Soviet space.

All his life M.K.Barmankulov devoted to what we now call a qualitative ether, an interesting story, a wonderful article. In March 2002, when they presented

this Prize, we were no longer among us. When he announced his name, the whole hall in the Abay State Academic Opera and Ballet Theater rose from its seats and honored Mikhail Barmankulov's bright memory with a minute of silence.

All graduates of the Faculty of Journalism of KazNU named after al-Farabi, since the 1960s until 2000 (MK Barmankulov died on May 9, 2000) will always honor the bright memory of his mentor, Marat Karibaevich Barmankulov, wherever they are, in which country they were not.

For 40 years Marat Karibaevich was an explorer, mentor, teacher, creative personality, kind, sensitive and sympathetic person, the conscience of the faculty. With him, the foundation of democracy and openness of Kazakhstan journalism was laid at the Faculty of Journalism. This progressive person combined loyalty and exactingness, youthful enthusiasm and wisdom of the seer, pluralism and innovation, nobility and stability, accessibility in communication and humanity.

He was for students - one of the best progressive teachers, who has an unrivaled authority. His respectful attitude to the students could always be traced to the emphatically polite "You". Becoming colleagues, we saw in his face a friend who, without exaggeration, was called "boss" ("Bormann") among themselves, thereby collectively determining his unrivaled authority, social and personal significance. For his disciples, he always was and will be - Teacher, Master, Mentor, Friend!

Every year, on his birthday, the "Barmankulov Readings", which have become traditional, are held at the Faculty of Journalism at KazNU named after al-Farabi. His family and friends, students, colleagues, friends and like-minded people gather here to remember their Teacher and exchange experience, new knowledge on the current journalistic problem of today. It has become a good tradition to hold a student competition for the best television story, the best TV show, as part of the International Conference "Barmankulov Readings."

M.K. Barmankulov looked to the future and walked ahead of everyone, like a stalker, leading a new generation of journalists. In 2001, the Television Studio of the Faculty of Journalism of KazNU was named after Professor M.K.Barmankulov. And today, students work with the latest digital equipment, prepare television and radio programs, which the great Maître dreamed about, and who did everything for the faculty to make this dream come true in the 21st century.

Master of Air, Sagat Ashimbaev.

G.Mukanova

Kazakh publicist Sagat Ashimbayev headed television during the period of "perestroika" and "glasnost" - it was the second half of the 1980s. He boldly entered the TV to focus the viewers of the "blue screen" on reflections, on topical

issues. Archival documents reflect the everyday life of S. Ashimbayev as one of the leaders of the Republican television and radio broadcasting. That was the period of elaboration of the national TV strategy: the spirit of "perestroika" got to the holy of holies, the media. S.Ashimbaev - a graduate of the Faculty of Philology of KazGU, was in the epicenter of TV reforms, after all, one of the first in Kazakhstan (throughout Central Asia) he took up the organization of the "live broadcast".

He created the TV program "Paryz ben Karyz" / "Duty and Honor" /. Sagat Ashimbayev led the program in a favorite manner, without interfering with the conversation, to share his thoughts, trying to awaken the audience's historical consciousness. Poets and writers-Juban Muldagaliyev and Gerold Belger, philosophers Abdildin, Dzhandildin, lawyer Salyk Zimanov, economist Amanzhol Koshanov, Kshibekov and other representatives of the Kazakh intelligentsia took part in its transfer.

The conversation between the participants of the program passed freely, on various topics, problems. For example, in one of the programs, it was about the creative activity, philosophical views and destinies of Ahmet Baitursynov, Magzhan Zhumabayev, Zhusupbek Aimautov, former members of the Alash Party, who were repressed in the 1930s of the last twentieth century.

The telecast "Paryz ben Karyz" justified its name and became a powerful integrative information resource. S.Ashimbaev was associated with the leader of public opinion, the "face" of perestroika in the domestic TV.

On January 15, 1987, the head of the Propaganda Department, A.Ustinov, informed the Central Committee of the Communist Party of Kazakhstan about the fact of television shootings in the square. Leonid Brezhnev December 17, 1986 (events that went down in history as "December", or "Zheltoksan"). S.Ashimbaev - deputy chairman of the State TV and Radio of Kazakhstan, was threatened with expulsion from the party (at that time it was equivalent to a civil death in the USSR).

Why did television become an encyclopedic knowledge of S. Ashimbayev? He mastered the sphere with great desire and, in fact, carried out a breakthrough project, proving in practice the right to tell TV audiences the truth.

Activity on TV S. Ashimbayev is comparable in importance to the activities of Russian journalist Vlad Listyev (the "Vzglyad" program was the most popular program of the Central Television - now the First ORT Channel, the "VID" TV company, which was aired from October, 1987. Their names will always be in history of "perestroika" TV: Oleg Vakulovsky, Dmitry Zakharov, Vladislav Listiev, Alexander Lyubimov, Sagat Ashimbayev and others.

Honesty, courage, novelty - that's what set them apart among equals. A good tradition in Honesty, courage, novelty - that's what set them apart among equals. A good tradition in KazNUal-Farabi, which he finished and taught here, will be the holding of scientific and practical conferences in S.Ashimbaev's new personal audience.

Unfortunately, his life was interrupted in August 1991. Mastery of live broadcast means the highest qualification of a journalist. In this case, such qualities

as courage, endurance, self-control, flexibility, erudition, perseverance and subtle improvisation are necessary. These qualities of an intellectual were enjoyed by our colleague Sagat Ashimbayev.

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Chapter 7. Security in the Sphere of Digital Journalism.

G.Mukanova, A.Abdykhadyrova

At present, humanity is worried about the escalation of terrorism and religious radicalism. Not the last role in the process of actualization of the problem is played by the media. On the one hand, positive journalists are against acts of terrorism and call for peace. On the other hand, the evil forces also have access to the media, illegally open their blogs, training websites and recruit their agents through social networks and the Internet.

There are many cases when young inexperienced young men and even girls believe in video, audio and written texts and consider themselves ready for "jihad" and go where their name is. Then they find themselves in military detachments as militants. Such credulity turns into a tragedy for the person, family, friends.

How to resist this negative trend? We are studying this social phenomenon, especially the role of media and journalists, because sometimes journalists themselves are over-inflating the topic of terrorism and radicalism. Meanwhile, the question requires a delicate approach; cases when feelings of believers were hurt, are known. The unethical behavior of journalists was the occasion for terrorist acts and victims in France. (2012-2015, the French satirical weekly Charlie Hebdo published cartoons of the Prophet Muhammad.)

Hence, the idea arose: analyzing the trends of the region's media space, developing an information alternative to media resources of a religious and propagandistic nature - a number of educational and cultural-cognitive communicative media platforms, in order to increase the media literacy of

adolescents and young people in the context of an aggressive media environment formed by adherents of religious radicalism (hereinafter RR).

The purpose is having studied the situation in the information space of Kazakhstan and Central Asia on the subject of systemic ideological confrontation, on the part of the post-Soviet states and societies through mass media and mass media, destructive radical propaganda and conducting a comparative analysis of current world trends in practical solution of the problem, initiate the creation of a spiritual counterweight religiously - propaganda media, in the form of educational and cultural-cognitive media platforms for young people who will become t help future journalists in improving the skills of analyzing, evaluating and creating messages on religion in different genre forms.

To achieve this goal, modern world and regional trends in the confrontation of the RR will be studied by states and the public, scientists, field studies will be conducted, the information received will be analyzed and synthesized, events organized and a scientific and methodological educational complex developed. The Project will address specific tasks related to the processing of an array of information, requesting the opinions of experts and opinion leaders, visiting regions from risk groups, video and audio recordings and processing thematic interviews, transferring information to electronic media, conducting mass sociological surveys and developing innovative educational-methodical and scientific-methodical manuals, practical recommendations:

- study the trends of foreign and domestic research on the prevention of RR in the youth environment and the degree of effectiveness of measures to identify risk groups, etc.;

- conduct sociological research in pilot and control groups of the target youth audience. Modeling and working out stereotypical situations of behavior of young people when communicating with the RR, determining the level of media literacy and awareness in matters of the RR;

- analyze the opinions of experts, the publication of opinion leaders about the stereotypical behavior of young people when communicating with the RR. Synthesize and systematize patterns of stereotyped behavior;

- conduct field research, rapid interviews to identify risk groups in Kazakhstan's youth environment. To compile a video library of surveys to develop critical thinking in relation to young people in the RR;

- on the basis of the TV and radio complex, record the interview cycle with the respondents of the target group;

- organize an online conference with domestic and foreign research laboratories and young scientists;

- explore the bibliography to identify the ethno-regional specifics of the problem;

- conduct a content analysis of domestic and foreign mass media on the objective of providing information on religious issues;

- develop the concept of a media shield in the field of education, science and culture to counteract the RR;

- summarize the data obtained in the format of an experimental online course for mass open online courses (MOOC);

- conduct in-depth point-based sociological research in experimental and control youth groups of Central Asian countries, etc.;

- organize a student video competition and develop an experimental blog "The right not to believe - the right to create" - an interactive interactive art-area for the target audience of the project as an alternative to propaganda of the RR;

- develop an innovative scientific and methodical complex "Youth and the RR: Media Shield of Kazakhstan and the Countries of Central Asia".

4. Scientific novelty and significance of the project

Within the framework of the plan outlined by the President of the Republic of Kazakhstan - the Leader of the Nation, N.A. Nazarbayev, in the program article "Looking into the Future: Modernizing Public Consciousness", [1] the study will be conducted for the first time on the basis of a comparative analysis of current world trends and the media situation in Kazakhstan and the countries of CA for counteraction to the RR, in order to update and deduce the methodology of education and education of young people for a new paradigm, in the context of spiritual modernization oznaniya citizens.

There is no analogue to the idea of this project within the declared region, under the new conditions of globalization. Meanwhile, the social demand for the development of a media shield against the RR is sharply felt among the parents and the pedagogical community, government agencies responsible for monitoring the social situation in the regional context.

The novelty of the project is to synthesize and systematize models of stereotypical behavior of young people when communicating with the RR in the media environment and to develop the concept of a media shield - alternative interactive formats for creative self-realization of young people in the context of interactive scientific and educational and art-sites.

Ethno-regional specificity of the problem will be revealed and systematized, unique field material will be collected, which will allow to develop new teaching aids and video films, practical recommendations on mediaization of national and cultural identity, and work with youth risk groups. Through media resources and the development of behavioral models among the students, on the basis of the journalism faculties of higher education institutions and the art college, purposeful work will be carried out to develop stereotypes of behavior in the global information field, in order to develop sustainable / zero / rejection and rejection of destructive concepts for young citizens.

The research focuses on the spiritual inquiries of target groups potentially affected by the RR. Also innovative are the concrete results of the research, designed to provide practical assistance to young people and adolescents, through new media, how to adapt flexibly in a changing world and at the same time maintain self-identification.

The regional linking of the project to the space of Kazakhstan and the countries of Central Asia, which recorded the activation of activities attributed to the RR, was chosen insofar as the region is characterized by common historical

roots and similarity of ethno-cultural parameters (Muslims and Turks make up a certain percentage in the RK and countries CA). The term "Central Asia" is a workplace for political scientists, historians and social scientists, which allows using it in the designation of the geography of the study. Conducting comparative comparative field studies will allow conducting research more effectively.

The working group relies in the process of developing and implementing the Project on the achievements of foreign colleagues in previous scientific studies, outlining theoretical approaches to the topic under study. As a methodological basis for conducting comparative studies, the reports of the Commonwealth Research Institute are involved.

Now, in the issues of the RR and counteraction to it, there are fundamental publications of Russian orientalists: Chudinov S.I., Dobayev I.P. and others [2], [3]. The new series "Radical Islamist movements on the political map of the modern world" is dedicated to the region of the North and South Caucasus, published by a specialized research institute of the Russian Academy of Sciences. Subregional reports emphasize the relevance of the topic of prevention of RR and the need for international integration in comparative studies.

The issues of diplomatic practice in the fight against the RR in the space of Eurasia are set forth in unique publications of veterans of the Ministry of Foreign Affairs: Primakov E.M., Tokayev K.-J.K. [4], [5]. The problems of geopolitical vectors around CA, the state-national, economic and political development of the states of the region, including the influence of Islamic RR and information security are considered in the theoretical works of domestic experts: Muminov A., Laumulin M. etc. [6], [7].

The theme of religious and other kinds of radicalism, separatism and extremism is covered by journalists of the world and the region, due to the specificity of the profession, and therefore the project relies on the methodology of foreign colleagues on methodology and technology for conducting journalistic investigations (Willman J.). [8]

Among the researchers of the far abroad, in the context of the theme: modernization and Islam, the fundamental works of professors Bassam Tibi (Germany), Michael Kemper (Netherlands), Zukowski A., Hazbievich S. (Poland), etc., attract attention [9], [10], [11], [12].

Communication strategies for combating violent extremism through the media are partially described in the works of Keith Ferguson (Great Britain), Gabriel Weimann (Israel) [13], [14], etc.

Preliminary results were obtained during the pilot field research: interviews with authoritative domestic experts, with student youth, - for the impact of radical trends, attitudes towards the wearing of hijab, critical discourse analysis of thematic publications in the media, regulatory and legal norms and etc.

The importance of the research on a national and international scale is determined by the objectives and content of the State programs: "Information Kazakhstan 2020" and "Digital Kazakhstan" [15], [16]. Because of the rapid development of the IT revolution, it is information that becomes the main resource of public administration. In scientific works, the term information state becomes

the worker. By the decree of the President of the Republic of Kazakhstan N.Nazarbayev on January 8, 2013, the State Program "Information Kazakhstan - 2020" was approved.

The main tasks of the State Programs are to ensure the effectiveness of the public administration system, the availability of innovation and information and communication infrastructure, the creation of an information environment for the socio-economic and cultural development of the society, as well as the development of the national information space.

The cultural development of society is a complex and difficult to measure process, to which our community is exposed, after twenty-five years of sovereign development, survived the moral and economic shock, getting rid of the stereotypes imposed by Soviet thinking. The older and middle generations often do not have time to effectively master new information technologies. At the same time, young people have speed and omnivorousness, due to age, and also access to, sometimes unlimited, any ethical norms, global media content, the handling of which requires caution and elementary knowledge.

Kazakhstan is objectively involved in the process of formation of the global information society. Infocommunication technologies, developing rapidly, are becoming important factors in the modernization of society. That is why the significance of the project on a national and international scale is unprecedented and certainly lies in the plane of developing practical recommendations for ensuring preventive measures of information security.

The focus of the research is concentrated primarily on young people, as the most receptive, due to age and psychological characteristics, social category. The impact on the personality of teenagers from destructive trends acquires a global pandemic character in regions with an unstable economy, especially during periods of economic crises and political cataclysms.

To prevent destructive attacks of the RR is the task of the intellectual community. The space of Central Eurasia (another name for the region of Kazakhstan and Central Asia) is subject to various kinds of extremist influences and traffic / migration / adherents, depending on the trends of agitation and inciting interethnic conflicts.

From the threat of the RR and its consequences (a clear example: IGIL and Myanmar) is not insured by any state. The weakening of the UN's influence over the past decades underscores the need to integrate the efforts of the progressive public, scholars and media professionals to understand the facts of spiritual violence and human rights violations and take effective measures to minimize the destructive impact of religious radicalism on young people.

The significance of the declared Project on an international scale is verified by the relevance and applied nature of the topic. Issues of ethics and law, freedom of speech and media coverage of issues of faith and those who accompany them are faced by workers in education, science, and media in many countries.

