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The new media development in Kazakhstan

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Introduction

Information processes are global in nature, but they have the national identity of the country in which they occur. In Kazakhstan, with the acquisition of sovereignty, formed a new system of mass media, developing new media space. In the era of globalization it is important to take into account national specificities, the cultural identity of the society, specifics of the development of telecommunications in the country. It is important to understand the impact of the flow of information on the culture, education, and lifestyle of the people.

Today Government of Kazakhstan is creating and solving large data projects, programs taking into account the economic, political and technological conditions, the impact of this communication process to the cultural and spiritual development of society.

Electronic mass communication has a broad range of effects on a universal of social communication such our education, religion, leisure, entertainment, etc. These structures, in turn, have a direct or indirect impact on the formation of cultural values. The media are unmatched in public life by the force of the impact and influence on the people attitudes, beliefs, and behavior.

The system of mass media, including traditional - print, radio, and television (TV), there was a group of "new" media. These include satellite TV, cable, video, mobile telephony, cellular communication, Teletext, the Internet, interactive and digital broadcasting, the blogosphere, social networks. Latest media change our world, changing the level of information society opens up new communication possibilities.

Chapter 1: New media of the new time

Revolution in the field of human culture was largely the result of changes in the methods of transmission and dissemination of information. They radically changed the social organization of production and distribution of wealth in societies that have become harbingers of social and economic transformation.

The potential of information and communication technologies (ICT) are already among the government's priorities. There is the increasing impact of information products and services. The 21st century in business information technology has become one of the most prosperous. Changes in the life of Kazakhstan society, caused by the spread of ICT, are both economic and socio-cultural character.

Reduction in computer technology, the introduction of digital communications, construction of fiber-optical highways - all this opens up new possibilities for media communication. The Internet, mobile telephony, cable-satellite TV - are the main components of the process of globalization. They are global in nature. Information, Telecommunication industry is expanding, blurring the boundaries between sectors of traditional media systems and creating new media.

Currently, the global communications system and communications cover the planet with their high-speed highways. The Internet provided the impetus for the development of new media and changed the media landscape of the 21st century. Socio-cultural nature of the communication infrastructure of the impact on society is to increase communication and collaboration capabilities, using a variety of information and knowledge to resolve their issues, problems. Different types of television, video, computer games, CDs, laptops, ATMs, mobile phones, digital cameras, plastic cards, fax, telex, electronic protection and safety devices, remote controls, video surveillance, a variety of multimedia products - all our life today in the 21st century.

"Inclusion" into the world of ICT has become a real factor in social mobility, social security and protection. The latest ICTs have allowed going not only to the large-scale transfer of information created by humanity in electronic form but also to the creation of a vast number of new data resources in electronic form: the flash drive, CD-ROM, a DVD-ROMs, cassettes, floppy disks and other storage media. These different forms of presentation of audio-visual, multimedia information allow at a qualitatively new level of organizing production processes, storage, and dissemination of information.

The idea of transmission over the Internet of a moving video image in real time already has been realized. This technology is not only used for television broadcasting, transmission of video, news and for the negotiation of ordinary Internet users to each other, to organize meetings, video conferencing with many participants, telemedicine, distance education.

The Internet has quickly become an attribute of home owners in different parts of the world. The researchers conclude that the number of users of this

network is in a particular relationship with the owners of personal computers, the development of telecommunications, as well as government policies.

The present level of development of the state mostly formed by the use of information and communication technologies, based on the active production and use of information. They are not only natural resources and material wealth, but also the telecommunications infrastructure and information resources, services constituting the national wealth in the 21st century.

Since 1980 of the 20th century the latest communications media, which include cable-satellite TV, the Internet, videotext, Teletext, cellular, mobile phone, interactive and digital broadcasting began to make a speech as an independent form of mass communication. One of the works of Professor G.P. Bakulev is devoted to the international experience in this area.

First, the researcher notes that there is a significant and growing division of "production" and dissemination of information: offer information products and its consumption out from under the monopoly control of content providers, allowing alternative communication tools to function in a less centralized and compared to the "old" broadcasting forms.

Secondly, a huge virtually unrestricted capacity of the cable, satellite and video, making open to the consumer of all the world information space.

Thirdly, it is a higher degree of interactivity, communication with the customer, great flexibility of forms and methods, not peculiar to traditional media (MC). Due to the redistribution of functions and the repertoire of each of the MC is used where the best manifestation of its unique natural dignity. The essential cable due to the redistribution of services and the collection of each of the MC used where the best display of its unique natural dignity. Terrestrial, cable and satellite TV, despite all the difficulties of interaction, coexist, complementing, promoting, and changing each other (1).

On the integration of verbal and even replacement of the types of information on-screen writing, not only researchers of Mass Communication field but philosophers, culture experts, philologists, teachers. "In today's networks, the traditional publishing technology integrated with audio-visual technology, combining different types of content. This integration leads to the fact that the information industry is expanding, erasing the rigid boundaries between sectors of traditional MC systems and creating new open media system "(2).

American company "SellularVizhn» ("CellularVision") developed and patented its method name per cell, operating in the range of 27.9 - 29.5 GHz. According to experts, "the system technically allows the transmission of television channels 50-100 and can organize a bidirectional link between the base station and fixed subscribers can be used for telephony, data transmission, teleconferencing, interactive TV and more. The system does not require expensive laying cable; it provides high-speed entrance to the Internet; can receive multiple echoes of single receiving antenna. In this case, the size of 15x15 cm antenna *can't be installed* outside the house, and the inside of the window. To place a repeater transmitters can be used with roofs, and not necessarily the highest "(3).

Currently, digital, interactive multimedia communication technology is expanding the borders between countries; it becomes more accessible in different regions of the world. There is a merger between the transmission channels as the telephone and cable networks. MC sector becomes exchange capacity and complementary. "The integration of all kinds of communication from fiber-optic cables in the telecommunications structure is a kind of "central nervous system of society "(4).

There is a fusion of computer, communications and broadcasting technologies. This convergence and interaction change the communication system and the media landscape. Such a cable telephone companies have the effect of creating in the information superhighways.

In the early 1990s, most experts predicted that the future of high-definition TV (HDTV), which provides a clearer picture. But HDTV is postponed to a later time. Some companies are already producing TVs with the wider screen such as HDTV, but the promised advances in digital drives home "plates" and the cable connections can deliver the reality of true HDTV questioned.

Select hopes pinned on the fiber-optic cable, which was the least expensive means of distributing video. These thin glass wires have an incredible capacity to transmit a huge number of channels of information. Fiber-optic communication lines can skip TV signals in many thousands of times faster.

Only 70 pounds of fiber-optic cable can transmit the same amount of information as one ton of copper wire. No less important is the fact that to produce 70 pounds of fiber optic cable for only 5% of the energy required, necessary for the production of one ton of copper wire. As for materials, and energy costs for the manufacture of this type of cable is an analog of the new economy. Before 2000, at the one strand of optical fiber can be transmitted simultaneously 10 mill *conversations*, whereas in 1988, this index was only 3,000 figures (5).

If satellite service life of 16-20 years, the cable - 40 years or more. Cable networks due to the higher speed and cheap rates displace conventional telephone wires, providing instant communication with the world, except in distant places for laying cable.

In Japan, it has developed an ambitious program to create national fiber-optic communications systems. In Singapore, houses and offices equipped with fiber-optic cable for future interactive services. This type of connection also gives the government the ability to control coming on "intelligent island" information. South Korea had planned transformation into an information society through multimedia fiber optic systems by 2010. The country ranks second in the world regarding production capacity for the manufacture of video cassette recorders, fax machines and the video cassette of the film and the third place for the production of color television sets and telephones. But South Korean consumer electronics products by an average of 30-40% cheaper than the Japanese (6).

The South Korean government is planning a way to develop information industry at the beginning of the 21st century to bring it to the level of industrialized countries to ensure that all industries have become information-oriented. To this end, the key strategic plans are developed and implemented for the development of

industries such as the production of information technology equipment, development of programs for computers, providing equipment for data transfer. To increase domestic demand for information products provides government procurement of computers and local programs. To provide financial aid and tax breaks to companies engaged in the young field of data handling (7).

The collection, processing, and dissemination of a common center of an entire research and technological development Committee, founded by the Thailand Government. The project aims at the elaboration of the software industry, including computer and telecommunications equipment. The Committee brings together public and private sector, acting as a center for information services in the regional and local scale. Capital contribution to this project called the Center for Business Information Service estimated at 2.6 billion batters.

