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Media culture and its impact on society

Recognizing mass media as the main means in the course of global media, it is possible to note its special place in creation of democratic political system. On the one hand, mass media are means of effective realization of global media, and with another, serve in interests of all media culture players as an information field of global media trends .

Mass media take special place as systematic and structural activity in exchange of information on channels of mass communication among politicians and ordinary citizens, and also in the effective organization of political communication from the point of view of information position.

Considering interests of the political organizations and political leaders, mass media have to turn into the tool which rules interests of politicians and citizens to the consent. In democratic political system during election campaigns such communications are the main factor of the candidate image formation.

The methodology defining features of qualitative and digital methods was used in course of research: media culture discourse analysis, content analysis, correlation analysis, factorial analysis. This methodology is considered effective in research of information and propaganda activity of mass media.

Application of digital methods in this research became possible as a result of the analysis of materials of the periodicals creating global media information space in Kazakhstan.

Materials in periodicals for the last three years covering important political events in life of Kazakhstan consist of a large amount of information. So that the qualitative method was applied before their analysis, because it is a method of political discourse analysis.

Connections between these signs allowed to measure application of statistical data, including correlation and factorial analyses and to define considerably important quantitative participation.

Also, the factors limiting activity of information and media materials in periodicals of Kazakhstan were revealed.

As a result of the content analysis, the obtained numerical data were exposed further to mathematical processing. At first correlation of articles, and then correlation of signs was processed. Also at first data of three editions paid off separately, and then for detection of features in information space calculations were joint.

At first, the interrelation of articles of different groups, then – semantic correlation, factor loading, and as a result - communications between these materials was described.

Drawing conclusions on processing of materials of the first group, it is possible to make the following findings.

The independent edition which appeared in the Kazakhstan mass media market over the last ten years, is the weekly national newspaper "Zhas Qazaq". Political and analytical articles of this weekly belong to the materials which underwent correlation processing.

In a row of correlative pairs of direct dependence between articles it is possible to take 19 pairs. By results of calculations, correlation of direct dependence occurs in the content analysis of articles of the Zhas Qazaq newspaper in cases of 19 pairs.

Correlation of articles of the independent weekly "Zhas Qazaq" shows reduction of pairs of direct dependence. Correlation of direct dependence in the Egemen Qazaqstan newspaper makes 78 pairs, and in the Zhas Qazaq newspaper it is 19 pairs. That is, in comparison to pro-government edition, reduction of direct dependence of political analytical materials is observed in the independent newspaper.

Currently, an important role in the culture media in the prosperity and the strengthening of the independence of the state executive. In particular, the national language of the country, and land protection, the promotion of the idea of independence, who plays fronts in the fight against radical ideology can be a special activity.

Media culture as a synthesis of modern technology and creativity during the period considered. Media innovation within the production period, mass media, photography, telegraph, telephone, radio, cinema, then television has a special place. English explorer M. McLuhan "the media" (Latin word a certificate issued by a mediator). The most important in this respect is the achievements of the Canadian sociologist Herbert Marshall McLuhan, who is considered one of the first media theoreticians to redefine the entire history of culture. He devoted his work to the analysis of communication channels in the sphere of culture and explored the daily life of a person in the information society - the world created by the newest media. It was McLuhan who was one of the first to use the term "media", which culturologists, and then sociologists, philosophers, journalists began to use to denote various means of communication.

Every day in everyday life, "sociologist, media specialists in the field", "neofera neopolity", "neo", etc. began to appear in the new terms. This means that media culture of such complex and multi-culture phenomenon puts new tasks before the researchers. Thus, the Russian scientist V. Nazarov says the impact of the formation of the Russian cultural space Mongols.

Part of the Eurasian cultural space, but no one dominant culture, that is, one without the culture to absorb that the dialogic pluralism confirms the view.

Frequency of correlation pair numbers is 55, and it specifies that edition materials are one-sided, and most of them are just oppositional. It means that the information policy is unilateral.

In our opinion, this edition with its rich history sharply replaced the political position into the oppositional one after obtaining independence. It is natural that in the materials of the oppositional edition directed on the analysis and examination of a social, political and economic situation of society the criticism prevails.

As the world practice shows, existence of oppositional editions is the process which always takes place in society. The compliances found in correlation between mathematically the processed articles of three editions are given in the following table.

Besides, implementation of "justice" in the country in pro=government newspaper was defined by such concepts as "safety", "fight against corruption", "patriotism", "prosperity of society".

For 25 year of its independence, Kazakhstan was not only included in the list of economically developed countries of Central Asia, but also it is mentioned among 50 developed countries of the world. For achievement of this strategic objective the concept of "welfare of the people" harmonizes with the concepts "social guarantee", "cultural wealth", "international economic security", "sovereignty".

"Interests of socially unprotected population" are given together with three concepts and "no centralization of the power", "transformation", "the international conflict" are defined by signs. If to add "interests of workers" to it, such signs as "civil law", "no centralization of the power", "tax policy", "cooperation", "multistage economy" are noted.

But nevertheless it should be noted that some social problems find reflection in independent, oppositional editions, than in the state rather. It is a big lack of the state mass media.

It means that in the Kazakhstan society of a problem of "corruption" and fight against it are actual. In this regard it should be noted that on the international rating Kazakhstan still is in a number of such countries. By definition of the highest rating on corruption of the countries of the world of the Forbes magazine, Kazakhstan occupies 17 place. The first three is formed here by the countries of Africa - Chad, Zimbabwe, Cambodia, and Kazakhstan takes a place after Azerbaijan.

It is a problem is especially actual for Kazakhstan. Besides, it is specified together with the concept "social order". In any society "social guarantee" is important for social groups. In the press the sign of "a social guarantee" often meets with a sign of "cultural development" and vice versa, the sign of "cultural development" enters feedback with "patriotism".

Now in Kazakhstan the relations the power-mass media-people is carried out in such models as: "Mass media is the mobilized information resource of the political power", "Business analytical mass media is the means of the power and political elite", "Improvement in mass media is the means of attraction of mass consciousness", "Mass media is the guarantee of democracy". Models of development of the specified political information and communicative processes influence process of democratization of the Kazakhstan society.

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