There are developments in the collegial solution of the above issues:

- The UN Action Plan on the Prevention of Violent Extremism contains more than 70 recommendations addressed to Member States and the United Nations system aimed at preventing the further spread of militant extremism [17];

- The Organization of Islamic Cooperation (OIC) - 2025 (Istanbul, April 14-15, 2016) sets out the priority areas for the organization's work in the areas of peace and security, the radicalization of extremism to terrorism, moderation, intercultural and interfaith harmony in combating poverty and food security [18].

Project participants realize that the socially conditioned task of the Humanities faculties of universities and colleges is to train professional cadres with information processing skills and are free to orient themselves in a polyconfessional environment, which are responsible for the preparation and dissemination of media materials on the topic of spirituality, religion, etc.

The scientific aspects of the theme are dictated by the need to conduct field observations, collect the information sought through large-scale sociological surveys across regions, questionnaires and comparative analysis of the opinions of specialists, various social categories and opinion leaders. There is a certain social demand and interest on the part of: parents, educational institutions and government agencies in the results of research on the topic because of its relevance.

The theme in the trend of world political science, mass media, cultural studies, in the course of the study, the basic supporting elements are developments on the history and culture of regions, studies of world religions and traditional beliefs, developments in the field of historical sociology and collective psychology and other fields of human knowledge, as well as information technologies.

The combination of the signs of the RR and manifestations of youthful maximalism against the backdrop of a protracted world economic crisis, spontaneous mass migration, manifestations of ecological collapse and demographic imbalances demonstrate clearly the importance and necessity of the claimed study.

The implementation of the theme will contribute to the expected impact of the results obtained on the development of social and human sciences and media technologies, and will have a specific social effect, in identifying and realizing the potential of the youth stratum.

The scientific community at this phase of the rapid development of information and communication technologies is difficult to trace and analyze innovative methods of spreading radical ideas, sophisticated methods of influencing them on the fragile consciousness of the younger generation.

International terrorism cannot exist without financial injections. Both cash and bank transfers make money infusions. In the noble confrontation of the good half of humanity with the evil called Terror, the banks have a specific role. It is obvious that that the connection between international terrorist organizations and those who finance them is greatly concealed.

Moreover, the past decade has provided many examples of the mutually beneficial relationship between terrorist organizations and the media [21].

While determination of all links in this chain and termination of terrorist attacks are the main tasks of the state security agencies, the international financial organizations, including banks such as World Bank, EBRD, ABRD and others in their statutory documents officially declare their zero tolerance towards the international terrorism by introduction of a number of procedures and practices to prevent money laundering and misuse of funds [22].

On the one hand, technological progress and wide use of internet in the past decade enabled terrorists to widely utilize media tools not only for declaring and spreading their malicious messages to the global audience via websites, social networks and online platforms [23], but also for the benefit of their recruitment, operational efficiency, collecting information and fund raising [24].

On the other hand, the role of the official news media like BBC, CNN, The Guardian, New York Times etc. is critical in the process of informing the society about the activity of terrorists, measures and countermeasures taken against them, also for increasing social awareness and changing the educational system in order to train highly qualified experts that could create and be a part of an adequate counterterrorism system.

The current lack of such specialists is caused by the defects in the educational system and its failure to comply with fast-changing challenges in the global security, as there is no linkage between the educational programs in economics, legal disciplines, journalism (public relations), crisis management, security and other counterterrorism studies which are interrelated with the international terrorism.

In order to receive funds international terrorists conduct well-coordinated work, involve fraudsters and recruit software experts for finding sources of income for their activity: a) they generate threats and risks for the banks to be hacked internally and at a distance; (b) they reduce the banks' ability to identify operations conducted for terrorists, which mainly include transfers of funds from their sponsoring organizations or individuals via internet and other media.

In this regard, it is worth noting that there are different groups of terrorists threatening the banks: hackers refer to the computer terrorism and religious extremists that refer to Islamic terrorism.

Nonetheless, these two groups contribute to the international terrorism, often collaborate with each other and widely use mass media for achieving mutual goals. For instance, there were messages in media about ISIS attempting to receive an access to cyber technologies and recruiting software experts for this [25].

Security measures aimed to identify sources of financing of the international terrorism and to restrain the flow of funds masked as ordinary transfers and received by terrorists, are being introduced in the Russian Federation. Rosfinmonitoring (Russian Financial Supervising Agency) provides banks with the names of "black-listed" organizations and individuals proved to be or suspected in engaging in the international terrorist activity.

Russian bank employees have to check all transactions and transmitters of substantial sums of money in the foreign currency and if a transmitter is "black-listed", they shall immediately report to Rosfinmonitoring, which further contacts

special governmental bodies. So far, there are over 4 thousand entities in this "black-list" [26].

On the one hand, in this scheme the banks only play the role of an intermediary or link in this chain, though it is obvious that without the banks the scale of international terrorism would be much smaller due to the lack of funds.

Therefore, the world community and banks themselves greatly focus on the aspects of security and integrity of the bank operations and internal control procedures. Moreover, potentially a large bank might become a target of the international terrorists. At the same time, international terrorist organizations and their leaders clearly understand the importance of the banks in supporting their harmful activity.

They somehow manage to continue transferring, withdrawing and storing money and other valuables in the banks. The banks in return treat them as the clients and continue rendering services to the international "evil" due to the ineffective procedures for tracking money laundering transactions and failure to find out how clients actually spend the transmitted funds.

Each nation has its own structure for enforcement or compulsory execution of obligations but there are transnational issues related with this as well. Following a long tradition but particularly after September 11, 2001, numerous lawsuits have been prosecuted in US courts regarding activities by both local banks and banks outside the US for the possible facilitation of terrorism. [27]

In this context, among other things, the issue of bank liability for negligence in regard to terrorism has been disputed in court. The even greater question of what constitutes a terrorist organization is of course the background to any such discussion. This is a political question and obviously not all governments agree on the nature of certain organizations, including financial organizations. This fact consequently complicates actual bank supervision practice locally and by extension the international cooperation.

Other aspects can be tangential to the financing of terrorism through banks. In EU contexts, these financial organizations are going through a supervision standardization process regarding issues such as solvency, tax evasion, money laundering and financing of terrorism.

In practice, this means there are still some loopholes. In the case of tax evasion, EU institutions appear to have adopted much of the structure set in place by the US. Individual EU members or other states sign an agreement with the US.

Bank clients, both private and corporate, must declare the origin of their funds by completing a number of documents, including a FATCA (Foreign Account Tax Compliance Act) form, which is officially designed to prevent US taxpayers from evading taxes and was a part of of the Hiring Incentives to Restore Employment (HIRE) Act of 2010 [28].

However, in practice this form procedure can reveal many other facts of interest such as relations between account holders, major beneficiaries of trusts or companies or monetary flows. Under the Agreement, a European entity which is considered a FFI (foreign financial institution**)** or a NFFE (non-financial foreign entity) will generally be required to register with the US Internal Revenue Service

(IRS), and undertake certain documentation, due diligence, withholding and information reporting obligations in respect of the financial accounts it maintains.

Such required documentation should be provided to the country's Tax Agency, which should exchange the information with the IRS.

For example, Sweden signed this agreement in 2014, in practice incorporating US legal provisions into their own set of laws.

The whole issue of institutions and financing of terrorism is under discussion in the European Union and it is likely that criteria for blacklisting will change. The EU Commission has a blacklist of countries deemed at risk of money laundering and terrorist financing.

In January 2017, the EU Parliament sent the list back for reworking with the remark that the list is too limited and should be expanded, for instance, it should include territories that facilitate tax crimes.

The Commission currently lists eleven countries, which it judges to be deficient in countering money laundering and terrorist financing. People and legal entities from blacklisted countries face tougher than usual checks when doing business in the EU. There is also a grey list with fewer checks as compared to the black list.

The deficiency of comprehensive international supervision creates a vicious circle, where banks fulfill their mission, as a result, money freely flows worldwide, and only the relatively few suspicious entities reported to the competent authorities are revealed and their transactions are terminated.

Considering this situation, special destructive structures are likely to operate under the guise of banks or credit organizations or involve shady banks in different jurisdictions in order to finance international terrorists. It is, of course, the task of Interpol and other specialized security agencies to find out and remediate such structures and terrorists themselves.

However, the role of the official news media is important in the process of informing the society via all sources of information delivery about such developments, actions, tools and possibilities of international terrorists, including their cyber activities.

Furthermore, the regulation of the media sector, especially the internet, is still a hard dilemma between censure and the press freedom as a foundation of the democratic society. These countermeasures can inter alia include tracking their activities in internet and social media, and preventing the spread of radical materials and sources of malicious information from specific websites [29].

Only well-coordinated measurements taken worldwide by the governments, security agencies and strong public attention to this issue, usage of accumulated antiterrorism experience, world's best practices which include enacting laws and policies to punish the ones using the internet to provoke the public, recruit, train and propagandize terrorism will in a long term prevent potential attacks in the future and decrease the number of innocent victims all over the world.

It is also worth noting that the educational system aimed for training generation of highly qualified experts in the Terrorism related studies can bring us

closer to the safe world and enable us to confront international terrorism in a more efficient, responsive and cooperative manner.

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Chapter 8. Cable and Satellite broadcasting in Kazakhstan.

S.Barlybaeva

Before proceeding to the current state of Kazakhstan's cable-satellite television, it is necessary to study the main pages of the history of domestic broadcasting in Kazakhstan.

Broadcasting came to Kazakhstan at the beginning of the 20th century, news was distributed over the radio with the help of the Morse code. In 1924 the Society of Friends of Radio was formed, it included representatives of the Orenburg, Akmola and Semipalatinsk regions. In 1929 from Almaty began broadcasting in 4 languages: Kazakh, Tatar, Uyghur and Ukrainian.

The first broadcast transmitter started working from the Cathedral. The official day of systematic broadcasting in Kazakhstan is May 4, 1931. At that time, a lot of educational, cultural and musical programs aired with the participation of leading representatives of the Kazakh intelligentsia [1].

During World War II, Kazakhstan's radio broadcasting played a huge role in highlighting the exploits of folk heroes on the WWII fronts. Since the 1960s, radio stations in Kazakhstan have been operating: Rural Life and Shalkar. The first trial transmission was conducted on March 8, 1958 at the Alma-Ata television studio, which is now called the TV and Radio Company "Kazakhstan".

Originally broadcasting on television was bilingual: 40% in Kazakh, 60% in Russian. Over time, its own television appeared in the regions: in Ust-

Kamenogorsk, Karaganda, in 1959 - in Dzhezkazgan, in 1960 - in Petropavlovsk, etc. [2].

Since January 1981, the republican television has switched to a color image. In the early 1980s, a 370 meter long television tower was installed in Alma-Ata on Kok-Tube, which at times increased the reception area of TV programs and improved their quality [3].

In the 1990s, the processes of democratization, glasnost and technological progress led to the development of domestic electronic media: localization of broadcasting, specialization of stations, programs, the strengthening of the role of regional stations, the emergence of alternative commercial, cable and public TV and radio studios.

All these processes were associated with the restructuring of socio-economic and cultural life in the Republic of Kazakhstan. Our country was the first among the Central Asian states to start broadcasting using digital technologies, a satellite system for transmitting a television signal.

Since 1990, the so-called "era of commercial television" began in Kazakhstan. On November 2, 1990, the "Commercial TV Channel" was created, April 1, 1991 - "TAN". Since the middle of 1993, "Channel 31" was aired in Almaty.

During this period, the following channels were watched by the people of Kazakhstan: Ostankino 82%, Russian TV 73.6%, Republican TV 46.8%, regional commercial channels 31.8%, regional state channels 16.6% [4].

We compare the development of information processes in our country: in 1990 there were only 2 channels of republican broadcasting in the country, and already in 2002 (according to the speech of the Minister of Culture, Information and Public Accord Muhtar Kul-Muhamed at the government hour in the Parliament on November 18, 2002).

There were 1,754 media outlets, of which 1,177 newspapers, 451 magazines, 121 television and radio companies, and 15 news agencies [5].

After the collapse of the USSR, cable television in each of the former union republics developed in a similar way, but with its regional characteristics. The same technical and legal problems have to be solved by representatives of the pay-TV industry throughout the territory of the former Union. According to technical director of LLP "Media TV" (cable television network from the city of Rudny, Kostanay region), Tresvyatsky VS: "Cable TV of Kazakhstan began to develop, as in Russia, in the early 1990s.

In general, the development was in Alma-Ata - there were networks "Alma-TV", "Sekatel" and "KaztsentrTV" "[6]. At that time in the country there were television local cable and commercial networks already in 12 regional centers. The audience of domestic pay TV accounted for more than 80% of the population [7].

Alma TV. The spontaneous development of cable television in Kazakhstan ended in the mid-1990s with the formation (for the money of foreign investors) of the first and for many years the only major cable operator - Alma TV.

The history of this company dates back to 1994 - the time of the company's founding. On May 16, 1995, the company connected itself with the connection of the first client to the television broadcasting system as an independent player in the

telecommunications market of Kazakhstan. To some extent, this date is significant - the offensive in our republic of the era of commercial television began.

Since 1995, Alma-TV has consistently strengthened its leadership position in the southern capital. For 10 years, the company has expanded the range of relayed channels from 4 to 70 and provided a mobile service base. Its cable network covers virtually the whole city.

Therefore, it was rather risky for new operators to build a parallel network. The construction of a communication base is the most costly part of cable television projects. In Almaty, operators have to lease trunk lines from the company "Kazakhtelecom" and from them to conduct wires to separate residential complexes. In the total share of costs, cable rental is 10-15%. An investment of several million dollars was needed to cover the main areas of the city.

The indecisiveness of cable television operators was explained simply - the companies did not have convincing competitive advantages. Attempts by some Kazakhstani companies to formalize exclusive rights to retransmit individual Russian channels were unsuccessful. A couple of years ago, one of Kazakhstan's satellite TV operators tried to negotiate with NTV on the privileged right of retransmission of the channel on the territory of Kazakhstan, but other Kazakh operators opposed it, and the deal did not take place.

Gradually Alma TV expanded its presence in the territory of the republic. In 1998, branches were opened in the cities of Aktau, Karaganda and Ust-Kamenogorsk, in 2002 - in Atyrau and Semipalatinsk, successfully working until now. Since 2006, the geography of Alma-TV has become even more impressive.

The company entered the capital market, as well as to the markets of Shymkent and Aktobe cities on the basis of a franchising agreement with the local cable TV operator Aina-TV. In the same year 2006 the company opened its next branch in the city of Pavlodar. The company's long-term plans include the promotion of all major cities of Kazakhstan in all large cities within the framework of the corporate strategy - Alma-TV - to every home!

The history of Alma TV is a clear example of the dynamic development of technical solutions that provide maximum convenience for the end user. Denoting itself as a serious participant in the Kazakhstan telecommunications market, the business company was initially oriented on providing the consumer with an expanded set of services. To this end, the company is constantly upgrading its network infrastructure.

To date, Alma-TV is the leader among Kazakhstan's cable TV operators and data transmission. The company relays more than 70 TV channels from around the world in analog format and more than 100 - in digital. The software packages are formed taking into account the interests of the most diverse layers of the population. This film, children's, news, sports, scientific-cognitive, music television channels. Clients of Alma-TV are watching programs prepared by representatives of television business from all over the world - from Europe, USA, Japan, Turkey, China, Russia and, of course, Kazakhstan.

Users of the Cable Internet service have already been able to assess its convenience - the choice of high-speed mode, the stability of the connection,

affordable tariffs, no traffic restriction. Subscribers can use additional Internet services - e-mail, game servers, support for Web sites.