The main task is to organize the service and manage business information, organize it into a standard database. The project will connect to a satellite system launched by the telephone organization of Thailand and its communications service. The most important part of this project is to promote telecommunications in remote areas of the country, for the sustainable functioning of the banking and financial services. Also important teleport project for two industrial zones in the province Cholburi - "The Laem Chabang Eastern Seaboard Industrial Zone" in Rayong province - "Tab-ta-pud Industrial Estate Zone." The purpose of this project is actually meets the communication demand of people in business and investors (8). There are other projects as part of the public infrastructure will contribute to the development of Thailand.

As a result of technological changes in the traditional methods of production, storage, distribution and reception of communication messages are modified and supplemented. For example, any digital technology, the development of which began in 1979, Japanese companies "Phillips" and "Sony." The standard digital audio CD format system has revolutionized the release of discs and hardware for playback.

The event was so outstanding that the history of audio technology began to divide into two stages: before the birth of the CD and beyond. CD system first introduced two innovations, namely large audio equipment: digital processing and optical recording method. In subsequent years, these innovations further developed in other areas of audio and audio-visual equipment. CD severely pressed from the first place in the ranking of most popular audio media - magnetic tape.

The silver CD did not used much time, which was the first sign of the coming of the digital revolution, at the end of the XX century, appeared DVD – Video CD. An advantage of the video CD is a digital recording format and method for no contact optical signal reproduction using a laser beam. Thus, practically eliminated physical deterioration of the carrier and the video program removed and the image quality of sound during operation.

For many companies and businesses has become commonplace to use computer systems, fax, e-mail, direct long-distance telephony, mobile telephony. All these new technologies have emerged as the traditional means of information.

By the end of 1996, it appeared a fundamentally new type of storage medium for computers and other media, the so-called memory card. It is a chip the size of a postage stamp, and a few millimeters thick. And the memory has the capacity of 350 times larger than a floppy disk. It is under development right of four types of "memory cards" of different standards that are incompatible with each other. In Japan, there was intense competition between the four groups of manufacturers, as each tried to make the card an international standard.

West seeks to dissociate itself from the old and new competitors in the field of computer technology by high tariffs, the abolition of which are making manufacturers in the East. However, Japan continues in this competition occupy the leading position. Given the global market demand for the Japanese expected to increase at the beginning of the 21st century the production of electronic equipment by 5.3%, bringing the volume of its sales to 222 billion dollars, which will be a new record. Japanese firms producing consumer electronics have relied on the new digital video discs (CVD), hoping for their rapid success. At the end of the twentieth century, there were digital video players. "Toshiba," "Matsushita," "Panasonic," "Sony" and "Pioneer" was released relatively cheap and high-quality video players.

Digital video disc is the same size as a CD but can store feature films of excellent quality with good sound quality. Unlike a VCR, new phones allow users to jump from scene to scene and instantly rewind performed. There is an opportunity not to give children watching adult movies and listen to sound in any language. Also, the production of video discs for less than videotapes. However, digital video players and there is a disadvantage - they cannot yet record. An additional obstacle is the emergence of digital satellite TV with 300 channels, and it's the same quality as that of DVDs.

Communication and Information distance between developed and developing countries is very high, especially when it comes to access to new technologies, such as a personal computer and the Internet. Disparities in telecommunications infrastructure were noticeable among different regions, continents. This variation is due to different primary starts, with a deficit of frequencies, with high financial costs for the organization and operation of the new electronic MC.

At the same time the power of the impact of new MC is not cancel, and then it replaces the traditional moral and ethical values. In particular, falling interest in reading, even to verbal forms of creativity and art; it amplifies the superficiality of education, especially among adolescents; fascination with computer games, the Internet affects the interest in domestic affairs, to communicate and traditional forms of leisure. But culture is not considered a change of language philosophy and religion as something dramatic in the history of humanity. Society appreciates the comfort and convenience of the new forms of communication. Among the information society indicators processes such as urbanization, use of the Internet, the density of cellular telephone communications and broadcasting, the level of television coverage.

While a single, universally recognized definition of new media does not exist, however, many researchers have come to the general characteristics of new media. Firstly, they are "tied" to the screen. Secondly, they offer text, sound, video as a static image, and moving images. New media in varying degrees are interactive.

The expanding media space, print, radio, and analog TV are perceived as the "old" media, new channels for delivery of information and the information itself is based on digitalization, defined as "new media." Other proposed definition describes new media as 'channels of digital communications, in which text, graphics and moving images, sound, presented in a single "package," and which have different forms of production, distribution, final product receiving and storage "(9).

According to Professor E.L.Vartanova, mass consumer transition to an information society will facilitate not a computer, and digital TV. That is why in February 1997, the Federal Communications Commission adopted a decision on the mandatory construction of major American television networks of terrestrial digital TV systems. "Microsoft" Corporation announced its plans to start production of new devices - a hybrid PC and TV (PKTV) for receiving digital TV programs (10).

A feature of the new media was changing the nature of communication. They are difficult to distinguish between the mass and the personal form of communication, mass and non-mass media. Consumption of new media has and will have more individual character. There is a process "demassification," i.e., it is an extension of the information menu, mass channel, the information which is personally supplied to individual consumers. New media increases the possibilities of communication. Electronic new media offer various online user interaction, producer and distributor of content.

New means of mass communication make it possible to carry out interpersonal communication. Realistic proof is development of the Internet. Interpersonal communication is possible through e-mail or Internet phone. The Internet, satellite (Space) Television is among the main components of the process of globalization. They are global in nature. Global consequences and the evolution of new MC, their introduction, and development of today change the form of information consumption.

Analyzing the history of MC, Professor Denis Maguey identifies four main elements that determine the course of history itself:

- A technology,
- Political, economic and cultural situation in society,
- Activities, functions and needs of the community,
- People representing different social groups and classes (11).

American scholar Manuel Castells *recognized* technological development factors, adds:

- The state of knowledge in society,
- Certain industrial and organizational "environment."

- The ability and skills are necessary to define the technical problem and its solution,

- The individual economic mentality that helps to achieve profitability in the production of new technological applications.

- The presence in society of producers and users network, capable of communication in the field of creation and use of these requests (12).

The information industry is expanding, blurring the boundaries between sectors of traditional media systems and creating new MC and information. At a particular stage of development of information technologies, especially in the 1980-1990's, new MC (global computer network, the Internet, satellite and cable TV, fiber-optical, interactive, digital broadcasting, videotext systems and other), which gave rise to the investigation of these new types of communication.

As the dean of the Faculty of Journalism at Moscow State University, Professor E.L.Vartanova noted that "despite significant progress in international cooperation, the information society today seems more national than an international project. And new media is also a phenomenon is not only and not so much technically much due to widespread. Specific experience has shown that each state is a very individual approach to address and solve this problem "(13).

The development of modern society influenced by information and communication technologies and new media, which change the media landscape. According to researchers, new communication environment will look like a TV but will function as the Internet. As the representative of the journal "Expert Advisor" (Moscow) in Kazakhstan and Central Asia - V.N. Pavlenko at the seminar "New media for special purposes" (Almaty, 16 March 2012) noted, "New media is a term signifying the emergence of digital computing, information, networking and communications in the late twentieth century. New media is any media production, which is interactive and distributed digitally.

V.N. Pavlenko identifies four trends in modern journalism:

- Interactive services (various possible sites)
- Citizen journalism (version attracts bloggers)
- Data journalism (work with hard to reach sources of investigative journalism)

- Crowd sourcing (brainstorming networks to process and collect on a predetermined topic of information). "

The content of the new media is to create an infinite number of users who produce, edit and they consume the content. In some examples of new media are as follows:

- The Internet
- E-books
- Internet Radio
- Digital TV (cable, satellite)
- Video (Computer, Mobile)
- Mobile connection
- Film industry (Movies, video blogs), and others.

Researcher I. Balahnin to new media included: free platform for the publication of materials, such as Wikipedia; a variety of services for stand-alone blogs such as WordPress or Blogger; platform to share different content: YouTube - for videos, Flickr - Photo, Slideshare - for presentations; a platform for the organization of debates, local forums; social networks: Facebook, LinkedIn, Vkontakte, my world, etc.; microblogging - Twitter, Plurk, etc. Aggregators of social information, for example, FriendFeed; allows you to watch and comment on live broadcasts of various events and programs (14).

