

**M.O. Negizbayeva, E.I. Dudinova,
A.A. Kudabay, A.B. Ashimova**

**MEDIA-STRATEGY FOR
INFORMATION
SUPPORT AND SOCIAL ADAPTATION
OF KANDAS AND MIGRANTS IN
KAZAKHSTAN**

Monograph



«ToganaY T»
Almaty
2023

UDK 314.15 (574)
BBK 60.7 (5Kaz)
M 46

Recommended for publication by the Academic Council of the
Faculty of Journalism of Al-Farabi Kazakh National University

Reviewers:
Doctor of Historical Sciences, Professor *Kozbaev S.K.*
Doctor of Philology, Professor *Barlybayeva S.Kh.*

*The monograph is funded by the Science Committee of the
Ministry of Science and Higher Education of the Republic of Kazakhstan
(Grant AP09260297 "Media Strategy for Information Support and Social
Adaptation of Kandas and Migrants in Kazakhstan")*

M 46 *Negizbayeva M.O.*
Media Strategy of Information Support and Social Adap- tion of Kandas
and Migrants in Kazakhstan: Monograph / M.O. Negizbayeva,
E.I. Dudinova, A.A. Kudabay, A.B. Ashimova – Almaty: «Toganaу Т»,
2023. - 140 p.

ISBN 978-601-368-007-1

The intensification of political conflicts and the growth of regional tensions actualize the problem of intensification of migration processes and their impact on the economic indicators of receiving states. The monograph reflects the main strategies of motivation and goal-setting of migrants, describes the Kazakhstani algorithm of return migration, studies the levels and forms of information support of social adaptation of Kandas by new and traditional media in Kazakhstan. The author studies the Kazakhstani paradigm of worldview transition from the term "oralman" to the concept of "kandas", media strategies of positive communication and constructive opportunities of media in the sphere of influence on the level of communicative competence of migrants, their social adaptation and inclusion in the national Kazakhstani discourse.
The publication is intended for teachers, undergraduates and students of faculties and departments of journalism, as well as for media workers.

UDK 314.15 (574)
BBK 60.7 (5Kaz)

ISBN 978-601-368-007-1

© M.O. Negizbayeva, 2023
© "Toganaу Т", 2023

TABLE OF CONTENTS

| | |
|----------------------------------------------------------------------------------------------------------------------|-----|
| Introduction | 4 |
| CHAPTER I. | |
| MIGRATION AS A SOCIAL PHENOMENON: STRATEGIES FOR ADAPTATION AND NEW IDENTITY FORMATION | |
| 1.1. History, Models and Forms Of Migration | 8 |
| 1.2. Cross Cultural Aspects of Migration | 26 |
| 1.3. Problems of Formation of a New Identity | 40 |
| CHAPTER II. | |
| MEDIA ASPECTS OF THE RESEARCH DISCOURSE OF THE "KANDAS" CONCEPT | |
| 2.1. Information Discourse of the Concept "Kandas" | 47 |
| 2.2. Local Diachrony of Return Migration: Positive Communication Algorithms..... | 54 |
| 2.3. Adaptive Strategies and Communication Competencies | 63 |
| CHAPTER III. | |
| PROGRAMS OF INFORMATION SUPPORT FOR MI-GRANTS: TRENDS, TOOLS, RESOURCES | |
| 3.1. Evolution of Initiatives to Support Migrants: Informational Vector | 76 |
| 3.2. Strategy of Kazakhstan Information Support Programs for Kandas and Migrants: Objectives and Principles | 89 |
| CONCLUSION | 111 |
| APPENDIX | 135 |

FOR NOTES

**M.O. Negizbayeva, E.I. Dudinova,
A.A. Kudabay, A.B. Ashimova**

**MEDIA-STRATEGY FOR INFORMATION
SUPPORT AND SOCIAL ADAPTATION
OF KANDAS AND MIGRANTS IN KAZAKHSTAN**
Monograph

Editor
Talgat Aitbayuly

Designer
Darkhan Talgatuly

Signed for seal 01.10.2023.
Format 60x90 1/16 Offset paper.
Conditional printed sheet 8,75. Copy 500.

Printed in the printing house «ToganaY Ty».
Address: c. Almaty, st. Kozhamkulova 128-39.
Tel.: 8 701 224 04 93. E-mail: ToganaYT@mail.ru