In the near future, the company is not only further expanding the geography of its presence, but, first and foremost, technical re-equipment of the company using the latest achievements in the field of telecommunications technologies. Already in Almaty, the company is actively implementing a digital television service that is available to both cable network subscribers and users of individual installations in the private sector (MMDS technology).

Digital television allows the broad masses of Kazakhstanis to take advantage of technological progress in the information industry, and the company - to reach the level of world standards of quality in the field of communications, integrate into a single global television audience system and be positioned as a client of modern broadcasting complexes characteristic of highly developed countries.

The company also has its own advertising service, which has the right to replace Russian advertising on the TV channels "RTR Planet", NTV, REN TV and MTV.

All this together with the high quality of services and the level of customer service, according to Alma TV's representatives, will be the main advantage in the further struggle to maintain and consolidate the leading positions in the Kazakhstan telecommunications market [8].

To date, in Kazakhstan, as in other countries, there is a process of consolidation - large organizations Alma-TV and Alem Communications are buying small networks in the regions. So, in Kostanay one network has already been sold by former owners. Obviously, after the purchase, the new owners - Alma TV - will have to deal with modernization. This is necessary in order to cover the services of pay-TV private sector, where cable laying becomes unprofitable. Alma TV has a general license for the whole territory of the Republic of Kazakhstan.

Sekatel. Sekatel company exists since 1997 and is one of the leaders in the field of information and communication technologies in the territory of Kazakhstan. It provides analogue and digital cable television services, as well as home multi-service data networks (up to 10 Gbps) and high-speed unlimited Internet. Sekatel provides services in Astana (since 1999), Aktau (since 1999) and Almaty (since 2005).

According to the statistics, Sekatel is the leader in the area of cable TV services in Astana, and among the elite residential complexes serviced in the Southern capital are the Botanical Garden, Ovatsiya, Nurly Tau, Metropolitan Center, Versailles, Presidential Golf Club and Mega Towers.

The company provides retransmission of more than 60 channels in analogue format and more than 120 channels in digital format, including information, entertainment, thematic, news, sports, children's, music, international, scientific and Kazakhstan channels. Thanks to the digital format, the company has radically expanded its services (interactive TV, choice of the broadcasting language, a large choice of channels and the ability to create its own packages).

As in large cities - Karaganda, Astana, Sekatel also built its networks in the Caspian region. Several networks were established in Pavlodar. In Kostanay and in

Rudny, since 2002 the development of cable TV has begun independently of each other.

The number of Sekatel subscribers in the country exceeds 10 thousand. In 2006, according to the general director of the company Emil Baikov, at least a third of potential pay-TV consumers in Almaty are not connected to Alma-TV networks, the company intends to compete with other competitors for this audience.

"We started entering the Almaty market from elite houses, then we saw that this market is small. It is slowly developing - new houses are not being populated in due measure. And so we went to another sector. Now we have a small network in the "Almagul" area, and for a year the number of our subscribers in Almaty has already approached to a thousand. We will build networks in the coverage area of Alma-TV. When the second company appears, a certain flow of subscribers begins. There will always be 15-20% of disgruntled subscribers who want to change the operator, "he says. The experience of competition with the giant of cable television from Sekatel already exists: in Aktau the company has easily got along for 6 years [9].

As one of the competitive offers for Almaty, Sekatel has prepared some kind of economy packages. "The market is developing, the average salary is growing. You need to give the subscriber the opportunity to see what he really wants to watch at a lower price. That is, organize the choice so that the viewer pays only for what he is watching. We must use different methods of promotion ... ", explained Emil Baikov [10].

The use of the newest fiber-optic technologies in the construction of networks gives huge opportunities for using intranet resources, namely: high-speed access to game, mail, file servers, viewing movies and photos online, voice and text communication within the network, and most importantly, helps reduce tariffs for traffic

Icon. The history of the company begins in December 2004, when a team of professionals from Alma-TV decided to create an alternative company offering triple-play services to the people of Kazakhstan. Over a short period of time, Icon TV has formed a staff, built a network and became the first company in Kazakhstan to launch digital cable services in 2006. In the same year, the company began construction of an Ethernet network in Alma-Ata [11].

"ICON" is an innovator of communication (inovator in connection). The company's goal is to create a modern information system as a way to save time and money from consumers. For corporate clients, including budget organizations, based on Metro Ethernet architecture, services are offered: video surveillance, video conferencing, high-speed Internet access, IP telephony services, including voice virtual private networks and virtual PBX rental, video services, and also remote training.

The company's new technologies create the prerequisites for the diversification of the telecommunications business, provide opportunities for the development of small and medium-sized operators and content service providers. Due to their greater mobility, a highly competitive field is formed on the "last

mile" - a sector where services are delivered to end users. Moreover, small and medium-sized fixed-line operators, as practice shows, are much more receptive to new technologies than large ones.

The ICON service market can be divided into two main classes. The first includes information services, which are of interest mainly for the business sector. The second combines entertainment services, mainly focused on the housing sector. In the near future, the company plans to launch an interactive television based on MetroEthernet technology (Gigabit Ethernet).

ICON broadcasts more than 120 of the world's leading television channels. Among them are information channels: BBC World, CNN, Bloomberg, SKY News, FOX News, Vesti 24, which offer the latest news of politics, economics and culture. Sports channels: Extreme Sport, Sport1, FootScool, ESPN, EuroSport and others, which are full of variety of sports events from traditional to extreme.

Film channels: India TV, Comedy TV, Our Cinema, Hallmark, Cinema House, allow you to watch films of different genres and different generations from old domestic films to the latest movies of novelties. Children's channels help children to learn a foreign language in an easy way, prepare for examinations at school and expand their horizons. Music channels introduce music of all styles and directions.

ICON provides television broadcasting in 11 languages. In the near future, the company plans to launch new services: video on demand, a navigator and electronic program guide (EPG) and live TV on the computer.

High-speed Internet from ICON provides quick access to any sites and allows you to transfer large amounts of data inside the network: large-format photos, movies, video broadcasts on-line.

Dedicated lines are the optimal solution for corporate subscribers, who need to use a significant amount of Internet resources, to exchange a large amount of information within the network. With such a connection, the time spent on Internet work is reduced. For access over a dedicated line, phones are not used. It is possible to easily increase the data transfer speed.

This method of connection makes it possible to conduct business meetings and broadcasts in a real-time mode in a real-time mode, as well as transmit a large amount of information to the Internet, create Internet projects: shops, portals, etc. Wireless networks are especially useful in firms where employees are actively moving through the territory during the working day, for the purpose of servicing customers or collecting information.

It is clear that all these advantages - lack of wires, high speed, ease of use, reliability, reasonable cost - make wireless networks very interesting for users. ICON develops and implements telecommunication projects of any complexity in accordance with the needs of the customer. Telephone communication, Internet access, creation of corporate networks, deployment of technological networks for obtaining various terminals, such as ATMs, cash registers, infomats, etc.

The creation of corporate networks of companies with distributed infrastructure (offices, warehouses, points of sale) is a reliable, safe and economical solution. This does not require the construction of networks with a

complex topology - as a rule, the inclusion of the channel in the corporate network is reduced in the laying of the channel from the object to the nearest building of the automatic telephone exchange.

Connecting offices on a point-to-point basis using fiber-optic channels is carried out with guaranteed bandwidth.

ICON provides digital telephone lines, additional telephone numbers, connects office PBX, organizes a unified telephone network of companies. The customer is assigned a city telephone number and a local, long distance and international automatic telephone service is provided.

Digital telephone lines ensure the quality and stability of communication, high availability and instant connection with any subscriber in Kazakhstan and other countries. In the near future it is supposed to provide IP-telephony services already known in Kazakhstan.

IP - telephony is an advantageous and economical solution for organization of access to long distance and international telephone communication, especially for customers with a large volume of negotiations, or for those customers who do not have phone numbers. IP telephony services include: video conferencing and voice / video telephony.

Today the company offers its subscribers analog (70 channels), digital (120 channels) and two additional digital packages "Religious" and "NTV Plus Sport", as well as broadband Internet access and telephony (Information provided by ICON Press Service).

The example of ICON shows that more people are willing to pay for a greater variety in cable networks, and most likely within the next 2-3 years there will be switching from analog to digital packages. The price of digital TV is more than two times higher than the analog price, as its technical capabilities are much wider. This cost will only increase, because the packages with HD-channels, increased clarity of broadcasting will be added.

ICON was originally focused on digital television. The company's activities are aimed at making more people switch to digital packages - this is good for customers and the company's profitability increases. Of course, analog TV is most in demand, because it is the most inexpensive, and for many people when choosing the main priority is the price. In the total share of 85% are analog packages and 15% of digital television, respectively.

At ICON, competitors in the Almaty market are Alma TV and Digital TV. If we talk about the shares of only the Almaty market, then the largest operator, of course, Alma TV - he has more than 50%. The remaining share is approximately equal to Digital TV and ICON, that is, they share approximately 25%.

Already has its own niche, the company stands on its feet and has a large enough audience. It's hard to compete with the company, because it came third in the Kazakhstan market and faced great difficulties. After all, if you start working later than others, it is more difficult to compete with those who have worked for a long time. That's why ICON always comes up with something new: new products and new channels appear in the cable network. And these things actually work for the development of the company.

The competitors of ICON have long been engaged in their expansion in the market of Kazakhstan. ICON is a little behind, due to its "youth", but this does not frighten us, although the company plans to further increase its market share.

It is worth noting that, despite the crisis, the company ICON did not stop in development and showed, though not too large, but stable growth. The subscriber base, which at present in ICON is about 40 thousand subscribers, in 2009 grew by 5-7%, and in 2011 the growth was about 15%. Accordingly, the profit also increased. The regions have already been planned for expansion, with a very great prospect, the cities of Ust-Kamenogorsk and Shymkent are considered [12].

Alem Communications. Alem Communications Holding was founded in 2008 to create a leading alternative operator in the Republic of Kazakhstan, intending to become a major alternative to Alma-TV and Kazakhtelecom. To date, the holding has cable assets in 9 cities. The holding includes the networks Digital-TV (Alma-Ata), G-Media (Pavlodar), Sekatel (Aktau Astana, Alma-Ata) and another 5 small companies in the cities of Taraz, Zhanaozen, Aktau, Uralsk, Aktobe.

The first cable acquisition of the holding was Digital TV (founded in 2004), purchased in late 2008 for 4.5 billion Kazakh tenge or 30 million US dollars. At that time, the company was the second largest number of subscribers after Alma-TV and provided triple-play services (cable TV, broadband and telephony) to more than 70,000 subscribers in six cities of Kazakhstan. As expected, merging into Alem Communications, the company received financial injections and a push to develop, and today has about 11% of active subscribers in the Republic of Kazakhstan. In addition, Digital TV received frequencies and develops Wimax-project under the brand DigiMax.

The second largest asset Alem Communications Holding is G-Media, whose optical network covers almost the entire 300,000th Pavlodar; there are branches in Ust-Kamenogorsk, Karaganda, Aktobe, Shymkent, Uralsk and Aktau. The operator provides its subscribers with 74 TV channels in analogue and broadband Internet access (G-Net), has its own weekly newspaper and an advertising agency.

In the past three years, G-Media has begun to feel a noticeable competitive pressure from Alma-TV with its 82 channels, and since last year - with iDTV (83 IPTV channels). The cities of G-Media's presence are entirely industrial centers (for example, in Pavlodar city-forming enterprises - aluminum and oil refineries): the standard of living in them is quite high - there is something to compete for.

The third pillar of Alem Communications Holding was Sekatel, which has cable networks in Astana, Alma-Ata and Aktau, and the MMDS network in Bishkek. After acquiring Sekatel, it was decided to integrate it into Digital TV company: now all subscribers are the first to have access to all services of the second one.

In addition, Alem Communications Holding includes small cable companies: Taraz cable television networks, TELE BIT, TKC Telemir and Sher-K, operating respectively in the cities of Taraz, Aktobe, Uralsk and Zhanaozen, Mangistau region.

Alem Communications Holding's non-television assets include Aksoran, a wireless broadband operator with licenses for 2.5 GHz - 2.7 GHz wireless

spectrum in Almaty and Astana. The company is in the process of acquiring an additional spectrum of WiMax in 16 cities of Kazakhstan.

Only two operators have branches in other cities: "Alma-TV" rebroads in 6 cities, "Sekatel" in 4, including in Bishkek. True, in the neighboring republic, the company's affairs are sluggish, bureaucratic obstacles hamper development, and the number of foreign subscribers does not exceed a thousand people [13].

Digital TV. The company "Digital TV" is a large Kazakhstan telecommunications operator that provides services based on the principle of "triple play" (video, voice, data). The company founded its own multiservice telecommunications network on the basis of which cable television services are provided in digital and interactive modes, high-speed Internet access (both cable and wireless), video telephony, as well as a number of additional services.

The main goal of the operator is the creation of telecommunication networks integrated in the cities of Kazakhstan with the city's life support systems, which will raise the level of information provision of the population to a qualitatively new level by providing a full range of innovative services.

The advantages of Digital TV are the uniqueness of the services provided, complex offers; providing high-quality services at an affordable price; application of the latest technologies; partnership with developers of advanced technologies and equipment.

The company plans to implement an interactive concept of cable television and cover the market, estimated at 60 thousand subscribers. According to the managers of the company, to get to a profitable business it's enough to have about 15 thousand subscribers, and to this strategic figure Digital TV is going to come soon [13].

In 2002, a turning point took place in the lives of Kazakhstan cablemen. By that time, the number of cable TV subscribers in the country exceeded 100 thousand. In urban underground communications of Almaty, optic-fiber lines were laid, margins and other less populated areas were covered by MMDS. In the southern capital, there were about 60,000 subscribers.

The changes were related to the government's intention to strengthen national components in the economy and culture. "Double blow" was expressed, on the one hand, in limiting the maximum share of participation of foreign shareholders in the Kazakh media, on the other - in limiting foreign broadcasting on the air.

The first circumstance led to the expulsion of American shareholders from the "Alma TV" after intense litigation, in the person of the holding company Metromedia.

The second innovation of 2002 - the restriction of on-air foreign broadcasting - more explicitly played into the hands of cable operators. In accordance with the new law, in one ether channel there should not be more than 50% of programs of foreign production, and since 2003 - no more than 25%. Accordingly, the demand for satellite dishes and cable television jumped dramatically, where there were no restrictions on foreign channels, including, of course, Russian ones [14].

Gradually blessed for cable operators, times have intensified with the global twisting of nuts and in satellite television, which, together with the broadcast, is a

competing technology for broadcasting. More and more satellite channels available for direct reception began to be coded, and the number of open channels, respectively, is reduced. At present, the main Russian TV channels are beginning to be coded, in particular.

Until recently in Kazakhstan, the competition of cable operators is played by satellite television. The space era begins with the launch of a Soviet satellite into space in 1957. This date is considered the beginning of practical space exploration for the development of information communication world networks.

The specifics of infocommunications in Kazakhstan is the geographic location of the country. The huge territory of the country, low population density contributed to the development of satellite television - television without borders. Our republic has a big advantage, having a Baikonur Cosmodrome, the center for launching space rockets.

The beginning of the development of satellite television in our country can be considered the beginning of the 1990s, when the state project of the national satellite television broadcasting "Zharyk" was planned and implemented. Thanks to the satellite TV system "Zharyk" it became possible to broadcast TV programs throughout Kazakhstan, as well as to cover part of Russia, Uzbekistan, Mongolia and China with peripheral broadcasting [15].