New media increases the possibilities of communication. New media first to respond to the challenge of the time, trying to meet the new requirements and the growing demands of a large audience due to the rapid development of the Internet, social networks, new media profession. So in 2010, declared SMM-agency, the social media management (SMM - social media manager). On the marketing, Social media (social media) drew taking out the leading companies, government agencies and banks, which began to hire special staff to communicate with the Internet audience, engage the services of specialized agencies.

As the Head of AGT-Kazakhstan I. Gluschenko: "The key point in the development of SMM in Kazakhstan was the creation of highly skilled Social Media Club community, which attended by the majority of SMM workers. Speaking about the most relevant instruments SMM in Kazakhstan, it should be noted that the very popular video content creation and Facebook applications. "Leading specialist in Internet communications" Kar-Tel, "K. Nurmugambetov believes that "the Internet - not only one important tool for communication but also an alternative sales channel, which helps to increase awareness of present and potential customers about the products and company. This tool is an excellent way of online support"(15).

In the 21st century it advanced information and communication technologies, providing a progressive socio-economic and cultural development, began to define the face of post-industrial states. Currently, electronic media, new media affects our lives is much stronger than other types of communication, hence the rapidly changing value systems and consumer demands.

A qualitatively new level of functioning of mass media entails a rethinking of communication theories. In 1970-1980 years of the twentieth century, the researchers predicted that the use of new technologies would raise the standard of living and reduce inequalities between countries. In the 1990s, some scientists expressed concern that the new communications technology is creating a new kind of social classes - the "adequate information" and "inadequate information."

At the beginning of the 21st century developed a new democratic concept of freedom of information in the spirit of the priority of human values, laws and norms of international law in the information against the country. From the very broad understanding of the method messages as the achievements of progress theorists are increasingly turning to the discussion of specific issues on national priorities, cultural traditions, and even the mentality of perception. Especially these discussions intensified with the advent of satellite television.

New MC facilitated the acquisition of knowledge, provided access to the funds of libraries, universities, museums, accelerated post-treatment, and other national and transnational information and social services. Unlike traditional MC Internet users from passive recipients of information are converted into its active transmitters, creators, and distributors. The Internet is gradually coming even in backward countries, opening up new possibilities for the development of the economy, culture, education, science, public life and business.

The development of global communication highways is a topical issue at the moment. Many international organizations stress the importance of information technology sector for the construction of a global information infrastructure.

The leading role plays a technologically prosperous country in information technology. Revolution in the field of human culture was largely the result of changes in the methods of transmission and dissemination of information. They radically changed the social organization of production and distribution of wealth in societies that have become harbingers of social and economic transformation.

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Chapter 2. Trends of new media in the era of globalization

The number of people living on the planet Earth has exceeded seven billion in 20-30 years will be about \$10 billion. This whole vast world is multifaceted, diverse cultural characteristics, phenomena of social and political life, the variety of economies, religions, and lifestyles. In 1970-1980-ies theorists predicted that with the development of satellite TV, and later with the advent of the Internet, the digital divide balanced due to the global communications systems. However, as time has shown the 21st century - this imbalance increases, even more, the gap between developed and developing countries increased by 50-60 times.

In the future about three-quarters of the population were employed in the field of information and areas related to communication. Increasingly, multimedia handling sent different information: audio-visual, acoustic, computers, visual, fine art, art, stage and another.

Many countries create a new global information infrastructure are developing a strategy of standardization of technologies that will create a universal compatibility between national communication systems. As Professor Ya.N. Zasursky noted, "Mobile communication has become an important factor in the development of innovation: it is not just a phone, but also a means of generating, transmitting multimedia texts, photo-TV camera, digital music player, a mini-Internet, alarm clock, plastic payment card, control, mini-TV "and others.

Drastic changes in the technical support of the communication process have led to the emergence of fundamentally new means of mass communication. Many researchers have come to the general characteristics of new media. Firstly, they are "tied" to the screen. Secondly, they offer text, sound, video as a static image, and moving images. New media in varying degrees are interactive.

The expanding media space printing, radio, and analog TV perceived as "old," traditional media, new channels for delivery of information and the information itself is based on digitalization, defined as "new media." Other researchers describe the new media as the digital communication channels in which text, graphics and moving images, sound presented in a single "package" and which have various forms of production, distribution, reception and storage of the final product.

At the turn of the century in Kazakhstan has developed a new scientific direction, which has its object of study, research categories, concepts, units, tools, and techniques. It is an education system that combines a variety of scientific fields: sociology and psychology of communication, sociolinguistic communication, which is based first of all the theory and practice of communication.

Currently, there is a tendency to divide the scientific sphere: Communication is as a fundamental theoretical discipline of mass communication and communication studies within it - as a pragmatic discipline, exploring the features and information processes in society.

Justification of new scientific branch provides profound theoretical basis for many modern forms of communication practices, such as: public relations (PR),

advertising communications, media planning, image making, socio-cultural, interpersonal communication, verbal and nonverbal communication, communication in crisis and conflict situations, diplomatic communication, broadcasting and other audio visualization.

Over the past decade in the scientific revolution came new concepts that characterize modern trends of new media, the new information age. For example, the "digitalization" (from the English word - "digital" - a digital, i.e. the transformation of media content in digital form), the increased interactivity of communication processes, which gave way to an interactive form of communication, opens the way for the personal, individual choice audience, from the information that the consumer becomes producer of new content. New delivery channels of information and the information itself based on digitalization, defined as "new media."

Modern trends in mass media led to significant social changes, but also with the positive aspects of the development of new information technologies, and one can mention the negative dimensions of this progress.

New media have facilitated the youth studying in schools and colleges, which can be downloaded from the Internet essays, to find the answer to any question exam, prepare for classes. But Internet materials, mainly news and materials are presented accurately, trying to keep one page with photos or video products based on reading diagonally, taking into account the 'Clicks' perception of network product. Hence, the surface absorption of the material, not a deep and thoughtful analysis of the study and research of any problems, and it shows with the students the answers to the seminar and laboratory studies, as youth became less read books, access the archives to various literary, documentary and other different sources, preferring the Internet resources.

Rector of Moscow State University V. Sadovnich at the meeting with students of Al-Farabi KazNU answered the student's question: "The Internet is making an informed audience, but it does not make it intellectually." And I want to wish the younger generation - to read more books, as they are taught to think, to reflect, to empathize, to analyze that and promote imaginative, creative thinking.

Information and communication infrastructure is currently on the threshold of profound changes, affecting its very foundation. And it is important to take into account the perception of the multimedia networked visualization products, lack of time, the audience, and the speed of information perception of the dynamics of the audio-visual material. However the mentality, national identity, cultural identity of society in the era of globalization, mass culture and standardization of public consciousness.

In the 21st century developed a new democratic concept of freedom of information in the spirit of the priority of human values, laws and norms of international law in the information against the country. From broad understanding of the ways messages as achievements of progress messages (M. Maklyuen) theorists, are increasingly turning to the discussion of specific issues on national priorities, cultural traditions, and even the mentality of perception. Especially these

discussions intensified with the emergence of new information and communication technologies (ICT), in particular, the satellite television and the Internet.

"Mass culture" regulates social behavior on an emotional level. Social and individual ethics preached in the production of "mass culture," goes on audiovisual channels to the practical ethics of auditors. A significant part (up to 40%, according to mass surveys) identifies themselves with the characters of TV programs, their lives and problems of checks to the screen patterns.

The Internet is the vehicle of cultural influence, a catalyst for bringing people with the same interests. It creates qualitatively new artificial information environment, which can ensure not only a fair reflection of the current state of society but also its self-regulation, although it is likely that the development will be a different scenario.

The network, making information publicly available, forms new types of human communication, transforms the old values (individualism, isolation, appropriation, property, market, capital, consumer costs) and assumes the new values (openness of society and the individual, direct communication between people in society, priority development cognitive abilities of individuals and their spirituality). With the use of Internet knowledge about other cultures and their ideas, outlook, values are now spreading rapidly throughout the world.

Information Internet market is huge; its effectiveness due to the low cost of operation, despite the high cost of network equipment. Netizens for improvement and expansion of the software, also contribute to the growth of the economy of communication. The last connected, coordinated functioning of the different branches of production, transport, finance, as well as many types of entertainment, recreation, tourism, education and etc. The boundaries between branches of industry become relative, virtual reality replaces the real, changing and transforming the lives of billions of people.

The impact of globalization affects the development of the world community, the fate of individual states, the prospects for the preservation of ethnic diversity and culture of the country as a whole. Ultimately, as noted in the network O.N. Astafev article "Globalization as a socio-cultural process," all the changes are projected on the life of every human being. It is he who is the most open and sensitive to all sorts of social and cultural transformations that accompany globalization.

