

PR и СМИ в Казахстане

*Сборник научных трудов
Выпуск 11*

Қазақстандағы PR және БАҚ

*Ғылыми еңбектер жинағы
11-шығарылым*



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Составитель и главный редактор
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<i>Алкенова А.А.</i> ITSM әдістемесі және негізгі ақпараттық технологиялардың үдерістері	213
<i>Беспалова В.А.</i> Троллинг в новых медиа Казахстана	218
<i>Булатова М.Б., Тахан С.Ш.</i> Мобильные технологии как инновационное развитие гражданской журналистики	223
<i>Ибраева М.С., Тахан С.Ш.</i> Развлекательное телевидение	231
<i>Жаилова Н.Т., Негизбаева М.О.</i> PR в спорте и социальные сети	236
<i>Калиева А.Н., Тахан С.Ш.</i> К вопросу о рекламе как неотъемлемой части PR	241
<i>Кудабай А.А., Ахметова Л.С.</i> К вопросу о взаимосвязи рекламы, PR и маркетинга	247
<i>Кудрявцев К.</i> Механизмы разрешения конфликтов как фактор сотрудничества в рамках ООН в конце XX-начале XXI вв.	255
<i>Курмангалиева А.Д., Тахан С.Ш.</i> Освещение проблем экологии Казахстана в СМИ	261
<i>Мазено Е., Уразалиева Г.К.</i> Продвижение непарламентских политических партий в социальных сетях	267
<i>Пулидо Гомес Ф., Ахметова Л.С.</i> Потребление и разумность: есть ли выход?	273
<i>Sarsekeeva N. K., Yskakova A. T.</i> Forming of Mythopoetical Approach about Literature in Science and its Specifics	276
<i>Sarsekeeva N. K., Yskakova A. T.</i> The Theoretical and Methodological Aspects of the Study of the Text in the Framework of Discourse Theory	282
<i>Temirgaliyeva A., Negizbayeva M. O.</i> State programs in conditions of sustainable development: youth policy of Kazakhstan	289

**Temirgaliyeva A.E.,
Negizbayeva M.O.**

**State programs in conditions of sustainable development:
youth policy of Kazakhstan**

Education within the framework of sustainable development satisfies needs of present time. We are trying to explain why understanding of sustainable development is significant to see essence of the problem and to promote formation of all-round educated and socially active person. This education is socially, economically and ecologically needed for sustainable development of society. In a word, it is innovational programs in direction of social, ecological, economic knowledge and prospects, formation of skills and values that are required within the framework of sustainable development.

At the present stage it is necessary to investigate and generalize rich experience of Kazakhstan in realization of successful, systematic and constructive progress. Kazakhstan as all the world community is at a highly active stage of transformation that causes necessity of scientific understanding of problems of socio-cultural identification of person in conditions of social changes. In program article of Nursultan Nazarbayev – the President of Kazakhstan «Social modernization of Kazakhstan: twenty steps to the Society of Common Work» the question is directly put: whether there are risks for modernization process? And there is a serious barrier on the way to social modernization. There is a widespread phenomenon as social infantilism. It is clear, that successful social modernization in Kazakhstan will be carried out in case of overcoming social infantilism and in case of progress to such condition at which every Kazakhstani citizen should realize his place and role in society.

Kazakhstan passed a difficult way of sociopolitical and spiritual development, economic crisis, probability of interethnic violence. Its people gained independence and there is a unique model of interethnic unity now. Following the most acceptable and widely used methods of management, Kazakhstan now has a strong leadership [1].

The students, representing big social and demographic group of population of our country and being the main agent of social changes, have a significant innovational potential which can be effectively used for the good of all the society. Socio-cultural identity is important condition of realization of social potential of youth and basis of preservation of integrity of the state in conditions of globalization. Identity is a complex phenomenon in which axiological (valuable) contents of national, cultural, religious, multilingual and civil elements is main and determining component.

In conditions of globalization young people, in particular students, act as bearers of new values, models of behaviour and cultural samples, which afterwards are interiorized by subsequent generations. It allows considering youth as powerful potential of development of society.

Youth is one of the most organized, socio-active sections of population; it objectively is a generator of new ideas, vital force and energy of society. Youth is not simply future of the country, it is its present. The innovators of new ideas and vital force are usually students. The term «students» designates actually students as social – demographic group described by certain number, age-gender structure, geographical distribution etc.; certain social position, role and status, special phase, stage socialization (student's years) which a significant part of youth passes and which is characterized by certain social-psychological features.

The students do not have independent place in system of manufacture, students' status is interim status, and social position of students and their specific problems are determined by character of social order and concretized depending on level of social, economic and cultural development of the country, including national features of system of higher education [2]. Community of objectives in getting higher education, one character of work – studying, way of life, active participation in public affairs of institute of higher education – promote development of students' unity. It is shown in variety of forms of collectivist activity of students. Studying valuable orientations of students, it is necessary to consider environment, in which they socialized. It is necessary not only for understanding which institutes have essential influence on valuable orientations of students, but also for understanding what ideas, values and ideals these institutes foster in young people and whether they do this, what key points are offered

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to students and how. The students represent certain part of youth which has both common features with all youth and specific features too [3].

Trying to graduate from institute of higher education to realize dream of getting higher education, the majority of students realize, that institute of higher education is one of means of social promotion of youth, and it serves as objective precondition forming psychology of social promotion. Community of objectives in getting higher education, one character of work – studying, way of life, active participation in public affairs of institute of higher education – promote development of students' unity. It is shown in variety of forms of collectivist activity of students [4].