Established in 1991, Zharyk LLP is one of the first private companies in the Republic of Kazakhstan to provide satellite communications services. The company was established to deploy the first Kazakhstani satellite broadcasting system "Zharyk". More than 1000 receiving satellite stations with TV-repeaters were installed, which allowed organizing the reception of the republican television practically on the whole territory of Kazakhstan.

Since 1993 LLP "Zharyk" has been performing the functions of the International Settlement and Directing Organization in the Inmarsat system, registered in the International Telecommunication Union under the settlement code KZ-01 and is the responsible and authorized representative of Kazakhstan in the International Maritime Satellite Organization INMARSAT.

On the account of "Zharyk" joint projects with such well-known companies as Telstra (Australia), Metromedia International Telecommunications Inc. (USA), Belcom (USA), Gilat, etc.

The company "Zharyk" participated in the creation of a number of enterprises: TRC "31 channel", Alma-TV, Alma-Page, Spectrum, Instafon, Incatel, Asli, Argus-Contact in conjunction with Kazakhstani and foreign partners (American International Telcell n., English "Protocall ventures", Post-privatization fund of the EBRD, Indonesian company "Indosat" and Tietamas Comexindo).

Participation in joint ventures allowed to gain wide experience in such areas as satellite and terrestrial television and radio broadcasting, ether-cable television, satellite communications, paging and trunk communication, wireless subscriber radio access systems.

During the company's work in the market, almost all sectors of telecommunication business were mastered and a team of highly qualified specialists was assembled, which allows offering a range of services for organizing

TV and radio broadcasting; the distances of audio and video materials; Inmarsat satellite communication services; services of satellite communications SkyEdge, IDirect; organization of corporate networks; supply and installation of telecommunication equipment.

Currently, "Zharyk" is the founder of two enterprises: "Incatel" (100% stake), which has a state license of ABA No. 001627 for the provision of telecommunications services over a dedicated communication network (unlimited). "Argus-Contact" (50% share of participation), which has 2 state licenses - for engaging in installation, adjustment and maintenance of guard alarms of HS No. 007954 and provision of telematics services for MTC No. 0001768.

The Zharyk enterprise has been working for several years on the project "Integrated Digital Network in Central Asia and the Middle East". The project "Integrated Digital Network" is designed to provide the following communication services: interactive distance learning and connecting schools to the Internet; telemedicine; distribution of feature films to the network of electronic cinemas; high-speed Internet; library network; rural communications; broadband maritime telecommunications satellite system. digital satellite television and broadcasting.

The project is registered with the Committee on Intellectual Property Rights of the Ministry of Justice of the Republic of Kazakhstan as an object of intellectual property. Certificate of registration of the object of intellectual property No. 036 of March 5, 2001. The project was approved and recommended for implementation at the International Conference "Partnership with the International Telecommunication Union and Eutelsat for the Development of Worldwide Access on the Basis of Regional Projects", held at the headquarters of the International Telecommunication Union in Geneva on March 26-27, 2001.

The project was selected by the commercial service of the US Embassy in Kazakhstan for presentation at a technology conference held June 24-26, 2001 in Brussels, conducted by the US Agency for Trade Development. The project was developed in accordance with the initiative approved by the Council of Heads of CIS Governments, "Interstate Program for the Implementation of the Concept of Formation of the Common (Common) Educational Space of the CIS" dated November 29, 2001, and corresponds to the Concept of the Development of Distance Education in the Territory of the CIS Member States.

The project was approved by the Ministries of Education and Science, Industry and Trade, Economy and Budget Planning, as well as by the Agency of the Republic of Kazakhstan for Informatization and Communication and the Republican Scientific and Methodological Center for Informatization of Education.

Currently, four areas of the project "Integrated Digital Network" - digital cinema distribution, distance education, maritime telecommunications satellite communication system and digital satellite television and broadcasting:

- with the financial support of JSC "National Innovation Fund", the first stage of the program for the development of the first in the CIS network of electronic cinemas "Nurl @ n" was realized, 137 cinemas were installed, and an air studio was created. Currently, work is under way to introduce an advanced system for distributing video products in the HDTV standard (high definition television),

which will allow us to demonstrate films in theaters with a quality not worse than in modern cinemas.

- Remote interactive training system (DISO) is deployed at the expense of its own resources. A modern training center has been created: an interactive lecture board, a multimedia computer, a document camera, a multifunctional computer, and video cameras. A central SkyEdge satellite station from the Israeli company Gilat has been purchased to set up a network with high-speed reverse channels. The system is ready to provide distance learning services and the organization of educational television.

- multi-program satellite digital broadcasting in the European standard DVB-S / MPEG-2 of three TV programs and two radio programs is organized. In July 2007 DVB-S2 / MPEG-4 equipment was installed, which allows not only to significantly save satellite capacity, but also to be ready to organize the broadcasting of high-definition television (HDTV). TRK 31 channel, Rakhat-TV, CPC, NTC, Hit-TV have expressed the principle consent to the transition of broadcasting of their programs to the DVB-S2 / MPEG-4 standard, this, taking into account the significant savings in satellite capacity, is technically and economically advantageous in the organization of multi-program terrestrial broadcasting.

- connection of the central satellite station of Zharyk LLP with fiber-optic lines with major cable TV operators - Alma-TV, ICON and Digital TV, as well as to Kazakhtelecom networks, which, taking into account the technical capabilities of the satellite teleport allows on the basis of LLP "Zharyk" to create a Kazakhstan central hub of content - provider;

- Currently, due to a sharp increase in the volume of sea operations in the Caspian Sea, the number of orders for the supply of Inmarsat marine terminals has increased. In this regard, the issue of creating a broadband marine satellite communication system based on VSAT technology with antennas on gyroscopic stabilized platforms and loading the NCC SkyEdge becomes economically interesting [16].

In 1995, the project "National Satellite Broadcasting and Data Transmission Network" (NTST and PD) was approved by the Government of the Republic of Kazakhstan, and for its implementation the company "Kazakhstan Telecommunications" - KATELKO was established.

The main goal of the project was to build in Kazakhstan a modern distribution system for TV and radio broadcasting programs and a dedicated data transmission network based on satellite communication channels that will ensure the information sovereignty of Kazakhstan while developing the country's telecommunications infrastructure and attracting modern world technologies.

The KATELKO satellite system consists of two large functional units: 1) the National Broadcasting Network; 2) Data Transmission Network.

The functioning of the National Satellite Broadcasting Network of the Republic of Kazakhstan (NSST) consists in receiving video and audio signals from TV and radio companies, converting them into a single MPEG2 DigiCipherII standard, combining into a single stream on a single carrier frequency and transmitting to a satellite repeater.

Due to the fact that the beam of the transponder satellite is oriented to the optimal coverage of the territory of the Republic of Kazakhstan, it is possible to use small-diameter antennas for individual reception of TV and radio programs.

For residents of Akmola, Pavlodar, Karaganda, Kustanai and North-Kazakhstan regions, the maximum diameter of an individual receiving antenna is 60 cm, for inhabitants of other regions of Kazakhstan and adjacent regions of Russia and Central Asia - 90 cm.

Some pages of the history of the development of the National Satellite Broadcasting Network in Kazakhstan:

1995, September

The Government of the Republic of Kazakhstan has submitted a draft of the National Satellite Broadcasting and Data Transmission System as an alternative solution to the problems of distribution of state TV and radio programs in the Republic of Kazakhstan.

After the adoption of the Resolution of the Cabinet of Ministers of the Republic of Kazakhstan N1284 from 26.09.95, work began on the establishment of a single control center for an integrated system for the satellite distribution of TV and radio programs and data transmission in Almaty.

1996.

Kazakhstan signed an agreement with the international consortium INTELSAT on the lease of the Intelsat-703 satellite resource. By the end of the year the satellite was withdrawn to the point of standing 57 degrees east. with a Ku-band beam, optimally covering the territory of Kazakhstan.

1997.

In March, KATELKO signed an agreement with the State Enterprise "Kazteleradio" for the deployment of the network of NTST receiving stations in the territory of the Republic of Kazakhstan, the set of these stations included professional digital receivers DSR-4400, manufactured by General Instrument, working in the MPEG2 DigiCipher II standard.

On May 26, in the presence of the President of the Republic of Kazakhstan in the Technical Center of KATELKO in Almaty, the central reception and transfer station was solemnly switched on. Since that day, an experimental broadcast of two television programs - "Kazakhstan-1", "Khabar Agency", and two broadcasting programs - "Kazakhstan-1" and "Shalkar", via satellite channels began.

On July 29, the ZPPS and the receiving ground network began commercial operation with the broadcasting of television programs: Kazakhstan-1, Alatau, Khabar Agency, ORT-Kazakhstan and broadcasting programs: Kazakhstan-1, Shalkar, "Khabar" and "Europe plus Kazakhstan".

The main part of the CPPS equipment manufactured by Comsat RSI, the digital signal processing unit - General Instrument.

Within six months of the transition period, the distribution of TV and radio programs across the territory of the Republic of Kazakhstan was carried out in several ways: through the KATELKOin digital form and in the analogue (for the receiving network of the Zharyk system - the Kazakhstan-1 broadcast), analogue

via radio relay lines (“Khabar Agency","ORT-Kazakhstan","Kazakhstan-1","Alatau").

By the end of the year, on the territory of the Republic of Kazakhstan, KATELKO's partner, Kazteleradio, installed more than 800 digital receivers of NTST in 402 localities of the Republic of Kazakhstan at radio and television stations in the Republic of Kazakhstan.

On October 7, the KATELKO transceiver station started its work in Astana for the operative transfer of video and audio materials from Astana to Almaty for all interested TV and radio companies.

At the end of December, a commercial television program NTK was added to the list of distributed programs, with a relay in the cities of Kazakhstan.

On December 31, the broadcasting of radio and television programs on radio relay lines Kazakhtelecom was discontinued, Kazakhstan switched completely to the satellite distribution of state TV and radio programs.

1998.

The second stage of installation of digital receivers NSTT on the territory of Kazakhstan. Since August, the distribution of the commercial television program "CPC" and its subsequent retransmission in 18 major cities of the Republic began. By the end of the year more than 800 localities of the country were provided with state TV and radio programs through KATELKO.

The coverage of the population has been noticeably increased by the TV programs broadcast: Kazakhstan-1 from 68% in 1997 to 87%, Khabar from 78.2% in 1997 to 83%, ORT-Kazakhstan from 82,7% in 1997 to 85%.

At the same time, less than 2% of the population continues to watch the ORT program from the Russian satellite Horizon and less than 10% of the population is watching the program Kazakhstan-1, transmitted by KATELKO in analog form.

KATELKO provided necessary equipment to some embassies and representations of the Republic abroad to receive state TV and radio programs of Kazakhstan: the embassy in the Baltic States (Vilnius), Russia (Moscow), Kyrgyzstan (Bishkek), Uzbekistan (Tashkent), Turkmenistan Ashgabat) and the consular department of the People's Republic of China (Urumqi city).

1999.

The "Kazakhstan-1" receiving network is being retrofitted with the NTST receivers. According to the appeals of the leaders of the regions, where representatives of the Kazakh diaspora live (Astrakhan region of Volodarsky district of Russia, Ulian Bayan-Ulgiy aimak of Mongolia), sets of digital equipment have been sent for further retransmission of the programs of state television of the Republic of Kazakhstan by terrestrial transmitters.

On May 27, the analogous submission of the "Kazakhstan-1" program was discontinued, the distribution of all state TV and radio programs is carried out only in digital form. Currently, TV programs are being broadcasted under the National Television and Radio Broadcasting System: Kazakhstan TV, Khabar, ORT-Kazakhstan, NTK, CPC and radio programs: Kazakhstan RV and Europe plus Kazakhstan.

2000.

The unique equipment used in the KATELKO satellite network suggests very interesting promising projects for the development of satellite television in the Republic of Kazakhstan.

The main conceptual solutions that form the basis of the construction of the KATELKO network are a single control center and integration of the distribution systems for TV and radio programs and data transmission to the level of transceiver equipment.

As a satellite segment, a leased resource is used on the Intelsat-703 satellite (the new name of the NSS-703 satellite). The satellite is located at 57 ° V.D. geostationary orbit, the beam used provides the necessary coverage area for the territory of Kazakhstan, Central Asia, as well as a significant part of the territory of Russia.

Manufacturers of equipment used in the KATELKO network are the world's leading telecommunications companies. The main part of the equipment of the central transceiver station is COMSAT RSI, the digital signal processing unit - General Instrument, the data transmission equipment is from Hughes Network Systems. Many years of experience in the operation of the KATELKO network in Kazakhstan confirmed its high adaptability, reliability and economy [17].

«KazSat». The contract for the manufacture and launch of the first Kazakh geostationary spacecraft "KazSat" was signed in January 2004. The satellite was built on the basis of the platform "Yacht" and is equipped with 12 Ku-band transponders. 8 of which were planned to be used to provide fixed satellite communications (Internet, telephony, government communications, etc.), and the remaining 4 transponders were assigned to television.

Altogether more than 15 foreign and Russian companies participated in the creation of the satellite, including the leading manufacturers of on-board telecommunication equipment - Boeing, Alcatel Alenia Spazio Italia, ComDev. Initially, the launch of the device with the help of the Proton-K booster rocket and the DM-3 upper stage was planned to be performed in December 2005.

However, after the problems with the control of the satellite Monitor-E (also developed at the Khrunichev Center based on the Yakhta platform) it was decided to conduct a cycle of additional inspections [18].

The device was delivered to the Baikonur cosmodrome on April 28, 2006, and its launch was made on June 18, 2006 at 2:44 Moscow time. The launch of the first Kazakh satellite at the cosmodrome was watched by the Presidents of Kazakhstan Nursultan Nazarbayev and Russia Vladimir Putin [19].

On October 17, 2006, after completion of the tests, the first Kazakh geostationary communication and broadcasting satellite "KazSat", as well as the ground control complex and communication monitoring systems in the territory of Kazakhstan, were transferred from the manufacturer - the GKNPTS im. MV Khrunichev to the customer - JSC KazSat.

The commercial exploitation of the satellite was launched in November 2006: television networks and Internet communications were transferred to the satellite. By the end of 2007, the satellite load was 70% of the projected capabilities. His guaranteed service life was to be ten years.

However, the first problems with the board arose in the summer of 2008, when there was a failure in the on-board digital computer system. Within five months, the developers tried to restore satellite control, but to achieve stable operation of the spacecraft systems it was not possible [20].

June 8, 2008 at 07:00 (Moscow time) there was a failure in the work of KazSat, in connection with which the satellite control was transferred to the main operational group of the CCP management. His retired capacities were proposed to replace the resources of "Express-AM33" (96.5 ° E) and "Express-A2" (103 ° E). Some telecom operators in Kazakhstan (Nursat, KazTransCom, ASTEL) returned to the NSS-6 satellite (95 degrees east).

Experts of the satellite operator, developer and manufacturers of payload do not exclude the possibility of restoring the work of the spacecraft. The head of the national space agency Talgat Musabaev suggested that the failure of the satellite was caused by the failure of technology, rather than the human factor. Experts tried to "resuscitate" KazSat when it leaves the shadow zone on October 15, 2008 [21].

October 30, 2008, the specialists of the Center. Khrunichev restored the connection with the KazSat satellite when he left the shadow zone on October 15, 2008. 30.10.08 they managed to stabilize the spacecraft and move it to the calculated point of standing.