Globalization is an objective process of formation, organization, operation and development of a new world, a global system based on deepening the relationship and interdependence in all areas of the international community. Currently, all countries covered by the process of globalization. There are many definitions of the concept of "globalization" as:

Globalization is mainly due to the development of the information economy, in which the industry regarding employment and share in the national product is giving a way to the service sector, which is mainly information processing. Technological change has become an important source of technological progress. Globalization is the process of avalanche formation of a single global financial and information space by new, predominantly computer technologies. And another

definition: Globalization - a fusion of national economies into a single world system. It *is* based on occurred in the last decade of the twentieth century. Ease of movement of capital, in the new world of information transparency, the technological revolution, and the commitment of developed industrial countries the liberalization of the movement of goods and capital.

As Professor E.L. Vartanova noted, globalization - a multi-dimensional process that takes place simultaneously on multiple levels. That globalization and the market, and production, and finance, and communications based on a global infrastructure. It provides a smooth day and night movement not only financial flows but also flows of information, including the global advertising. The space of global communication, formed networks of modern information and communication technologies (ICT) - satellites, the Internet, mobile telephony - goes beyond borders and national legislation, and therefore losing absolute control over the flow of media content, the state weakens it, and over the ideological and cultural sovereignty. There are positive and negative aspects (1).

According to Professor G. A. Yugaya, in the era of globalization of the information society - a category not only economic integration, as the formation of a single information and mental space based on the new, predominantly computer, technology (2). Globalization - is interdependent diversity without unity. The concept - globalization, by William Beck, defined as processes that weave the national states in the activities of transnational actors and their subordinate commanding capabilities, orientation and identity of the latter (3).

Researcher F. Webster in his book "Theory of the Information Society" gives his interpretation of globalization, defining it as a process, which means the growth of interdependence and interpenetration of human relationships along with increasing integration of social and economic life. Anthony Giddens notes that globalization increases relationship among people, regions, and countries in the world, at the same time reducing the distance (4). Another researcher Terhi Rantanen - "globalization means both the presence and absence of social interweaving of a global dimension, with the personal" (5).

Global distribution of media products is not possible without the global network, built on the use of modern information and communication technologies (ICT), without which the process of globalization can not survive and grow. On the movement of information, flows do not significantly affect the state borders. Now the boundaries of the state are not determined boundary pillars, and the data space, which develops and distributes the State. It changes the speed of delivery of information, a process of formation of the new labor force by increasing the number of people employed in the information industry.

According to the degree of development of the three areas - computing, telecommunications, electronic MC, it is possible to determine the level of overall economic success of any country, as mass communication, digital data transmission system is the blood arteries functioning of society.

A new era creates a new global media sphere. Under the globalization of media and ICTs to understand:

- Globalization of markets, i.e., the emergence of a universal demand for media products and new technology on the part of consumers in different countries,

- Globalization of the organization of production, when in the various countries used the same model of organization of the media business, including production methods, the use of technology,

- Globalization of the funding model (6).

All these approaches have in common, and necessary, namely the emphasis on a sufficiently high level of technological development and the information society and the ability to move information, capital, and goods freely on national borders.

As key factors of globalization stand out informational, economic and technological, the human factor is the carrier and the subject of the conversion of all of these processes. Information and communication technologies often serve synonymous globalist. The term "global" acts simultaneously in the sense of the available virtually around the world.

A feature of the new media was changing the nature of communication. They are difficult to distinguish between the mass and the personal form of communication, mass, and non-mass media. Consumption of new media has and will have more individual character. There is a process "demassification," i.e. It is an extension of the information menu, mass channel, the information which is supplied to individual consumers, personally. New media increases the possibilities of communication. Electronic new media offer various online user interaction and producer and distributor of content.

New means of mass communication make it possible to carry out interpersonal communication. Realistic proof - development of the Internet. Interpersonal communication is possible through e-mail or Internet phone. The Internet, satellite (Space) Television is among the main components of the process of globalization. They are global in nature. Global consequences are and the evolution of new MC, their introduction, and development of today changes the form of information consumption.

In the world, there is the liberalization and globalization of information markets. Simultaneously with these processes, the merging of the computer, telecommunications, and broadcasting technologies, i.e., convergence. This integration leads to the fact that the information industry is expanding, blurring the boundaries between sectors of traditional systems of mass communication and creating a new media system. Historically, these industries have evolved separately, but now thanks to technological innovations is an active process of their integration.

The use of new information and communication technologies (ICT) reinforces the convergence process and leads to building a global Information Society. According to Professor, Dean of the Faculty of Journalism at Moscow State University - E.L.Vartanova convergence "as are increasingly term" becoming synonymous with the main changes in the media sphere ... Convergence seems a

process that in the coming decades can completely change not only the media and communication systems but also different, related industry. "

Convergence (from the Latin word «converge» - approach, converge) means in the context of media reform provides a different media type new conceptual interaction based on their organizational and structural convergence, or a full merger, including the establishment of new management techniques for rapid creation of original information product for the purpose of placing it in a variety of media environments and capture the attention of the potential audience. [7]

Convergence - that the merger of markets and technologies, and different types of mass media, and the production of media products. The modern media industry is moving towards greater integration with the telecommunications sector, the production of household appliances, information technology. The result is a new integrated market in which the inextricable link fastened multimedia services, network services, and the creation of software products.

Convergence - association, merger into a single entity and communication technology, and the media themselves. There are several types of convergence: economic convergence, ethical convergence (countries produce similar ethical standards), legal convergence (for example, the World Intellectual Property Organization), technological convergence (merging of the computer, telecommunications, and broadcasting communication).

Convergence as a concept begins to dominate in media management, including content production. Significantly affecting the collection, creation, and distribution of information products, convergence is not only radically changes the approach to data management, essentially reconstructing the organizational structure of the media, but also creates a new business model, which search on the media market was conducted intensively over the past few years.

The free market of ideas in an era of global information infrastructure is increasingly defined business objectives, which dictate the desire for liberalization. S.L. Urazova research reveals some characteristics that determine the transformation of the media market, which show a causal relationship emergence of concurrent processes. Here are some of them:

1. Changing the mono-media to multimedia.
2. Replacement of the classification name of media - from the press, they are transformed into the MC.
3. There is a new form of communication - interactive.
4. The processes of globalization, taking into account the use of modern digital technologies change the parabola distribution of information products [8].

Professor G.P. Bakulev notes that "there is a transfer of some functions of the mass media to others" role change "for different communication channels; it is possible to receive the same content on different channels. As a result, radically changed previous notions of communication and information channels. The convergence of various media, the occurrence of shared content for multiple product channels leads to the birth of new genres integrated [9].

New media increases the possibilities of communication, offer different online user interaction and producer and distributor of content. During the

evolution process of the personal modernization. In the media, there are trends which expressed in a sharp increase in information flows, the emergence of new independent media, media organizations, new participants in the information process, the appearance of electronic newspapers, Web-publications, in the formation of new data markets services.

Internet and network technologies were the impetus for the development of multimedia, Internet journalism, new media and changed the media landscape of the 21st century. New media increases the possibilities of communication, offer various online user interaction and producer and distributor of content. During the evolution process of the personal modernization. In the media, there are trends which expressed in a sharp increase in information flows, the appearance of new media organizations in the emergence of citizen journalism - blogosphere, in the formation of new data markets services.

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Chapter 3. Modern mass communication in Kazakhstan

Nearly 2.1 billion people worldwide use to the Internet. Even ten years ago, Facebook and Twitter did not exist, but today they are 3.5 billion users of people all over the globe (1). In October 2012, Facebook's active users in the world exceeded 1 billion. 81% of which located outside the US and Canada, where the company began to work (2). In Kazakhstan, there are more than 700.000 Facebook users (3).

By the autumn of 2012 the number of Internet users in Kazakhstan, there were 9.4 million people, and by 2016 - more than 12 million users (more than 17 million individuals in the country.). Booming social networks around the world, and Kazakhstan is no exception. The number of users of the social network of Kazakhstan exceeds 5.5 mln. people (4). Ex. Director of "Internews-Kazakhstan" M. Elshibaeva noted that in the regions of Kazakhstan, which operates a big local TV, media activity is less on the Internet. And where the traditional media do not satisfy the needs of the audience in the information life abounds on the Internet (5). Now, it is developing a global media market, which created the new market conditions, the development of mass media in the information space of Kazakhstan. The global spread of information and communication creates opportunities for free communication at different levels: vertical, horizontal, network, mass and individual. Models change media systems in Kazakhstan and abroad are similar, and the trend of globalization plays a significant role in this process.