State youth policy is one of priority directions in activity of many countries. Basic normative legal document regulating sphere of relations of state and youth in the Republic of Kazakhstan is the Law «About state youth policy in the Republic of Kazakhstan» № 581 from July 7, 2004. There its objectives, tasks, directions as well as mechanisms of state support of youth, social and political rights of youth are determined.

Youth direction takes special place among main problems of development of Kazakhstan during the period of Independence. It emphasizes both the youth of the Kazakhstani state, and the importance of young generation in its life. More than six millions of Kazakhstani citizens were born during the period of Independence. Having put forward before people of the republic main problems in the Message «Strategy of «Kazakhstan-2050»: a new political policy of realized state», the President of the Republic of Kazakhstan – the Leader of nation N.A.Nazarbayev allocated youth as the engine of new political policy [5].

Conception about youth as united and complete community prevails in academic environment. Such conception not only misleads the public, but also creates difficulties in formation of state policy on problems of youth and education etc. In the modern world people are simultaneously united, integrated, and at the same time aspire to be separated, stand apart. All this is projected on youth which is formally representing a single whole differs by its objectives, values and other attributes.

Kazakhstani society experiences crisis of identity which becomes one of factors of strengthening of social and interethnic intensity in society. Crisis of identity, first of all, is caused by previous

united Soviet system of values, their devaluation in sight of young generation's eyes and birth of a mass phenomenon – «search of identity». The most significant consequence is also process of identities restructuring. Globalization promotes washing out of sacral values which are the basis of ethno-cultural identities, creating homogeneous pragmatic and rationalized context, deprived of sacral measurement provoking actualization of protest movements in protection of ethno-cultural identity. At the same time thanks to globalization there is a structural complication and substantial enrichment of identities, their hybridization. Therefore identity becomes multilayered, connecting in united structure ethno-cultural and global levels.

Significant influence for crisis of identity is social context of modernization: reforms of political and economic structures, complication of stratification system of society, increase of information streams, and also serious updating of value scale and models of social, economic, political behavior [6].

As a matter of fact, these global factors cause instability of identity, amorphous socio-cultural environment in which Kazakhstani youth has to exist and adapt. Loss of spiritual values, inability to identify oneself in national-state plan gives feelings of inferiority, insecurity, provokes aggression in relation to representatives of other ethnoses and cultures which becomes a way of self-defense, destructive mechanism of public consolidation.

While in the given conditions socio-cultural identification of person gets mainly adaptive character, individual has difficulty in choice of identification points. It is shown not only in «search of identity», but also in structuring of identification hierarchy and searches of mechanism of social identity formation.

State youth policy is carried out, first of all, by the state institutes. Therefore the given policy, its rates and efficiency depend on opportunities of the state. But, on the other hand, there will be no development of the state without youth. It is caused by anticipating character of policy concerning youth, its leading position among other directions of activity of the state.

Committee of youth organizations coordinates all student's organizations of university. Its primary activity is directed on increase of civil activity of students, strengthening of student's self-management university structures at faculties, creation of strong effective team of

like-minded with student activity is students, or self-manage for realization of professional of student's responsibility defense of s

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like-minded people, strengthening of interaction of Administration with students. Priority direction of Committee of youth organizations activity is improvement of efficiency of ideological work with students, organization of information and analytical work of student's self-management. Firstly, its primary goal is to become a condition for realization of creative activity in educational-cognitive, scientific-professional and cultural relations. Secondly, to become a real form of student's democracy with the appropriate rights, opportunities and responsibility. Thirdly, to become a means of social-legal and self-defense of students.

There were formed enough of youth movements and organizations in Kazakhstan during the period of independence. Among them: «Zhas Otan», «Association of young leaders», «Youth parliament of Kazakhstan», «Youth media-union of Kazakhstan», «Kaisar», «Kakhar», «Union of patriotic youth of Kazakhstan», «Abyroy» etc. Some of them passed the test of time and others did not.

In the same program address of the President of Kazakhstan, declarative nature of the Law «About state youth policy» accepted in 2004 is mentioned. «We can not take a laissez-faire attitude towards the situation with youth» – emphasizes N.A. Nazarbayev. There is about one third of population of Kazakhstan involved in education system [7]. And the most important that our children grow up, develop and mature in education system. Some young people fall easy «preys» to religious sects, extremists, drug addicts and criminal groups. The main reason of all this is social infantilism, lack of skill to become an adult and mature citizen, who is responsible himself for his life and well-being of his family. It is necessary to modernize the law on the state youth policy.

It is important for Kazakhstani students not forget about their cultural, religious, ethnic and language identification. It is necessary to preserve our culture and heritage. We need to modernize our nation and state, support balance between principles of globalization and bases of socio-cultural identity of Kazakhstani youth. On the other hand, creation of one educational space (within the framework of signing the Bologna convention) assumes transformation of identification bases of students on direction of unification. These new factors differently can be reflected in cultural identity of students of megapolises and cities of regional centers scale. Revealing of these differences is

rather urgent not only from theoretical, but also from practical point of view. It demands special detailed sociological analysis. Success of development of our state depends on, whether its own young citizens identify themselves as citizens of the state, whether they feel their connection with it, whether they feel their responsibility for what is going on in the state, whether they are proud of its achievements.

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