It was assumed that it was assumed that it would be put back into operation again. November 18, 2008 in Astana a meeting of the interstate Kazakh-Russian commission was held. The satellite was not recognized for operation. On November 26, 2008, the KazSat satellite ceased to respond to the control signals and went off on an undirected flight.

January 2009 - by the decision of the Prime Minister of the Republic of Kazakhstan Karim Massimov, a special working group was established to find out the reasons for the inoperability of the first Kazakh satellite KazSat-1. To avoid the risk of collision of KazSat-1 with foreign spacecraft, the government of Kazakhstan decided to move the board into the orbit of burial.

From August 6 to August 13, 2009, the satellite KazSat was transferred to the orbit of burial. Work on the withdrawal of the device was completed on August 14, 2009. As of January 11, 2011, 13 of 23 companies signed an agreement on the regulation of insurance payments at a rate of 65% (previously Kazakhstan insisted on 70%, the commission solves this issue in London).

Russia recognized its guilt in a freelance situation. Insurance sums for KazSat-1 were paid by 12 out of 23 companies.

Chairman of the National Space Agency of the Republic of Kazakhstan Talgat Musabaev said that the satellite was created by two parties that had no experience in creating such objects - the National Innovation Fund of Kazakhstan and the State Space Research and Production Center named after. Khrunichev. The contractor was able to launch the satellite only in the summer of 2006 [22].

In 2006, with the State Scientific and Technical Center. Khrunichev signed a contract to create and launch the second national communication satellite KazSat-2. May 1, 2009 - T. Musabaev said that a joint venture has been set up, a contract

for launching the construction of an assembly test complex in Astana has been prepared, and architectural and planning assignments have been entrusted.

Engineering and geodesic work was conducted, meetings with the general partner - the French company IDS Astrium. On May 21, 2009, Putin and Masimov held a meeting in Astana. September 22, 2009 - The launch of KazSat-2 is scheduled for December 2010. On December 4, 2009, T. Musabaev said that the launch period of KazSat-2 was postponed to 1 year due to the need to improve the satellite control system. The launch date was repeatedly postponed to a later date. The space satellite KazSat-2 was launched on July 16, 2011 from the Baikonur cosmodrome [23].

Costs of Kazakhstan for the launch of the communications satellite "Kazsat-2" will pay off in 4 years, said Deputy Chairman of the National Space Agency of the Republic (Kazkosmos) Meirbek Moldabekov. He refuted the conclusions of some skeptics about the prevailing image significance of the project.

According to the deputy chairman of the Kazkosmos, the launch of the satellite is a completely commercial project: "... in the summer of 2015, he will completely break through and start replenishing the state treasury." Moldabekov cited an example of direct benefits from the launch of Kazsat-2. He said that Kazakh communication operators pay foreign companies $ 34 million each year for the rental of satellites, but now this money will flow into the country's budget. In addition, the deputy chairman of the department assured in the intentions and further to cooperate with Russia in this direction. The construction of the Kazsat-2 satellite cost the Kazakhstani budget $ 115 million [24].

March 29, 2010 - Kazakhstan announced a tender for the creation and launch of KazSat-3. July 17, 2010 - the first stage of the open tender for the creation and launch of the KazSat-3 satellite was completed. Technical proposals for the project were submitted by 6 companies. October 20, 2010 - the second stage of the open tender for the creation of the KazSat-3 satellite was launched.

February 4, 2011 - The second tender for the KazSat-3 project was launched. March 17, 2011 - the opening of competitive bids from potential suppliers: JSC "Information Satellite Systems" named after Academician MF Reshetnev "and China Great Wall Industry Corporation. June 20, 2011 JSC "Information Satellite Systems" named after Academician M.F. Reshetnev "announced the signing of a contract for the creation of a satellite" Kazsat-3 ".

The spacecraft with a life span of 15 years will be built on the basis of the Express-1000NTB platform. The payload module of the new satellite will be manufactured by the European company Thales Alenia Space. The creation of a new communication satellite for Kazakhstan KazSat-3, provides for the allocation of 24 billion KZT, from public funds during 2012-2014, this project is laid in the national budget for 2011-2013. It is planned that the satellite will launch into space as early as 2013. The KazSat-3 communications satellite will become the third satellite launched by Kazakhstan into outer space [25].

«OTAU TV». The main goal of the OTAU TV project is to overcome information inequality by introducing satellite digital television. Today, residents

of many remote settlements of Kazakhstan are deprived of the opportunity to receive information about life in our country from domestic television programs.

According to the Ministry of Communications and Information, at present the national television channels cover 65% of the country's population on average. Only in "Khabar" and "Kazakhstan" this indicator is about 98%.

Therefore, residents of rural remote areas are forced to use satellite dishes that broadcast foreign programs.

Only in the Karaganda region 73 settlements, where more than 10 thousand people live, do not have access to Kazakhstani television channels. In these and other settlements of the region, where there is an uncertain and low coverage of broadcast television, over 53,000 households use the services of foreign satellite TV and radio operators [26].

As you know, the project includes two stages. The first stage envisages the modernization of the existing satellite network and the provision of transport channels for the delivery of programs to radio transmitting stations for broadcasting. At the second stage, it is planned to modernize and expand the existing broadcasting network for broadcasting TV and radio programs.

Undoubtedly, the introduction of satellite digital television will improve the quality of the provision and accessibility of information services, will increase the competitiveness of domestic television.

"OTAU TV" is a trademark owned by the national operator of broadcasting and satellite TV and radio broadcasting of the Republic of Kazakhstan JSC "Kazteleradio". It is used for the package of TV and radio channels of the "National Satellite Broadcasting", broadcast from Intelsat 904, 60 ° E. From December 2010, the services of the "National Satellite Broadcasting" are provided under the name "OTAU TV".

In the symbolism of the trade mark logo: the central blue circle - represents the globe, surrounded by a circle of three stylized human figures in the foreshortening "view from above"; these figures are intended to symbolize three telecommunication satellites in the geostationary orbit; three colors of shapes (yellow, red and green) - resemble three components of the color television signal; the capitals of the Latin letters TV, which are in the center of the blue circle, are the standard abbreviation referring to television.

On January 31, 2011, the Government of the Republic of Kazakhstan through its Resolution No. 48 reorganized Kazteleradio JSC by joining Kazakhstan Telecommunications JSC, which previously broadcasted in DigiCipher 2 / MPEG-2 standard [27].

Now parallel broadcasting in the standard DigiCipher 2 of seven (originally 10) channels (Kazteleradio package for repeaters) on one transponder of Intelsat 904 continues (until early 2013), until the digital receivers on terrestrial terrestrial repeaters and points reception abroad (embassies, consulates and other foreign organizations) [28].

Switching to DVB-S2 / MPEG-4 / 8PSKS In the spring of 2010, work was begun to modernize the National Satellite TV Network. The equipment for coding and multiplexing with respect to the new DVB-S2 / MPEG-4 standards (approved

in 2005) in the existing Transmitter-receiving satellite stations "Kazakhstani telecommunications", "Almaty", "Astana" and "Oral" was purchased, installed and tested. Purchased receivers for replacement from existing subscribers and to connect new ones.

The modernization of the network was carried out by combining financial, technical and human resources of JSC "Kazteleradio" and JSC "Kazakhstan telecommunications". In total, up to KZT 1.2 billion was spent on network modernization (as of December 10, 2010, 1 USD = 147.38 KZT).

In accordance with the Program for the Development of Digital Broadcasting, in the Republic of Kazakhstan, on December 11, 2010, the Katelko Plus TV and radio broadcasting network was upgraded with the transition to a new DVB-S2 MPEG 4 satellite broadcasting standard.

The implementation of this project will provide satellite television services for both free and a paid package of TV channels throughout the territory of our state. The project was implemented by joint efforts of two companies: "Kazteleradio" and "Kazakhstan telecommunications".

As a result of the completed works, the three technical centers in the city were completely modernized. Astana, Almaty and Uralsk.

The new standard of TV and radio broadcasting will allow broadcasting to date 72 channels, including both state and regional channels, as well as commercial domestic and foreign channels of various subjects. A distinctive feature of broadcasting in the new standard is the possibility of increasing the broadcasting time of regional channels from 1 hour to 14 hours and simultaneous broadcasting in several languages. Since January 2011, it is planned to start broadcasting channels with HD-quality [29].

January 12, 2011 in Astana, the launch ceremony of the National Satellite Broadcasting Network in the digital standard DVB-S2 with the participation of the Head of State Nursultan Nazarbayev took place. The President of the Republic of Kazakhstan, through a symbolic push of a button, launched the satellite network. "Now with the advent of satellite digital television, all Kazakhstanis can receive domestic channels. We built this network on the basis of the most modern digital broadcasting standard DVB-S2, which is now being implemented in all countries of the world ", - said the Minister of Communications and Information, now the Minister of Transport and Communications of the Republic of Kazakhstan, Askar Zhumagaliyev.

"For those 900 thousand users who are tuned to other satellites today, we provide the opportunity to tune in to our satellite," the minister said during the launch of the satellite network. According to him, for this purpose users need in some cases simply "tuck in the antenna and tune in". "Some will need to buy equipment if it is obsolete. The equipment purchased in the last year or two can work without problems, it will only be necessary to purchase tuner equipment, "A. Zhumagaliyev concluded [30].

Regional channels are delivered from 10 regional PPSS (uplink). From three regional centers TV channels are delivered to the telephones "Astana" and "Almaty" via FOCL. This also makes it possible to bring the volume of satellite

broadcasting of regional channels up to 14 hours a day from 1 hour, and without interrupting the channel "Kazakhstan".

The National Satellite TV and Radio Broadcasting Network of the Republic of Kazakhstan, DVB-S2, MPEG-4, introduced on December 11, 2010 for the first time provided an opportunity for 37 residents of Kazakhstan to broadcast TV and radio programs and regional television programs with free (free) access. The free package of TV and radio channels "Basic" includes:

- 7 state TV channels and 2 radio channels
- 14 regional channels
- 11 commercial TV channels and 3 radio channels

In addition, residents of Kazakhstan were given the opportunity to view about 50 foreign standard-definition television programs (SDTV), as well as 3 high-definition television channels (HDTV) for affordable payment. From June 1, 2011. the services of satellite TV and radio broadcasting are rendered on behalf of "Kazteleradio" [31].

At subscribers only the digital receiver was replaced. For this, low-budget receivers S2400ND of the DVB-S2 standard, developed by the South Korean company Homecast Co., Ltd. were provided free of charge. The feature of this receiver is the support of an old LNA (converter) with a heterodyne frequency of 10.0 GHz.

Thus, JSC "Kazteleradio" formed a primary distribution channel network for DTT, as well as a direct television broadcasting network (DTH). January 18, 2011 in the technical center "Kazteleradio" in Astana with the participation of the head of state Nursultan Nazarbayev, the launch ceremony of the National Satellite Broadcasting Network in the digital standard DVB-S2 was held. From December 11, 2010 to March 3, 2011, all platform packages were broadcasted openly, even during the Asian Games 2011 in Kazakhstan.

The plan for building a digital broadcasting network is one of the four television (high-power) Ku-band transponders of the Kazakh telecommunications satellite KazSat-2, 86.5 ° E, intended for the delivery of nationwide channels on the RTS. The Intelsat 904, 60 ° E satellite will be used to reserve the feed of these channels. The next satellite KazSat-3, 58.5 ° E with 16 high-power transponders is scheduled to be launched on December 30, 2013.

To increase the reliability of the network, it is planned to build a reserve PCSS in Astana. The share of Kazakhstan content is increasing, production of domestic DVB-S2 / MPEG-4 receivers has been organized at the plant named after SM. Kirov (the city of Petropavlovsk).

Since 2012, the transition from centralized state purchases of receivers to the appointment of general distributors for the regions working directly with this factory is being implemented. A significant increase in the number of subscribers to the national satellite television system is expected to reach 300-350 thousand during 2011-2014, that is, 54 times from 6.3 thousand.

Installation of receiving equipment and connection to OTAU TV services is performed through a network of authorized dealers. For pensioners and other socially vulnerable groups of people who first subscribe to the service, the costs for

purchasing a set of equipment for receiving satellite TV are compensated by the respective akimats. Within a year from the transition to new standards, the subscriber base increased from 6.5 thousand (mid-January 2011) to 100,000 thousand (mid-February 2012) [30].

The nomenclature of packages may change, following the results of the competition of domestic channels for inclusion in the "free access package" conducted by the Commission for the Development of Broadcasting in the Republic of Kazakhstan, and also depending on the conditions for providing content by programmers.

Part of the capacity of transponders is reserved for broadcasting of new domestic channels. The "free access package" in 2012 included newly created channels: the round-the-clock information TV channel - "24.KZ" and since September the educational TV channel - "Bilim" (Knowledge); as well as the radio channel "Madeniet Radio" (Radio Culture).

On the timing of the launch of open broadcasting of licensedly cleared international versions of domestic channels is not reported. The "free access package", consisting of 37 (actually 38) domestic television and radio channels, including regional ones, is fully included in the Basic package and free of charge for subscribers. Packages "Economy", "Standard" and "Elite" are "conditional access packages" - on a fee basis.

Each subsequent packet includes the channels of the previous packet, except for the "HD" package. Package "HD" is provided as an additional package to one of the four main packages, if the subscriber has the appropriate equipment (receiver with HDTV decoding support). For full viewing, it is recommended to use a TV labeled HD Ready or Full HD, a Dolby Digital 5.1 audio system and an HDMI port / Information from the company's website [31].

The situation in the regions. Kazakhstanis in the most remote corners of the country prefer satellite television to the air. And, basically, Russian programs are watching. Satellite TV in Kazakhstan mainly covers the countryside, there are about 1 million 200 thousand antennas in the country.

At the stations, in the settlements, many Chinese-made antennas have been installed. Mostly there is a reception from the satellite Yamal 201, 90 °. There are such channels as NTV and TNT, there is "Russia-2" (the former "Sport") and others. Of course there is an unauthorized viewing of Russian packages, but this is not a massive one. The urban population is already accustomed to the cable television service.

For example, in Aktobe region "plates" decorate almost every yard. And it does not matter that without Kazakhstan channels, but there is something to see. That's why the villagers are always up to date with all the news ... Russian. Another plus: combine pleasant with useful - a couple months of continuous viewing of Uzbek, Turkmen channels, and these are also almost native. It does not matter that the quality is limping and on some channels the signal is lost from time to time.

In the regions, the "plate" is no longer a luxury, but an extreme necessity. Because, apart from "Khabar" and "Eurasia", well, and, if you're lucky, even

"Kazakhstan" and "El Arna", there is nothing to watch. On local news, one can only dream: the direct inclusion of the Aktobe branch "Kazakhstan-Aktobe" only an hour a day - from 16.50 to 17.50. Technical capabilities are very weak.

In Mangistau there are also no problems with television. In the regional center almost all cable networks, and in cities and towns - "plates".

Eastern Kazakhstan is probably the only region where almost 90 settlements remain without domestic television, more than 350 without domestic radio. As explained by the local leadership, the whole complex relief of the region is to blame for this. Mountains, taiga, huge distances.

There are residents of Katon-Karagai, Kurchum, Shemonaihi, part of Tarbagatay, Borodulikha and other regions without Kazakhstan's airtime. The regional and regional akimats are littered with complaints of the villagers. Last year in the region, the active introduction of digital TV began with a full set of domestic channels. From the budget allocated almost 33 million tenge for 14-hour broadcasting of regional TV in digital mode and one hour on the airway. In the regions, agitation for the installation of receiving devices began. In total, about 1,300 subscribers in Kurchum, Urdzhar, and Tarbagatay districts joined in a year.