State ownership and private business initiatives in the past decade played an important part in the implementation of the tasks put forward by some national projects. All pronounced tendency for the preparation of national broadcast programs that can compete with the international launch of satellite communications ("KazSat-1" and "KazSat-2") provides a direct TV broadcasting throughout the region, to create specialized cable, television service, is gradually being introduced digital, interactive programming, mobile Internet.

At present, the density of users in Kazakhstan, having access to the Internet per 100 inhabitants - was 65.6%. And the total number of users who have access to the Internet in the country is 10 million. 869 thousand, i.e., About 11 million people ("Media Kuryltay, 2013") Number of mobile telephony users in Kazakhstan, according to the end of 2013 was 32 million users. (The population of the Republic of Kazakhstan - more than 17 million people.). The number of subscribers of cellular mobile communications, with access to broadband high-speed data transfer - for exceeding 7 million in 2013.

A striking example is the rapid development of the blogosphere, citizen journalism in the world and projected to the analyst Kazakhstan. Director of Association of Internet in Kazakhstan M. Shibutov noted that the volume of the Kazakh blogosphere in 2017 to reach - 1 personal online blog by 100 Internet users by 2020 - 2 personal Internet blog by 100 users. Increased average attendance of Kazakh Internet resources, and in 2017 it will reach 40%, and by 2020 - 50%.

The International Telecommunication Union in the framework of the agreement, "Geneva 2006" transition period (2007-2015.) For the introduction of digital broadcasting - is a top priority for Kazakhstan - global trends the country's transition to digital television by 2015, which is due. Kazakhstan has developed the State program for the development of digital broadcasting in the Republic of Kazakhstan for 2008-2015.

Since July 2012 the country launched a network of digital terrestrial television in Astana, Almaty, Karaganda, Zhezkazgan and Zhanaozen. In total, the system 827 includes broadcasters. In Astana, Almaty and oblast centers take two multiplex equivalents to 30 SDTV channels, in other settlements - one multiplex of 15 channels.

The transition to digital television began in the 2012 year in Kazakhstan and will last until the end of 2016 when broadcasting is completely replaced by digital. At present, as noted by Bolat Kalyanbekov- chairman of the committee of information and archives of the Republic of Kazakhstan MCI, 5.9 bln. tenge allocated on the development of digital television.

New media bring changes in the life of Kazakhstan society: expanding cable-satellite broadcasting, the blogosphere, mobile Internet, mobile communications, social networking, gradually introduced digital television, the elements of interactive TV, increasing confidence in electronic means of mass communication as an important event information source in the country and the world.

According to the state program "Information Kazakhstan-2020", by 2020, 100% of households should have access to information and communication technologies, 75% of Kazakhstani citizens have to use the Internet, the digital signals of electronic media are required to cover 95% of the territory, and 100% of educational institutions should link into a single research and education network [6].

At present, the density of users in Kazakhstan, having access to the Internet per 100 inhabitants - was 65.6%. The number of mobile telephony users in Kazakhstan, according to the end of 2013 was 32 million people. (The country's population - over 17 million users). The number of subscribers of cellular mobile communications, with access to broadband high-speed data transfer - for exceeding 7 million in 2013.

Analysts «Internet Live Stats» presented the statistics on the number of Internet users and Internet penetration in the world 2013-2016. According to July 1, 2016, it was China, where access to the Internet is more than 721 million people (52.2% of the total population) in the first place by the number of users. The second and third places - India - more than 460 million people (34.8%) and the US (more than 286 million people (88.5%) [7].

Kazakhstan on this indicator 43 takes place, the number of Internet users in the country reached 9.9 million. An increase of 1.8% over the year. (According to other reports noted 12 mln. users Internet in the country). But what interested Kazakhstani users on the network? According to the analysis of TNS Media consumption, the Internet used for e-mail, information searching and watching the

news. Also, watching movies 54% of users listen to music 43%. According to the rating «SimilarWeb,» the most popular site in Kazakhstan - social networks (Vkontakte, Odnoklassniki, with Facebook), search engines (Google, Yandex), portal Mail.ru, as well as video hosting YouTube.

Active users of social networks in Kazakhstan are 3.3 million people or one-fifth of the country's population. These data prepared by the agency "Media System" using the «Brand Analytics» service (The study was conducted in winter 2015-2016 year) [8].

According to the Statistics Agency of the Republic of Kazakhstan in Kazakhstan registered 31.4 million SIM-card results of 2015 (+ 8.4% in 2014), with a population of more than 17 million. Thus, mobile penetration reached 185%. More than 35% (11 million) of these SIM-cards have the ability to access the Internet [9].

The media consumption of Kazakhstan, in the ranking of media popularity - lead: national TV and print media. In Kazakhstan, more than in other CIS countries, foreign demand, the Russian mass media, especially TV. And also more obvious interest in international events. More than 60% of respondents in the country claim that the primary sources of information obtained - are national media. As the Foundation "strategy," "the whole people of Kazakhstan have demonstrated a relatively high level of activity in cognitive processes, it reflected in the high standard of consumption of various media. To meet the interest of Kazakhstan may be using a variety of modern communication means, giving preference to those that are more common and economically acceptable. Priority provided in the selection of Kazakhstani mass media, foreign, primarily Russian, mass media plays, rather, complementary role [10].

At the meeting, September 6, 2016, the President of the Republic of Kazakhstan with Minister of Information and Communications of Kazakhstan Dauren Abaev and Nursultan Nazarbayev noted the importance of an active information policy to ensure the country's security media space. One of the main tasks is to confront various threats in the information space efficiently.

State Program of Development of digital broadcasting in the Republic of Kazakhstan for 2008-2015 developed in Kazakhstan. Since 2012, Kazakhstan launched a network of digital terrestrial television broadcasting. The completion of the network of digital terrestrial broadcasting is scheduled to end in 2016.

Currently implemented the state program "Information Kazakhstan-2020" in 2013. The program aimed at introducing information and communication technologies in all spheres of the economy. "2020 should be the increase in the volume of television productions produced in Kazakhstan to 60% of the total broadcasting time. The number of Internet sites and domains .kz, .kaz should increase by 50% compared with 2012. The volume of production per product order placement process among private channels on the condition of co-financing will be no less than 15 projects a year, while the amount of transmitted channels in the state will be outsourcing - 60%. Kazakh TV channels will be available on the territory of 110 countries, as noted by the former Minister D. Mynbay - and the amount of media on the Internet will be 95% of the total. By 2020, the number of

subscribers of the national satellite network is expected to reach 1 million people "[11].

The program "Information Kazakhstan-2020" particular emphasis on the development of media space, in the manufacture of Kazakhstani content, to increase the level of satisfaction with the domestic information-cultural product. This program contributes to the creation of an open information environment for the socio-economic and cultural development of Kazakhstan's society.

Currently, the government we are working to develop a new program "Digital Kazakhstan," which creates a new digital platform will improve business opportunities and improve the quality of life of the population. As the Minister for Investment and Development of Kazakhstan Asset Issekeshov: "The new policy is intended to be one of the key drivers in the country's current economic situation. The main priorities of the program are the completion of a fully ensure access to broadband Internet for the population of the country "[12].

Joint-stock company JSC "KazContent" was created in 2009 to form a national content and development of the Kazakhstan segment of the Internet. Projects Holding oriented on the formation of public content in the state language, which will be useful for Kazakhstan. One of the projects of "KazContent" implemented within the framework of the state program "Information Kazakhstan - 2020" - "Transition of print media to the Internet." To date, of the 2213 editions of more than 50% of national mass media participated in the project, and 1200 publications were able to fully go on the Internet or supplemented by an online version.

Here are some of the "KazContent 'projects, as the Chairman of the Board of JSC" KazContent "Askar Akhmetov [13].

Bnews.kz

Kazinform news agency continues to be to become the premier information mouthpiece of the country. Bnews go into another segment - explaining the story and will do so through the prism of reviews, interviews, surveys, and expertise, multimedia materials.

Baq.kz

Baq.kz will claim the title of the leading news agencies operating in the state language. Baq.kz - aggregator with its news, information portal number one, gives exclusive news from the regions with the analytical component and the ability to influence the general population.

Kaztube

The first national video portal Kaztube will be the largest aggregator and video store all Kazakhstan. On Kaztube it will host a unique national video content, including the "gold" Media Collection.

E-History.kz

E-History.kz - Historical portal format. The site will work for those who love history and want to know about it as much as possible. All material will present in an exciting scientific and informative manner. Home "Kazakhstanika" section will add to the unique historical content in an interactive form.

The global spread of information and communication creates opportunities for free communication at different levels: vertical, horizontal, network, mass and individual. Models change media systems in Kazakhstan and abroad are similar. Create a variety of media information contexts requires unique skills of professional journalism, communication skills.

All these data suggest the rapid development of new information technologies, a useful introduction to the life of Kazakh society of new media, which are directly reflected in the training of media professionals today. Faculty of Journalism at Al-Farabi KazNU has undergraduate and graduate disciplines such as "Internet journalism," "Convergent Journalism," "New Media," "Digital Journalism" and others - they all reflect the new trends in the field of journalism and mass communication in the world and Kazakhstan. These courses focused on the development of new media, social networks, and the blogosphere, information and communication technologies in the process of globalization, digitalization and convergence. They serve as a basis for the preparation of multimedia journalists, meeting new requirements.

The purpose of the subjects is to show the role and importance of modern journalism at the present stage of development of the information society, knowledge society as a new phase of the development of civilization. The objectives of these disciplines:

- To prepare students with a comprehensive understanding of modern multimedia journalism
- To acquire knowledge in the field of information and mass communication by the increased requirements of disclosure in the era of globalization, convergence, and digitalization,
- To broaden my horizons and knowledge in the field of convergent journalism, new and traditional media,
- Learn to work in a converged editorial converged "newsroom."
- Show the change in the editorial management of information in modern journalism.
- To impart skills and multimedia skills of the journalist.

Growing appeal of combined media, increase their capitalization, there is saving material resources, more efficient use of creativity. Convergent edition - promising form, the new business model of journalistic collective. It allows the work of journalists to make more rapid, organized and productive.

There are two main trends in the work of convergent edition: it is the primacy of the coordinator, collect and distribute topics, news, and information. As well as the universalization of the reporters in the field, which should be able to obtain data for all types of media: write comments on audio and video media, writing material for the Internet media and newspapers, take a report for TV?

Journalists should expand the range of their professional activities: today student is preparing the content for the Internet, tomorrow - writing texts television and radio, the day after tomorrow - the material for the printed media. This tendency leads to the actual development of multimedia, the creation of a "universal" journalist, capable of operating in any mass media.

TV and Radio Station of Faculty of Journalism at KazNU after M.K. Barmankulov the basic training and production for bachelor students, which allows gaining experience in real journalism, creating the conditions for the prompt adaptation of students to professional standards, taking into account new working conditions of a multimedia journalist.

Electronic media offer various online user interaction and producer and distributor of content. At present, the work of journalists has become operational, mobile. The reader, listener, and viewer can refer any matter to the content creator, a reporter, moderator, television and radio journalist, he sent a message by e-mail, mobile phone, over the Internet. This feedback has become more efficient, interactive, and through the introduction of the rapid development of new information technologies that facilitate the work of journalists, but presented them to new technical and multimedia requirements, new approaches to the creative process, new forms of information management, communication process management. And here we need a new level of multimedia journalists, TV reporters, for whom the future of the television and the overall development of journalism in the country.

The digital era is fundamentally changing information environment, blurring the lines between media types. The Faculty of Journalism Al-Farabi Kazakh National University currently used the new digital information technology, in the work of media organizations. Communication media redefines the old educational model of training of journalists and create a new, matching the goals and objectives of convergent journalism in the development of the information society. Socio-economic changes in the Kazakhstani society have determined the direction of development of new media of the Republic in the era of globalization and convergence.

Modernization of the country can be successful while maintaining their community identity in a communication of globalization, which is achieved in the balance between external and internal circumstances, between the impulse from outside and inherent potential to improve society. Development in the field of information industry of the national policy as a critical component of the country's development and its entry into the international information space.

The information technology revolution has intensified the implementation and development of new media in the country is rapidly spreading cable-satellite TV, mobile telephony, the number of publications, multimedia information resources being developed paid video, rapidly growing blogosphere, and social networks. Socio-economic changes in the Kazakhstani society have determined the direction of development of new media of the Republic in the era of globalization, convergence, and digitalization.

Currently, mass communication affects our lives much more than anything else, hence the rapidly changing value systems and consumer demands. Global information process strongly influenced the development of the national media. Media space of the republic has adapted to this process, and the government has developed an information policy that meets the requirements of modern times.

The rapid development of information infrastructure - allows us to speak about the update of the situation in the field of mass communication, new media, based on the socio-economic and cultural transformations in society. In the context of the world of global communications trends - are topical issues of preserving national cultural identity, spiritual culture specificity, art, value norms of social life.

The task of the media industry, thus, regarded as a controversial process of integration into the world space in the era of globalization and, at the same time limiting its leveling influence on the originality of national cultures and identities of the peoples living in the Republic. And it is important to consider two trends of media development: globalization and localization of the communication process, which currently interacts and complements each other, changing the media landscape by developing information space of the country.

The modernization of some countries and regions can be successful while maintaining their community identity in the context of globalization, which is achieved in the process of a particular balance between external and internal circumstances, between the impulse from outside and inherent potential to improve society.

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Chapter 4. Development of the Internet

The Internet originated for a long time, the US Department of Defense began to think about how to create a reliable communication system that would continue to function normally even in the case if parts of it destroyed. The Ministry has instructed the team of scientists to create a network, which consolidated for the name of ARPA. Therefore, the first version of the Internet was called the ARPAnet. The Internet started on December 5, 1969, when three computers in California and one computer in Utah State connected to each other. This point can be considered the official start of ARPAnet network, which eventually transformed into the Internet.

Soon this network is interested in American universities. By that time, universities and research institutions in the United States have accumulated on their computers a variety of information to share that the best means would be a single computer network. With such a network could communicate with each other lots of similar institutions across the country, and even parts of the world. Initially, this network connects several powerful computers in organizations of the military-industrial complex, training, and research centers. ARPAnet is rapidly developing a network. In Europe, its national network appeared in the 1980s. And in 1986 there was a special organization dedicated to coordinating the actions of European nations in this field.

Until the mid-1990s, the Internet mainly used for sending e-mails and a variety of information from one user to another. To use these features was not easy, therefore, to 1993-1994; the Internet was used only in the scientific community.

In the mid-1990s, the situation changed radically. The reason for this is the emergence of new services in the network -Worldwide Web. The ease of use of this service has led to the fact that the Internet has become the most mass to connect the user - employees, teachers, students, people in business and others. In 1977, the network Teorinet created the first e-mail system in 1979 with the emergence of network Unix Network The user becomes possible to transmit the technical reports, and then on this basis to create discussion groups. In 1982, with the support of ARPANET was developed and adopted Protocol T-si-pi / Ai-pi, which remains the basis for the exchange of information in the aggregate of computer networks called the Internet. The global worldwide network began to develop from now on.

The American researcher John Guangxi identifies three periods in the history of the Internet:

1. The first period - from the moment of connection of the first computers via telephone cable before 1985. It defined as the period of dominance of the Ministry of Defense. Access to the public was limited. The US Department of Defense acted as the main investor network.

2. The second period - marked by a significant increase in Internet users. In 1985, a network of NSFnet. Its main characteristics are e-mail system that

connects supercomputers most university centers; regional transmission network management into the hands of private companies.

3. The third period begins in 1991 with the creation of the US national research and engineering network, which has attracted broad masses of users of private business. From this period, development of the Internet in the United States put national policy center.

This period is also characterized by "European" contribution to the development of the Internet. Based on the work of researchers at the European Laboratory for Particle Physics, created the WWW - Worldwide Web service which allows you to transfer files over the network hypertext. Commercial use of the Internet began in the mid-1990's when the network comes to commercial firms, schools, libraries, homes (1).

None of the media has conquered a mass audience as fast as the Internet. It took 38 years before radio has gained 50 million. Audience, television has gained the audience in 14 years; the Internet took four years to join Facebook more than 200 million users in less than one year.

Booming new JMC and in particular social networks around the world, and Kazakhstan is no exception. Facebook - one of the most popular social networks in the world is a frequent request to the Google search engine. As noted by the executive director of "Internews-Kazakhstan" - M. Elshibaeva, "if the Russian Internet users prefer such social networks as" Odnoklassniki "and" Vkontakte," then Kazakhstan more love «Facebook» and "My World" and on Facebook Kazakh language is one of the four most frequently used. Content in Kazakh in the social network is more common than in Russian. From the media in the "My World" is very popular television show "Eki zhulduz" (two stars).