Auls of the Kostanay region watch satellite TV, the only requirement is an amount of money to hire a specialist who will put the "plate". Usually this is Yamal. In some localities (for example, in the former district center, and now the ordinary village of Karasu district - Oktyabrsky), it is really possible to watch "Khabar", "Kazakhstan-1" with a certain diligence. With a powerful antenna - you can catch "Eurasia".

Basically, these three channels are broadcast more or less clearly in many villages of the region. But by the way, as in almost everyone, even a poor rural house on the roof, on a shed, just in the courtyard a satellite dish looks into the sky, one can say without a poll: the outlying areas clearly prefer high technologies. Satellites are even on the Shepherd wintering in the distant Torgai steppes. And in more or less large villages - and even more so. They mostly watch Russian and foreign channels.

The choice of Kazakhstan's terrestrial channels on satellites is not very rich. But they are watching them actively, especially in Kazakh-speaking areas. Most often this is ‘Astana’ and ‘Kazakhstan’.

In Kostanay and other cities, cable television prevails. It is cheap and gives the presence of a home of abundance of Russian and foreign channels. How much and what - depends on the purchased package. There are three cable companies on the market today. Gradually, the Almaty "Alma TV" is gaining more and more volume. People are more likely to prefer "plates". And more often than not "Yamal", and "NTV +". In principle, exclusively on-air TV today in the city is a sign of low-income families and pensioners from the lower income segment.

In the West Kazakhstan region, even in the most remote areas, coverage by Kazakhstani television is 98 percent. Mostly in the villages people watch TV programs "Khabar" and "Kazakhstan". Special emphasis on providing the population with domestic television, according to the chief engineer of the regional branch of the republican directorate of JSC "Kazteleradio" Zhandos Zhalgasov, is

made in the regions bordering Russia. Here the population is completely covered by Kazakhstani television.

Region TV covers its own 14-hour programs with 76 percent of the region's population. Where it is impossible to catch the signal of the regional television, conditions are created for retransmitting news one-hour programs. It turns out that the entire population of the region is aware of the news in the region. And the total coverage of the territory of the region by local television is 98.9 percent.

In addition, now there is a real opportunity to enjoy satellite broadcasting, even on the most separate shepherd's point, where local television signals are weak. Such an opportunity appeared thanks to the satellite broadcasting of "Otau TV". And in the regional center people mostly watch cable and satellite TV channels, but everywhere there is regional television and there is no need to switch the antennas [32].

"In Almaty and the region, according to our data, up to a thousand sales of satellite dishes per month. The purchase of a plate is a one-off cash contribution from the consumer. But then he uses satellite TV at his own risk. Moreover, the antennas in our country are mostly sold in such dimensions, that the reception signal depends very much on the weather. Wind, rain, snow severely disrupt the signal quality. It is very uncomfortable. Another is a limited number of free satellite resources. Many channels are still in the public domain, but their number will decrease significantly in the near future, "said Gulnar Atkesheva, head of the analytical department at Alma-TV. - Now there is a tendency that some leading Russian channels will begin to code their signals, such as RTR, NTV, Channel One. And soon the subscribers of individual plates will have limited access to open channels "[33].

First of all, this is due to the demand of a number of international companies. Russian TV channels have the right to deliver content on purchased programs, films or sports broadcasts only in Russia, while Russian broadcast satellites cover a large area, including the territory of Kazakhstan. Owners of rights to broadcast a product put conditions for Russian TV companies to ensure that the satellite distribution system of the channel's programs was closed.

Large operators of satellite television, such as "Katelko +" and "NTV +", "Alma-TV" does not consider its competitors, because their services are designed for different segments of the market. Individual sets of reputable satellite TV operators are not targeted at areas with massive buildings. Their product is popular mainly in those areas where it is not possible to build a cable network - these are suburban cottage townships, residential areas with private buildings.

Until recently, pay-TV providers had rather limited opportunities to expand their services, a publicly available range of Russian-language TV channels, plus several news and music. The product line of cable television operators is basically a combination of packages formed from 70 TV channels. And the overwhelming majority of them are Russian.

The license fee for the programmer for the right of retransmission to domestic operators costs an average of 15-20 cents per subscriber. In the structure of costs,

the right to retransmit foreign television channels is about 30%, therefore it is unprofitable to include untranslated TV channels in packages.

As a rule, packages are divided according to the price principle - the more you pay, the wider the TV assortment. Therefore, with proposals similar to Alma-TV, it is extremely difficult to compete in Almaty today. But the competitive struggle on the Almaty cable TV market will not be limited to assortment wars, new, more technologically advanced offers will appear.

Director of the Marketing Department Kairzhan Kozhaly says that the level of user demand is on the way of combining all types of telecommunication access services. "We are now building multi-service interactive networks in such a way that they can combine the services of television, telephony, data transmission. It's not so interesting to just watch a resident of Almaty. He wants to receive not only the TV package imposed on him, but also have the opportunity to independently choose channels, TV programs.

The most important thing is to involve the user in active use of various interactive services, including video on demand, and also give him the opportunity to create the viewer himself, - says Kairzhan Kozhaly. - Now there are technologies that make these services accessible to the mass consumer. The transition of broadcasting to the IP-protocol environment will allow the transfer of any kinds of information. To our network, you can connect from both a TV and a computer. We want to make sure that a person can have access to the Internet without having a computer, through a conventional TV "[34].

However, the representatives of Alma-TV to the ambitious plans of their competitors and super-tech television are cool. According to Ms. Atkesheva, for a large number of people, cable TV services are quite expensive. "We constantly face this. Additional technical services will be even more expensive. Accordingly, the customer base of high-tech service providers will be significantly narrower than that of traditional cable TV providers.

Even for a universal package, an additional prefix is required. A wider service, the same video on demand, implies the presence of an additional set-top box, which is an additional cost to subscribers. Therefore, the issue of entering the market with a new product is controversial, "she said.

The company ICON, whose network already operates in three new residential complexes of Almaty, is going along the technological path. In general, the cable TV market is quite closed, companies are reluctant to talk about their subscribers, so as not to cause commercial countermeasures by other operators.

However, competition is not limited to the southern capital. The same Alma-TV, which, according to some information, controls about 40% of the Kazakhstan market, plans this year to expand its branch network from 6 cities to 9. Including in the capital, where for a long time the leader was the company Sekatel ". It looks like the cable television sector in the republic is entering a new phase of its development, when operators start to fight for each subscriber, and not swallow empty markets entirely, as it was before. This trend should lead to the generation of new products and, possibly, cheaper services.

At the same time, now there are prospects for those organizations that could not obtain licenses for the creation of their own terrestrial television companies. In this regard, new TV companies may appear, which will create a new Kazakhstani television product.

Also, a global coup may occur on the cable television market, the initiator may be the telecommunications operator of JSC Kazakhtelecom. The company launched the project "High-speed city networks Metro Ethernet" with a network bandwidth of 1 to 10 Gbit / s under the trademark "Megaline". With the help of the constructed network, Kazakhtelecom already provides its subscribers with IP-telephony services, video broadcasting, outdoor video surveillance, video on demand and much more. If a company with this product enters the cable TV market, it is unlikely that someone will be able to compete with it in the near future, since no domestic company can build a network of this scale [35].

The current crisis had a direct impact on cable television operators. The devaluation of the national currency has led to the fact that in local currency the amount of deductions to the owners of the channels has increased many times, as the payment often goes in dollars or euros. By the way, it is worth noting that the tariffs of some channels in Kazakhstan are higher than those applied in other CIS countries.

In addition, the solvency of the population has fallen. All this led to a halt in the development of networks. In a crisis it is difficult to keep even the existing subscriber base.

In Kazakhstan, there are certain requirements for on-air channels - 50% of programs should be conducted in the national (Kazakh) language. In principle, all aether channels meet these requirements, but it does not apply to cable TV operators, all programs go unchanged.

Historically, there are more analog networks in Kazakhstan. There are several large operators that initially directed their activities to the construction of digital networks. In the regions, new networks do not develop. For operators of analog networks, to modernize or reconstruct and switch to digital means to face great difficulties. The desire is, but all this requires a solid investment. Therefore, operators, as a rule, try to keep what they have, doing little work on the content of existing networks.

For all cable companies, the main difficulties are approximately the same: cable laying, that is, how to reach the consumer. The fact is that this is really a capital-intensive and energy-intensive process, which takes quite a lot of time. After all, you need to conduct all the approvals, lay the cable, protect it from breaks, so that the customer receives a quality service. And it is thanks to quality and assortment that cable television takes precedence over the ethereal - so far nothing can compare with it.

The connection to cable networks is mostly influenced by the price offer and on the second place - how interesting the package of TV channels is offered by this or that cable operator. If there is an interesting product, then there will be an audience for which you need to fight. To date, many Kazakhstani TV series are already quite produced in Kazakhstan, which are really popular.

Today, heads of pay TV enterprises in Kazakhstan are mostly concerned about the unregulated nature of many issues of their activities. There are certain laws and qualification requirements that regulate the work of operators, there are regulatory state bodies.

Some requirements create difficulties in the operator's work, in particular, the issue of paying copyright and related rights, which is charged on the operator's total revenue, although the latter has an income not only from relaying channels, but also from other activities that are forced to conduct in parallel, so that to go broke.

There are many problems in the modern cable and satellite industry in terms of pricing. Foreign TV channels talk about the extreme opacity of the Kazakh market, because of what they are forced to put in the price all the risks associated with the underreporting of operators. Only one operator - Kazakhtelecom JSC officially announces its number of subscribers. The rest of the operators prefer not to advertise these data, considering them a trade secret. According to some reports, the number of "gray", hidden subscribers in Kazakhstan is at least 30 percent.

However, all this does not explain the price that Kazakh cable operators pay for state or semi-state Russian TV channels, which in our country are distributed in cable networks for free. The National Association of Broadcasters of Kazakhstan has repeatedly appealed to Russian broadcasters to explain the pricing of their content and the scheme of work with distributors, but there are no results.

Another problem related to content - some programs and advertising that do not comply with the legislation of the Republic of Kazakhstan. In particular, this applies to eroticism: a strict prohibition was imposed on it in Kazakhstan. Article 13 "On Mass Media" states that "the grounds for suspending the release of the media is" the demonstration of cinematographic and video products of pornographic and special sexually-erotic character. "

Therefore, the operators are actively working with scissors and a button "Delete": "Advertising beer is prohibited - we cut it, erotic is prohibited - we cut it, breastmilk substitutes are prohibited - we cut it out. If the channels forbid to cut advertising, we just turn them off, "cable operators say. Broadcasters create TV channels that take into account all prohibitions.

Not so long ago, in 2008, CTC Media acquired in Kazakhstan the television company "31 TV channel" (one of the largest in the country) and in fact created on its basis a new TV channel that fully complies with Kazakhstani legislation. The grid of broadcasting consists of the programming of the Russian STS (60% of the airtime), as well as the programs of local and foreign production, created and purchased specifically for "Channel 31".

A significant part of this content is translated into the Kazakh language. In the same way, the NTK channel in Kazakhstan broadcasts part of the TNT channel programs - Dom 2, Univer, Comedy TV, Nasha Rasha and others [36].

These trends in the development of the telecommunications market are also traced in the Republic of Kazakhstan, although not as sharply as in the far-abroad countries. Despite all obstacles, the business of cable-satellite television is developing rapidly.

Throughout the world, including the Republic of Kazakhstan, the cable and satellite system of the country is being systematically improved, the number and quality of the broadcast channels is increasing. It is inherent in all global trends, due to the development of scientific and technological progress NTP and the growing popularity among viewers.

The principles of functioning of the Kazakhstan cable-satellite television have their own specifics.

The problems lie in the fact that with the considerable demand for cable-satellite television services, the processes of the emergence and development of city cable channels are slow. This is due to the weak material and technical base of local television broadcasting, the lack of a legislative base, the low level of training of specialists, the underdevelopment of the advertising market.

Modern cable-satellite television in Kazakhstan has a diverse typological structure, the main characteristic of which is multichannel. The main differentiation of the channels takes place according to subjects (news, sports, music, etc.), according to the auditor orientation (children's, youth's, housewives, car enthusiasts, travelers, etc.), by manufacturer (foreign, Russian, Kazakhstan).

Great importance for the effective operation of these or other cable channels in modern conditions acquires understanding and consideration of the needs of the audience, professionalism of employees, investment and advertising attractiveness.

The process of consolidation within the cable-satellite community should be considered as the most important moment: small companies are looking for ways to reduce costs, preferential access to attractive content, legal assistance and protection.

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Chapter 9. Digital broadcasting in Kazakhstan.

S.Barlybaeva

Modern television in Kazakhstan, as in other countries of the world, in recent years, has been concentrating significant changes caused by economic processes, the development of information and communication technologies, social transformations. Understanding the regularities and dynamics of Kazakhstan's cable and satellite television in recent years is impossible without the correlation of its development with the global situation in the industry.

The population of Kazakhstan actively uses terrestrial, cable and satellite TV. The Republic of Kazakhstan is on the verge of introducing a new digital television.

Before the full transition to digital terrestrial broadcasting, the functioning of analogue terrestrial television and radio broadcasting is ensured. Upon the submission of the authorized body, the Government of the Republic of Kazakhstan determines the terms for a full transition to digital terrestrial television and radio broadcasting not less than six months before the full transition to digital terrestrial television and radio broadcasting.

The information on the terms for the full transition to digital terrestrial television and radio broadcasting is published in the official media and on the Internet resource of the authorized body. Before the full transition to digital terrestrial television and radio broadcasting, the distribution of private television

and radio channels of free access is carried out at the expense of the republican budget.

A full transition to digital terrestrial television and radio broadcasting is carried out on condition that it provides for the possibility of receiving the entire population residing in the Republic of Kazakhstan, television and radio channels distributed through digital terrestrial and digital satellite television and radio broadcasting.

Prior to this transition, all previously issued licenses operate for TV channels to engage in activities related to the organization of television broadcasting and permission to use frequency bands, radio frequencies (radio frequency channels). At the same time, television and radio companies are obliged to register television channels in accordance with the requirements of the Law within one year after the full transition to digital terrestrial television and radio broadcasting.

In the transition to digital terrestrial television and radio broadcasting, television channels distributed in the territory of an administrative territorial unit through analogue frequency bands and radio frequencies (radio frequency channels) release frequency data, radio frequencies (radio frequency channels) and, without fail, are included free of charge by the national operator of television and radio broadcasting in the package of television channels for digital terrestrial television and radio broadcasting.

Distribution of data of tele- and radio channels is carried out in accordance with the established tariffs on the basis of concluded contracts.

Also, after full transition to digital terrestrial broadcasting, permission to use the radio-frequency spectrum and licenses to engage in activities related to the organization of television broadcasting, issued to television channels in analogue television and radio broadcasting, cease to be effective.

In order to ensure the broadcasting of free-access television and radio channels throughout the territory of the Republic of Kazakhstan through digital terrestrial television and radio broadcasting, the national television and radio operator is authorized to use frequency bands and radio frequencies (radio frequency channels) without holding a competition. Before the full transition to digital terrestrial broadcasting, the functioning of analogue terrestrial television and radio broadcasting is ensured.

Upon the submission of the authorized body, the Government of the Republic of Kazakhstan determines the terms for a full transition to digital terrestrial television and radio broadcasting not less than six months before the full transition to digital terrestrial television and radio broadcasting. The information on the terms for the full transition to digital terrestrial television and radio broadcasting is published in the official media and on the Internet resource of the authorized body.