The number of users of the social network of Kazakhstan is approaching 2 million. Man. M. Elshibaeva noted that in the regions of Kazakhstan, which operates a strong local TV, media activity on the Internet less. And where the traditional media do not satisfy the needs of the audience in the information life abounds on the Internet. For example, in Karaganda, Shymkent, and Kostanai TV "will form the Astana and Almaty to any channel." And in Western Kazakhstan, in its opinion, inferior to TV channels of the above cities, but there well represented in the media social networks. In general, not all Kazakh media represented in social networks. Many mass media success in the "real" space, not yet feel the need for interactive communication on the web. However, the rapid development of new MC, the situation can change (2).

In the book, European media researchers, the Internet is defined as a "global communications system, available in almost all countries of the world, except in the rare countries in Africa and Asia" (3). Internet Explorer John December considering the World Wide Web through the prism of the technical parameters of "Internet - a worldwide cooperative controlled by a set of computer networks that exchange information using the TCP / IP protocol" (4).

Australian scientist, Wolfgang Truetsshler identifies several information and communication functions of the Internet:

- Internet - is an inexhaustible source of information,

- The Internet has become a new means of realization of democracy,
- The Internet - is a powerful educational resource.

World Network is a unique structure for the new information and communication relations. As Professor E.L. Vartanova: "The history of the Internet is not only the history of technology and communication; it is also a history of the development of self-regulation as an idea and how to practice many solutions to specific problems. The Internet earlier than any other community in the media stories developed the principles of his management "(5).

A new information environment with the introduction of the Internet. He became the new media and communications. Today, global network has a huge audience. If the summer of 1998 the number of users in different countries of the world close to 122 million people by the end of the twentieth century, there were 200 million users, of which -100 000 000 in the United States in the world, in Russia - 2.5 mln.users in Kazakhstan at that time was about 400 thousand users. Although the number of users per thousand inhabitants in the first place is Finland, where almost every fourth person regularly uses the Internet.

According to the company Nua-Internet-Surveys, in May 2002, has the number of Internet users around the world amounted to - 580.78 million people. Of these, 32% are citizens of European countries, still 31.45% - in the US and Canada, about 29% - in the Asia-Pacific Region (APR), about 6% - in the countries of Latin America. In Africa with 800 million. Population accounts for only 1% of the total number of its users in the world, with 90% of them live in South Africa. According to these statistics, it is clear that behind the international communication system is a significant part of the global community.

Computer communications and communication facilities are increasingly popular. Army Japanese users only top ten in the country of commercial computer networks has increased less than a year for exactly 1 million. People and reached the total number of 3.6 million. People (6). E-mail, both within the country and international, becomes as commonplace as international calls. One of Japan's largest computer networks "yarns," for example, through a global system of monthly Internet transfers to 1.2 million messaging. Now, experts say, on the order of a qualitative leap in the development of telecommunication technologies, which will make them as a normal part of everyday life of the average Japanese, which today is a personal computer.

The Internet is a global "network of networks," a set of technical tools, standards, and agreements, which from 1970 enables to communicate between different computer networks in the world. Computer Internet absorbed and summed up in itself all the accumulated information by humanity. You can imagine the Internet as the web of developing disordered, intersecting connections - satellite, fiber optic, telephone and different relay channels, connecting millions of computers worldwide. The Internet facilitates the creation, transmission and reception information. Today Internet is not just information and advertising medium, the medium for communication, but also fertile ground for small and large businesses. In 1997, according to Reuters, online sales reached 2.5 billion dollars. By 2000, according to the forecast of the company «Computer Ward", the

total turnover of the Internet has made 196 billion dollars (20 times more than in 1996). This forecast gives the company from Massachusetts "For research Inc.". According to its data, retail sales on the Internet rose from 520 million dollars in 1996 to 6.5 billion today 2000. Internet. It is not only the largest storehouse of information but also the unique medium of communication between people, where there are many different discussion clubs, teleconferences, all kinds of communication rooms. Without the joint efforts of all countries for the adoption of appropriate laws and the development of international cooperation in this field is indispensable. In the short term, global communications systems and communications already entangle planet its high-speed highways. There will be a different world with its laws, inhabitants, and habits. The value of a network increases by a square area of its users, and other information indicators whose computer chips increases in speed every 18 months. A loose confederation of interconnected networks is the Internet and it has appeared over 40 years ago and changed the twenty-first multimedia century. The number of subscribers for Internet services is growing at 40% per year. The Internet in Asia is increasingly used by commercial structures (51%) than ordinary users (20%) in contrast to the US, where 54% of individual users. Therefore, governments are trying to ease the access to the network for its citizens, people in business. According to statistics prepared by the Russian Public Center of Internet Technologies (ROCKIT), currently the Russian-speaking segment of the Internet used by more than 44 million people around the in the world. Internet network has more than 10 million hosts ("host -.. Computers included in the network and providing various types of network service), their number every month increased by several percents. In the global online encyclopedia, Wikipedia contains more than 15 million articles.

All the world more than 200 million blogs, users of the online travel network, discovering the rich resources of information to obtain knowledge and entertainment. transmission idea on the internet motion video images in real time already has been realized. This technology is not only used for television broadcasting, transmission of video, news, and for the negotiation of ordinary Internet users to each other and even to organize video conferences and teleconferences with many participants. Video phone also becomes a public reality. Image Compression - a technique that converts the visual information in a digital computer language. Images compressed in this way can be transmitted much more efficiently so that the transmission capacity of copper telephone cable increased tenfold. On these considerations are built, and telephone companies plan: compression technology allows a tremendous increase in transmission capacity of copper telephone cable. Computer company "Intel" and "Microsoft" plans to implement for the production of personal computer Television (PCTV), connected to the Internet, text database, video and real-time TV. In addition to the standardization of television programs in India's National Informatics Centre and the state broadcaster 'Doordarshan,' Teletext service offered called "intekst" based on the well-equipped gear databases in parallel with the normal broadcasting, equipped century. The Internet and new digital technology have revolutionized the entertainment industry; personal TV computer allows the user to select the content

and integrate the television with the text service and computer games. The first computer TV became available in 1998. According to the president of news technology group "News Corporation «Greg Clarke,» with new digital and satellite technology - the buyer would soon be ready to select up to 300 stations". Internet quickly becomes an attribute of homeowners in different parts of the world. The researchers conclude that the number of users of this network is in a certain relationship with the owners of personal computers, the development of telecommunications, as well as government policies. Chinese scientists developed drafted its high-tech information network - "ChinaC.Net." The new network can perform the same functions as the Internet, but, according to Chinese scholars, this network allows you to quickly and easily find the right information, to effectively solve the problem of "traffic jams" and overloaded lines. Over the next three years, the program plans to create 360 communication centers in major cities and more than 10,000 - all over China (7).

In the development of the Chinese Internet involved foreign companies. So, the IBM cooperates with the Chinese, "Telecom" in the development of services in the network, in particular, to ensure payments through the Internet. Company «GTE» plans to help China's largest news service on the Internet for data exchange with Europe and U.S. Problem inequalities in access to new information technologies are acute not only at the international level but also at the micro level within each state. There are other problems associated with the development of the Internet, for example, distribution of promotional materials of criminal organizations, recipes, and production of toxic explosives, weapons, narcotics and psychotropic substances, methods of opening the electronic and other ciphers, pornographic materials and neo-Nazi direction. In February 2011, US Secretary of State Hillary Clinton delivered a speech on "Internet freedom," which noted that network security and the fight against cyber - crime released in 2011 - 25 million dollars. The United States has developed technology (New America Foundation) to create an open-drain for the operation of a telecommunications system based on the "mesh topology" in which a cable break has not lead to a loss of connection between the two computers. This grant estimated at 3.5 million dollars. In fact - the combination of these projects will help millions of people around the world communicate with each other without the mediation of telephone operators and Internet service providers (8).

The problem of having a large number of false information, the issue of trust and ethics, copyright, intellectual property protection, privacy. In this regard, the question arises of the legal regulation of the Internet, the solution of which will require government intervention in the form of the adoption of the relevant laws governing related activities. Given the global nature of the Internet, to solve this problem is possible only through international cooperation. The problem of Internet regulation and distribution of domain zones has become one of the main issues held in Geneva, the World Summit on the Information Society, 10-12 December 2003. Some countries for the transfer of control over the network - an international organization. To determine the directions of such regulation in some countries have been carried out special investigations, established governmental

and public organizations, developed codes of "information ethics" on the Internet and law projects.