Ex-Minister of Communications and Information Askar Zhumagaliyev also noted that the next step for the introduction of digital television will be the choice of broadcasting standards and the development of a frequency-territorial plan. "For those 900 thousand users who are tuned to other satellites today, we provide the opportunity to tune in to our satellite," the minister said during the launch of the satellite network.

According to him, for this purpose users need in some cases simply "tuck in the antenna and tune in". "Some will need to buy equipment if it is obsolete. The equipment purchased in the last year or two can work without problems, it will only be necessary to purchase tuner equipment, "A. Zhumagaliev concluded. [1].

Experts note that citizens of our country want to watch their movies, their TV shows, their programs. Therefore, there is an optimistic attitude to what makes sense to produce these products. Therefore, the Kazakhstani market in the digital TV sector is very promising.

It is necessary to look at digital television not only from the point of view of what is already being done: cable networks that provide digital television services are actively developing and spreading. But also do not forget that soon ether TV will also go to the digital standard, and this will entail sufficiently serious changes, and as a result, on television purely technical television channels may appear. This, of course, will lead to increased competition between the channels. And the focus will be on content - what to present and show to viewers.

The era of digital television, first of all, will bring to Kazakhstan the fact that TV companies will have to think about the quality of their products, as technical opportunities are expanding and the viewer needs to provide something really interesting.

In addition, it is not difficult to assume that digital TV can include popular resources that already exist, for example, Russian or other foreign TV channels. And in this situation it will be difficult for Kazakhstani TV channels to keep their audience.

In Kazakhstan, recently, digital broadcasting services have appeared. Those who want to connect to a large package of channels are constantly growing, because ordinary viewers see first of all a lot of advantages, from a stable beautiful picture to interesting content for every taste and age.

On the one hand, due to a new type of television product, domestic channels suffer that can not satisfy the needs of viewers, and therefore compete with high technologies [2].

A significant qualitative leap in the development of cable television in Kazakhstan occurred after they became interactive. The development of interactive television systems allowed the subscribers to provide a number of new services.

If we talk about the demand for digital TV in the population, according to ICT-Marketing (a specialized research company with the competence of marketing research in the field of telecommunications and information technologies) in Kazakhstan, more than 500,000 spectators pay TV services every month and 8 more % of operating enterprises and 12% of Kazakhstan households.

As a result, the annual volume of payments is 60 million US dollars, or 3% of the total revenues of the Kazakhstan telecommunications market. In addition to this category of citizens, there are those who do not pay satellite TV services, such as about 200 thousand users. "Inside the paid television market is divided as follows: about 70% of all pay TV users are cable TV subscribers.

The remaining subscribers choose satellite TV, while in 90% of cases the choice is made in favor of satellite television without a subscription fee "[3].

In the near future, a possible redistribution of market shares in connection with the output of Alma TV to the market of Astana. The undisputed leader of the Moscow market is Aina TV, which now unites its efforts with Alma TV to develop the capital market of pay-TV.

The cooperation of these two large providers is enshrined in the franchise agreement, under which Alma TV granted the capital partner the right to use its trademark, its methodological and organizational support.

In addition, Alma TV plans to enter other regional markets, where it is not yet represented. To implement these plans, a global cable television network will be built throughout the country [3].

1. The principle of individual approach to customers is being picked up every day by an increasing number of industries. He also touched the sphere of television. Now, with the advent of digital TV, viewers have the opportunity to create an individual package of services, use feedback, when everyone can become a participant in the TV program, and conduct interactive communication with the television and other viewers. The spectrum of new generation technology services is very wide:
2. Implementation of banking operations, payment of utilities.
3. Use of e-mail and other Internet services. For example, the subscriber will be able to make purchases in electronic stores, participate in forums, auctions, chat, play network video games.

4. Organization of videoconferences, video telephony.

5. Organization of remote home video surveillance, management of the "smart house" system.

Viewers will be able to request and receive information about the authors and participants of TV programs, announcements of future broadcasts and archival data from past issues. So, during the broadcast of sports competitions you can get acquainted with the composition of teams, the table of games, learn the latest sports news.

Answering questions, filling out questionnaires and using other proposed forms of feedback, the viewer can have a direct impact on the progress of the transfer. For example, viewers can create a playlist of clips themselves, spin a beginner or a little-known artist by sending a clip to the channel that will get to the catalog, if the audience likes it, write a script to continue the favorite TV series.

Subscribers will be able to request any video of interest to them. For example, subscribers can choose to watch their favorite movie or transfer at any time convenient for them. At the same time, the functions are available to "rewind" the video or put it on pause, zoom in or out of the plans. There is also a service of "virtual cinema", which allows you to watch the latest movie novelties, which just appeared on the screens of cinemas. And before ordering, you can watch the movie for the movie and read the annotation.

Russian studies show that among the population using pay-TV services, the most popular are the following genres: cinema, cognitive, entertaining programs, including music, and sports. Companies that purchase access to paid TV channels for their employees are often focused on viewing specialized news, information

and analytical programs while working. Exceptions are representatives of the tourism business and the catering industry. They prefer entertainment, sports, music. Studies aimed at studying consumers' preferences for content allow providers to more competently approach the issue of the formation of service packages.

Kazakhstan researchers of the digital television market, come to the conclusion that: "Digital format can support terrestrial, cable, satellite television, as well as the Internet. The lowest cash investments for the implementation of such a project are required for cable TV providers and Internet providers. Several Kazakhstani companies have already announced their intention to provide digital television services: ICON, Digital TV, Alma-TV, Kazakhtelecom and Nursat.

If you compare the cost of digital TV in other countries, then in regions, say in Ryazan, the price per month of subscription fee varies from 73 to 250 rubles or from 330 tenge to 1 127 tenge. Thus, we can conclude that in Kazakhstan payment for TV is slightly higher than in the regions of Russia.

At the same time, while analysts and experts are discussing the problem zones for the transition to 100% digital broadcasting, Kazakhstan already has experience in such implementation - the Karaganda region is the city of Temirtau. According to Nikolai Fokin, Director of the Digital Broadcasting Department of SYRUS SYSTEMS: "In the beginning of 2006 we received a request from the regional companies of the Karaganda region on the plans for the implementation of the digital terrestrial broadcasting system. Our company acted as the system integrator of this project, and in June 2007 we already aired in the city of Temirtau [5].

The technical basis of the project is a classical version of the station for the formation of digital software packages (receiving and remultiplexing equipment), which we successfully use in our projects of air and mobile broadcasting, as well as in cable TV networks.

Currently, all the content is received from seven satellites, then the remultiplexing equipment generates two streams, fed to the ether digital transmitters. Broadcasting is performed in a scrambled mode, using a conditional access system. Equipment of the station of formation provides for the possibility of broadcasting its own TV programs and the insertion of regional advertising, as well as the development of a single-frequency system for Karaganda and other settlements of the Karaganda region.

As for the self-sufficiency of projects on the transition to digital broadcasting, there are no universal approaches - each project is unique. For example, Karaganda should pay back for 3.5 years. However, now we must take into account the current economic situation, "- says Nikolai Fokin [5].

For the development of the market of digital television services in Kazakhstan, the following prerequisites exist and the following opportunities open:

- Picture and sound quality. The quality of the image and sound of digital television is much higher than that of analog TV standards, which should be appreciated by spectators.

- Extended package of additional services. Providers have the opportunity to increase monthly revenues from one subscriber (ARPU) by offering additional

paid services. In addition, this is another competitive advantage over other types of pay TV, whose offers vary only by the number of channels in the package and the cost of this package.

- Solution of the problem of a deficit of air space. The development of digital television will solve the problem of the scarcity of air space, with which in the future may face large cities of Kazakhstan. Digital broadcasting technologies make it possible to compress the air and transmit not one but several channels at a time.

- Quality of TV content. In Kazakhstan, there is a limited number of air channels, the quality of TV shows on which does not always meet the requirements of the viewer. Digital television opens the way for foreign channels. Among the Kazakh audience, they are in great demand, especially Russian channels, which so far exceed the quality of domestic TV. In addition, the presence of channels in Chinese, Arabic, Korean and other languages cannot but impress representatives of various Diasporas in Kazakhstan. In addition, digital television technologies increase the chances for the development of highly specialized channels, the content of which on a free basis is an unacceptable luxury.

- Minimizing un-targeted advertising. Popularization of digital television will also contribute to the fact that its channels will minimize the amount of advertising, because for each viewer the flow of "unnecessary" advertising, which is often a source of irritation, will decrease. Digital TV can generally change the approaches to developing advertising campaigns. Now, due to the individualization of television services, it is possible to send advertising messages to the entire audience of the channel, but only to target audiences. This will significantly improve the effectiveness of advertising campaigns.

- Broadening of the geography of broadcasting. The transition to digital broadcasting will allow delivering the TV signal even to remote regions with complex geography, since digital technologies allow the signal to be transmitted over long distances without degrading image and sound quality, which is impossible with analog broadcasting.

- Availability of demand in the regions of Kazakhstan. Quite a big interest in digital television can be shown by regional residents, who have a much smaller choice of air channels than residents of capitals have, and are not spoiled in terms of various kinds of entertainment.

- However, there are limitations for the development of the digital TV services market, which must also be taken into account:

- Limited purchasing power. The analysis of the market shows that while consumers are not ready to pay monthly for a new generation TV higher than the price at which cable and satellite TV providers offer their services, that is, over 1500 tg. It should be noted that those wishing to use digital television services will need additional funds to buy a television receiver that can receive a digital format, or to purchase a decoder or have a special fee in the computer.

At the same time, investments for the technical development of digital television are required significant, which are beyond the power of all players in the pay-TV market.

Significant efforts to promote digital television. It takes considerable investment to promote a new format of television, build a competent marketing strategy, which makes Kazakhstanis a habit of paying for digital television.

The aggravation of competition in the pay-TV market. The arrival of digital broadcasting technologies may threaten the intensification of competition in the pay-TV market, as it stimulates cable TV operators for more aggressive actions aimed at retaining their audience and increasing the subscriber base.

Tougher competition from related markets. The development of Internet access services can create significant competition to digital television. Now on the Internet, a user can get much more content than through a pay-TV network. At the same time, to the choice of content, it can be approached much more selectively. In addition, the availability of DVDs and other media can also adversely affect the pace of digital television development.

The problem of piracy. This problem was faced by a number of Russian providers entering the digital TV market. Familiar with it and the Kazakhstan providers, who have been working in the paid TV market for several years. To solve it, companies resort to installing special equipment, which allows to decode incoming information only to subscribers of the network.

Also, actions are organized when users are offered a sufficiently large reward for reporting a burglary.

By 2015, Kazakhstan will switch to digital television, said Vitaly Yaroshenko, director of the state policy for communications in the Ministry of Transport and Communications of the Republic of Kazakhstan [6]. This state task will require a huge amount of funds. June 2015 should be the date of full transition to on-air television.

As of June 25, 2012 in the Republic of Kazakhstan there are 2765 media. Of these: 439 state and 2326 non-state media. The overwhelming majority are newspapers (1666) and magazines (848), 238 electronic mass media (51 television companies, 48 radio companies, 133 cable television operators, 6 satellite broadcasting operators) and 13 news agencies [7]. There are 133 operators of ether-cable and cable television networks operating in Kazakhstan, providing paid multiprogram TV services of high quality and service level.

The infrastructure of cable and terrestrial cable TV has developed in the largest cities, such as Alma-Ata, Astana, Karaganda, Kostanay, Ust-Kamenogorsk, Pavlodar [8].

To date, according to experts from the ICT-Marketing company, more than 500,000 users or about 12% of Kazakhstan households and about 8% of operating enterprises pay for television services monthly. The annual volume of their payments is about 60 million US dollars, which occupies more than 3% of the total revenues of the Kazakhstan telecommunications market. There is also a category of users who have chosen satellite TV without making a monthly subscription fee. The number of such viewers is about 200 thousand users.

Inside the pay-TV market is divided as follows: about 70% of all pay-TV users are cable TV subscribers. The remaining subscribers choose satellite TV,

while in 90% of cases the choice is made in favor of satellite television without a subscription fee [9].

In addition to the subscription fee, operators are able to receive revenues from advertising activities, where there is also a stable growth trend - the TV advertising market is increased by 50% per year. According to TNS Central Asia, the cost of advertising spots on television for 2011 amounted to 774 million USD, which is 16.8% more than in the same period of 2010. In 2011, in each quarter there is an increase in the advertising budget in comparison with the same period in 2010 [9].

In large cities, advertisers willingly use cable TV services, whose audience is intensively replenished. In the first three months of last year, advertisers posted $ 4.2 million for the placement of commercials on Russian RTR, NTV and Ren-TV, relayed by Alma-TV, [9].

One of the main audit trends of the decade is the fragmentation of the audience, which is associated with the development of multi-channel, and now multi-platform of modern domestic television. There is a gradual transition from the consumption of a limited set of mass universal TV channels to specialized niche channels, programs and services, the number of which is constantly growing.

IP-TV. Today, disputes over the fate of a new type of television based on broadband networks (IP-TV) do not stop. Some believe that video services in IP networks will reach a wide audience, and their provision will open excellent business prospects for operators. Others are of the opinion that these are niche services designed for a very narrow segment of the market. What is waiting for IP-TV tomorrow?

With the spread of broadband networks in the world, prerequisites have been created for the emergence of a new type of television - IP television. This type of television supplemented the list of already known forms of television broadcasting - terrestrial, satellite and cable television.

The main advantage of IP-TV for consumers is the possibility of offering fundamentally new services that can make the idea of pay-TV really attractive for the general public. The main advantage of IP-TV is its interactivity, the possibility for the viewer to choose which program and film to watch and at what time. IP-TV provides its viewers the following unique opportunities, except for access to several dozens of TV channels:

-Virtual cinema: the ability to view hits that go to theaters without leaving home. At the same time, as in an ordinary cinema, there is a schedule of sessions in the virtual theater and it is necessary to "buy" a ticket (however, the form of payment for a service can vary - from purchasing one-time tickets to subscribing for a certain monthly fee);

- Video-on-demand: this service allows the subscriber, without buying a DVD and without taking it for rent, order a movie and watch it at home. At the same time, the image quality of the film corresponds to the DVD-quality, and there is the possibility of transmitting surround sound.

-The ability to control TV broadcasting: the ability to suspend transmission by "pausing", the ability to record TV programs of several channels at the same time

to a "virtual" VCR and view them later (the user does not need to have any additional equipment)

-Video games on the TV screen, broadcasting via TV [9].

IP-TV is quite a new service for the whole world, and not just for Kazakhstan. However, according to analytical studies in this area, it is projected that by the end of 2012 the number of connections to video on the broadband network in the world will reach 21 million connections per year, and IP-TV will occupy up to 15% of the European television market.

In Russia, the first experience of large-scale implementation of IP-TV was made in September 2005 by COMSTAR Direct (MTU-Intel) under the brand "Stream TV", while by September 2006 the number of users of the service was about 59 thousand subscribers. In Kazakhstan IP-TV services appear in the assortment of Digital TV, Intelsoft, Nursat companies, however, only residents of certain districts of Almaty can use these services.

Of course, the Kazakhstan market will follow the global trends, but the explosive spread of IP-TV in Kazakhstan is not expected in the near future, mainly due to the lack of development of broadband access. The rapid development of this service can be expected after the Kazakhstani operators entering this market accumulate experience in the field of IP-TV organization, and they will find effective business models for providing video services in Kazakhstan.

Among the main reasons restraining the development of IP-TV in the RK, we can note the following:

- Low prevalence of broadband networks in Kazakhstan;

- Low solvency of Kazakhstan consumers: this factor imposes significant restrictions on the target audience of IP-TV, tk. from potential subscribers it is required not only to pay monthly for the use of the service, but also to spend a considerable amount for the purchase of additional equipment that is necessary for using the IP-TV service;

- The need for serious operators' investments in infrastructure (including the "last mile", operator and user equipment): the result is a high final cost per subscriber of the capital costs that the operator must incur for the implementation of the project; which increases the cost of the service for the end user and reduces the attractiveness of the service as a result.

- The lack of standardization of products and technologies for IP-TV. In this regard, it often requires additional costs for the operator to integrate various systems. If in classical telephony these problems have been solved for a long time and there are enough standardized protocols guaranteeing that one equipment will work with another, then in IP TV the situation is different. Due to the youth of the technology, IP-TV has not yet reached the established level, when there are no problems of joint operation of the equipment.

However, it is expected that in 2-3 years these difficulties will be overcome [9].

Despite the existing difficulties in the introduction of IP-TV services, this segment of the telecommunications market attracts the attention of telecommunication operators both in Kazakhstan and in Russia.

This is due to the search for new opportunities for telecom operators to grow in the face of declining revenues from traditional services, the flow of revenues from traditional services to the mobile communications industry, and increased competition in telecommunications markets.

Summing up the consideration of trends in the development of TV and television industry at the global level, we can say that in the conditions of TV digitalization, the development of the digital video content market, television and the Internet are increasingly converging and integrating. They even talk about the symbiosis of TV and the Web. In the context of a global (single) digital information environment, the concept of global program strategies that are not related to a specific TV channel, but typical for TV program databases used for individual requests, is becoming increasingly important.

Television becomes really networked - but not in the context of the traditional understanding of the network as the organizational structure of the television industry, but in the new view / vision of a global network by the Internet type - interactive, universally connected and maximally individualized. It is in this context that the future development of the Kazakhstan pay-TV should be considered.

New forms of television broadcasting increase the level of services offered on the paid television market for residents of all regions of our country. Domestic cable-satellite television makes available almost all television programs from any continent of the Earth.

The most important priority for Kazakhstan is the country's transition to digital broadcasting by 2015, which is due to the global trends - the International Telecommunication Union within the framework of the "Geneva-2006" agreement, a transitional period (2007-2015) for the introduction of digital broadcasting.

In Kazakhstan, the State Program for the Development of Digital Broadcasting in the Republic of Kazakhstan for 2008-2015 has been developed. Its implementation will require the allocation of funds from the national budget, as well as extrabudgetary sources: direct domestic and foreign investment, the total amount - 36.165 million tenge, including:

2008 - 584 million tenge
2009 - 4 228 million tenge
2010 - 5 353 million tenge
2011 - 5 689 million tenge
2012 - 5 439 million tenge
2013 - 5 858 million tenge
2014 - 5 858 million tenge
2015 - 3,156 million tenge [10].

The implementation of the State program is aimed at the achievement of the following indicators:

1. achievement by 2015 of digital broadcasting coverage of 100% of the population of the republic, including by 2010 - 25-30%, by 2012 - 65-70%, by 2014 - 95%.

2. creating conditions for increasing the number of non-state republican television channels to 20 by 2010 and to 30 by 2015;

3. the creation in 2008 of a state operator of television and radio broadcasting, which forms and broadcasts a social package of programs on a free basis;

4. creation by 2010 of 2 large operators, by 2015 increasing their number to 5;

5. acquisition of more than 2,500 receivers and 1,500 digital transmitters,

6. provision of parallel broadcasting of high-definition television by 2012;

7. ensuring that at least 10 programs are broadcast in the digital standard by 2010, at least 15 programs by 2012, at least 20 programs by 2015;

8. providing additional interactive services by 2012;

9. The cessation of television and radio broadcasting in an analog format by 2015 [10].

According to the State Program for the Development of Digital Broadcasting in the Republic for 2008-2015, the following tasks are required:

- the phased transfer of the broadcasting infrastructure in satellite and terrestrial broadcasting to a digital standard, including the high definition standard. The termination of analogue broadcasting in 2015,

- ensuring the availability of digital TV and radio broadcasting for all categories of the population,

- creation of a competitive market for multi-program digital broadcasting operators,

- increasing the efficiency of the use of the radio-frequency spectrum,

- development of normative legal and technical documents in the field of digital TV and radio broadcasting,

- assistance in the production of digital reception devices in the country.

This Program will be implemented in four phases:

1. Preparatory stage - the first half of 2008.

2. Organizational stage - 2009 year.

3. Realization - 2009-2014.

4. The final - 2014-2015 years.

With digital broadcasting, the number of programs will increase several fold, new additional services will appear: video on demand, Internet TV, high-definition television, mobile TV. There will be new branches of the telecommunications and broadcasting industry, for example, producing digital equipment, service companies, etc.

A digital broadcasting operator will be created that will create and broadcast a social program package. By 2014 digital broadcasting is planned to cover up to 100% of the population.

According to the plan, the State Program is aimed at achieving the following indicators:

- reaching by 2015 digital broadcasting coverage of 100% of the republic's population, including by 2010 - 25-30%, by 2012 - 65-70%, by 2014 - 95%.

- creation of conditions for increasing the number of non-state republican television channels to 20 by 2010 and to 30 by 2015;

- the creation in 2008 of a state operator of television and radio broadcasting, which forms and broadcasts a social package of programs on a free basis;

- creation by 2010 of 2 large operators, by 2015 increasing their number to 5;

- acquisition of more than 2,500 receivers and 1,500 digital transmitters,

- provision of parallel broadcasting of high-definition television by 2012;

- provision of broadcasting in the digital standard of at least 10 programs by 2010, at least 15 programs by 2012, at least 20 programs by 2015;

- providing additional interactive services by 2012;

- the cessation of television and radio broadcasting in the analogous format by 2015.

To increase the competitiveness of domestic television products, a multi-segment broadcasting network was established, which provides for the emergence of the largest news agency in Central Asia. The Ministry of Communications and Information of the Republic of Kazakhstan opened a Teleradiocomplex in Astana.

At present, the law "On Broadcasting" is in force, where issues relating to digital broadcasting are settled.

Advantages of digital broadcasting:

- the organization of multi-program broadcasting due to the broadcast of several times more TV programs,

- improving the reception quality of TV and radio programs,

- the ability to accompany one video image in 4-5 languages,

- the introduction of interactivity, which allows the transfer of multimedia services.

In the conditions of limited radio-frequency resources, global TV will develop along the way of creating terrestrial digital television broadcasting - NTTSTV. it will allow several TV programs to be broadcast on one frequency, i.e. develop a multi-program TV. An important element of multi-channel broadcasting is interactive TV, which represents the future of television.

At present, JSC "Kazteleradio" provides retransmission of all electronic media in Kazakhstan. The terrestrial network consists of 1,124 relay stations (RTS) transmitting the signal from more than 3,500 transmitters. When implementing digital TV and radio broadcasting, it is necessary to purchase digital transmitters for all RTS.

In accordance with the frequency assignment plan developed by the International Telecommunication Union and presented at the Regional Radiocommunication Conference in Geneva in 2006, digital television and radio broadcasting in Kazakhstan is planned to be implemented in 3 (digital broadcasting), 4 and 5 bands (digital TV broadcasting), where at present analogue television and radio broadcasting is organized.

Digital TV and broadcasting opens new perspectives for state and non-state TV and radio channels to introduce advanced methods of recording, reproducing, processing and transmitting audiovisual information based on digital standards.

Kazakhstan is actively introducing new information technologies into the media space. The vast territory of the country also contributes to the development of satellite TV - television without borders. A great help in this direction is the Kazakhstan cosmodrome Baikonur, the center for launching space rockets.

In June 2006, the first Kazakh satellite, KazSat-1, was launched. Already Kazsat-2 was launched in mid-2011, which provides the republic with satellite communications, as well as digital television and broadcasting. This satellite is intended for domestic broadcasting and telecommunications. And with the launch of Kazsat-3 in 2014, Kazakhstan will not depend on foreign telecom operators.

The most important priority for Kazakhstan is the country's transition to digital broadcasting by 2015, which is due to the global trends - the International Telecommunication Union within the framework of the "Geneva-2006" agreement, a transitional period (2007-2015) for the introduction of digital broadcasting. In Kazakhstan, the State Program for the Development of Digital Broadcasting in the Republic of Kazakhstan for 2008-2015 has been developed.

Currently, digital TV systems are rapidly developing in different regions of the world. In many countries, the issue of stopping analogue broadcasting in the first decade of the 21st century and full transition to digital TV has been raised. Advantages of digital TV:

-increase of noise immunity in the transmission and recording of TV signals,

- power reduction of transmitters,
- an increase in the number of TV programs,
- Improving the picture and sound quality of TV receivers,
- expansion of the functionality of studio equipment,
- transmission in the TV signal of various additional information,
- creation of interactive TV systems,
- archive of TV programs and recording of TV programs,
- choice of language and subtitles.

Among the shortcomings, note the following:

- sharply limited area of coverage of the signal, beyond which reception is impossible,
- fading and scattering pictures on the "squares".

In the conditions of limited radio-frequency resources, global TV will develop along the way of creating terrestrial digital television broadcasting. It will allow several TV programs to be broadcast on one frequency, i.e. develop a multi-program TV. An important element of multi-channel broadcasting is interactive TV, which represents the future of television.

Digital TV and broadcasting opens new perspectives for state and non-state TV and radio channels to introduce advanced methods of recording, reproducing, processing and transmitting audiovisual information based on digital standards.

Since 2012, Kazakhstan launched a network of digital terrestrial broadcasting in Astana, Almaty, Karaganda, Dzhezkazgan and Zhanaozen. In total, the network will include 827 radio and television stations. Standard broadcasting DVB-T2 with the application of the court. In Astana, Almaty and regional centers, two multiplexes equivalent to 30 SDTV channels are transmitted, in the remaining

settlements there is one multiplex of 15 TV channels. In 2013, the national satellite network "OTAU-TV" will cover digital broadcasting of 400 thousand new subscribers [11]. Completion of the construction of a network of digital terrestrial television broadcasting and coverage is scheduled for 2018-2019. The national operator of television and radio broadcasting "Kazteleradio" provides parallel operation of the existing analog broadcasting network.

Nationwide coverage of electronic media is carried out by 11 TV channels and 5 radio stations. At the republican level they broadcast: "Khabar" TV channels - 98.19%, "Kazakhstan" -98.06%, "First Channel Eurasia" -78.82%, Kazakh radio-93.2%. The satellite channel "Caspionet" operates in Central Asia, the Middle East, Europe and North Africa. In 2011, "Caspionet" (now this television channel called "KazakhTV") began broadcasting in the US, and its programs became available in America. Rural territories are covered in most broadcasts of state channels: “Khabar”, “Kazakhstan”.

Non-state republican television and radio companies that broadcast on a significant territory of the republic at their own expense: “KTK”, “NTK”, “Channel 31”, ‘STV’, ‘Russkoe Radio-Asia’, ‘Europe plus Kazakhstan’, ‘NS radio" and others.

Kazakhstan improved its position in the annual rating of the development of information technologies, which is calculated by experts of the World Economic Forum (WEF). According to the WEF ICT Report on the results of 2012, such indicators in the field of communication as:

1. The number of cellular subscribers "- from 40 to 11 place (29 positions);
2. Users of the Internet - from 78 to 62 places (16 positions);
3. Bandwidth - from 79 to 60 place (19 positions);
4. Cellular subscribers with broadband access to the Internet "- from 113 to 29 place (84 positions).

In the rating of the Network Readiness Index, Kazakhstan rose from 55th to 43rd place (12 positions), and ranks between the Czech Republic (42) and Hungary (44). The "network readiness index" of the Republic of Kazakhstan, which determines the level of ICT development in the country, has grown from 4.03 to 4.32. Leadership in the ranking was retained by Finland (the network readiness index is 5.98), in second place is still Singapore, on the third - Sweden.

According to the Global Competitiveness Report published by the World Economic Forum and including analysis by 144 countries around the world, in 2011, Kazakhstan topped the list of CIS countries in the Global Competitiveness Index, rising from 72 to 51. By the way, the Russian Federation and Ukraine occupied 67 and 73 seats, respectively (66 and 82 seats in 2010).

According to experts from the WEF, Kazakhstan has improved its position on many indicators. In particular, in terms of infrastructure, Kazakhstan has risen from 82 to 67 in comparison with 2010, in terms of the number of cellular subscribers - by 20 place (38 in 2010), by the number of Internet users at 62 places (77 in 2010) , by the number of subscribers to broadband Internet access - by 67th place (71st place in 2010), by Internet bandwidth - by 53rd place (74th place in 2010).

The significant growth of the above-mentioned indicators in the world rating was the result of measures to provide the population of the Republic of Kazakhstan with telecommunications services and infrastructure using such modern technologies as: 3G, CDMA-450/800, 4G, FTTN, FTTB.

The current level of development of states is largely formed on the basis of the use of information and communication technologies, based on active production and use of information. Not only natural resources and material wealth, but also the telecommunications infrastructure and information resources constitute national wealth.

Internet, mobile telephony, cable-satellite TV - are one of the main components of the process of communication globalization. They are global in nature. The information, broadcasting, telecommunications industry is expanding, blurring the boundaries between sectors of traditional media systems and creating new media outlets (mass media).

Kazakhstan is actively introducing new information technologies into the media space. The vast territory of the country also contributes to the development of satellite TV - television without borders. A great help in this direction is the Kazakhstan cosmodrome Baikonur, the center for launching space rockets. In June 2006, the first Kazakh satellite, KazSat-1, was launched.

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November 27, 2012. the government of the country approved the draft state program "Information Kazakhstan 2020". According to the Minister of Transport and Communications of the Republic of Kazakhstan Askar Zhumagaliyev: "The program is aimed at the introduction of infocommunication technologies in all spheres of the economy. This, in turn, will allow to solve tasks of increasing the efficiency of the public administration system, promote the development of the national information space. The program envisages the further introduction of modern communication technologies, digital television, the transfer of public services to the electronic format by 2014, the active use of new technologies in medicine, education and other spheres "[12].

This program contributes to the creation of an open information environment for the socio-economic and cultural development of Kazakhstan society.

In the program "Information Kazakhstan-2020", special emphasis is being placed on the development of media broadcasting space, on the production of Kazakhstan content, on increasing the level of satisfaction with the domestic information and cultural product.

In September 2012, under the office of the Prime Minister of the RK, the Central Communications Service was created. The new service was introduced for greater public awareness and openness of the authorities. This service is aimed at increasing information cooperation between state bodies, which will serve to further development of communications between the authorities and the media.

The communications industry is moving to a new quantitative and qualitative level. The electronic media of Kazakhstan are the first to respond to the challenge of the times, they are changing their policies, trying to meet the new increased demands.

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Conclusion

S.Barlybayeva, G.Mukanova

The book is finished, now the book should be an independent life in the hands of readers. What it turned out to judge you. The authors hope that you will be able to extract only useful information from it. At present, the development of communications opens a wide range of knowledge and opportunities for people of different ages. Knowledge of languages, skills in the profession, respect for journalist ethics are the main components of success! Make the right conclusions from the history of journalism XX - the beginning of the XXI century, from the experience of the older generation of television and radio journalists of the country. Go forward, because there is a great ocean of possibilities ahead. Kazakhstani TV journalism has come a long way: from the first programs from the studio to - digital, online and "live" journalism. To advance achievements and national values of Kazakhstan is the task of new generations of intellectuals.

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