Official birthday of the Internet for post-Soviet states is September 19, 1990, when he was a member of the upper domain. SU level (from the Soviet Union), the right to which the administration delegated to the Russian Research Institute for public networks (Ros NIIROS). In April 1991, the Internet was first introduced on the territory of Kazakhstan, by the company "Parashat" (Almaty), which opened its first regional RELCOM node, then providing e-mail services, with the possibility of correspondence in Russian. Regional pioneered in 1992. The provider company: «RelcomSL» (Semipalatinsk), "Marat" (Karaganda), "Information Sprint" (Aktobe), "Irtysh-Relkom" (Pavlodar). All of these companies at the time engaged in the provision of e-mail services. In December 1993, the largest European network EUnet / Relcom, to which was attached «RelcomSL,» was incorporated in the US NSFNET be the support network that should considered as the beginning of Kazakhstan's official presence on the Internet.

September 19, 1994, in the International Network Information Center (InterNIC) was officially registered top-level domain .KZ. Since the Kazakhstan independently establishes rules and procedures for registration of domain names of the second and subsequent levels of the domain KZ, in strict accordance with existing standards and the rules of domain name delegation internet is the mid and late 1990s, the popularity began to receive from the population of Kazakhstan the new Internet Services: WWW. At the time of Web servers were not so many in the country. They were mostly computer firms servers that located in Almaty. At the beginning of 21st century arrangement of organizations, companies, and firms on their Webpages servers has become a common phenomenon. Each company creates own WebPages. The rapid growth of Internet users in Kazakhstan. So, for the period from 2000 to 2003 their number increased by 200% annually. From 2000 to 2009 the number of Internet users in increased from 70 thousand to 2.3 million people (an increase of 30 times).

According to the Ministry of Communications and Information of Kazakhstan at the beginning of 2011 there were 4 million 300 thousand Internet users. The Republic 24 public Internet resource (9). Zakon "On Mass Media" in Kazakhstan assigns websites to the media. The Act contains the following definitions "website: prepared with the help of special hardware and software for electronic representative page of a natural or legal person Kazakhstan, where the owner places information for mass distribution." On the way of establishment and development of the global information society, and there is a language barrier, since most of the information on the Internet is given in English. The importance here takes on development between the language of communication, which requires the creation of tools that help Internet users to understand the information and deliver it in different languages. In this regard, today conducted research work. Also particular problem is the lack of uniform law in the world standards for developing electronic commerce. Among the emerging issues - protection of intellectual property and trademark rights, the problem of taxes and tariffs in this area. This raises the question of the expediency and forms of government

intervention in the process. The US position on this issue is contained in the following: the state is important to ensure market-based approach to the development of e-commerce. It should avoid unnecessary restrictions on e-commerce, bureaucracy, taxes and tariffs on commercial activities on the Internet. The main role in shaping the global commercial infrastructure assigned to the private sector.

Internet today has become a symbol of progress, a planetary source of information, interactive communication environment, it becomes a universal "space».- In 1990, the Internet consisted of more than 3,000 active networks and more than 200 thousand computers - 1992, there were 26 world of Web servers - they 5.000.- in 1995 of 15,000 in 1994, and at the end of that year - more than 100,000 serverov.- in 2000 are more than 2 million servers and over 300 million worldwide users (10).

New mass communication means it possible to carry out interpersonal communication. Vivid proof - development of the Internet. Interpersonal communication is possible through e-mail or Internet phone. Internet, satellite (space) TV, mobile phones are one of the main components of the process of globalization. They are global in nature. Global consequences are and the evolution of new MC, their introduction and development of today changes the form of information consumption.

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Chapter 5. Cable, satellite, digital broadcasting

Cable and satellite broadcasting century begins with the launch of Sputnik in 1957. From that time began the practical exploration of outer space for the transmission of information over long distances. Satellite TV or satellite radio also belongs to the category of new mass communication. The advantages of satellite communications were immediately appreciated. The communication link through a satellite transponder has a large capacity, covers great distances, due to the low level of interference can transmit information with high reliability. These advantages make satellite communication unique and effective means of conveying information. The first satellite TV signal was transmitted from Europe to «Telstar» -Sputnik over North America in 1962. The first - a geostationary satellite "Syncom 2" was launched in 1963. The world's first commercial communication satellite, called "the Intelsat" was launched into synchronous orbit April 6, 1965. Pervaya satellite TV network called "Orbit," was created in the Soviet Union in 1967. The first Soviet geostationary satellite - called "Screen," was launched in 1976. Nachalo development of satellite TV in sovereign Kazakhstan initiated in the early 1990s after the state project of national satellite broadcasting "Zharyk" was carried out in the Republic. Satellite system "Zharyk" gives the opportunity to reach national broadcasting for more than 90% of the population republic. Satellite, cable TV gives the viewer a variety of Kazakhstan picture light of international events in 60 or more TV channels: Asian, European, and American. Thanks to satellite TV northern and southern capital cities in all regions of Kazakhstan, as well as to cover the peripheral portion of broadcasting Russia, Uzbekistan, China, and Mongolia. In 1991, through the Russian satellite transponder "Horizon-80E", and in the effects of the 1994 satellite "Intelsat 57e" accepted program on the National TV Kazakhstan began purchasing satellite receiving equipment.

After the launch of new satellites since 1997, in the area of Kazakhstan which got started more intensive development of satellite TV in Republic. 1996 started the implementation of the National Network satellite TV (digital), and today among the CIS countries Kazakhstan is one of the first distributes TV and radio programs via satellite only channels through the satellite transponder lease «Intelsat-904" - international satellite operator. The problem of ensuring the delivery of television and radio programs to consumers dispersed over a large area with a very low population density and uneven republic solved. 1995 by the Decree of the Cabinet of Ministers of the Republic of Kazakhstan "On the national satellite broadcasting system and data" was created by Joint-Stock Company "Katelco ," which provided for the development of the national network and transfer to the state broadcasting satellite programs.

In 1997 it was put into operation the first national broadcasting network with the provision of services for the transmission of the signal from the broadcaster to the TV transmitters in the localities. To broadcast the signal using a satellite "Intelsat 703" with good reception of programs throughout the country. Kazakhstan joined in 1994 in the International Satellite Organization

"INTELSAT," which has existed since 1965. Republic operator is occupying a dominant position on the market to provide services for the dissemination of radio and television programs, it is JSC "Katelco." With the commissioning of March 2002 commercial project "Katelco Plus" people of the country and abroad the opportunity to direct reception of individual software package of the most popular local and foreign satellite TV programs with digital quality picture and stereo sound accompaniment to the antenna 60-90 cm conditional.

In the world, including the CIS, there is a strong tendency to increase the number of programs broadcast by satellite. Therefore, there is a replacement and transfer of programs to digital broadcasting standard. New forms of broadcasting, based on modern technological advances constantly improve the level of offers for resident's republic. The world revenues derived from the operation of the satellites in 2004, it amounted to approximately 60 billion. Dollars. In late 2005, in geostationary orbit, there were about 240 civilian satellites (1). Kazakhstan is actively implementing new information technologies in the media. The huge territory of the country also contributes to the development of satellite TV - Television without Borders. A great help in this direction is the Kazakhstan spaceport "Baikonur" - Centre for the launch of space rockets. The first cable television network in the country established in the late 1980s. In the opinion of experts, Kazakhstan is actively developing a network cable. If you have nine channels, then in 1999 they became the subscribers of 31. Currently, the territory of the Republic of cable TV services offers more than 40 operators of cable television networks, mainly in regional centers and in major cities across the country in 1998. The country is the rapid development of cable television systems, where the subscribers of this type of broadcast provided over 100 channels. March 2003 in Kazakhstan created the Association of cable TV operators, which at the time included 30 cable TV operators who have a state license to broadcast in the country. The largest players of cable TV in Kazakhstan - JSC "Alma-TV" - Holding «AlemCommunications», which includes the network: Digital TV (Almaty), G-Media (Pavlodar), "Sekatel" (Aktau, Astana, Almaty) And again, 5 companies in the cities -Taraz, Aktau and Zhanaozen, Uralsk, Aktyubinsk.- IconTV, - «Kazakhtelecom» and iDTV.KAK.

According to experts, the pay-TV market in Kazakhstan is growing at 15-20% annually in the next five years will increase to 1.5 million subscribers. The annual subscription fee for pay TV in the country as a whole will exceed 20 billion tenge. Cable broadcasting is 4/5 of the legal pay-TV market. And the vast majority of them are working on local, regional markets. Only two operators have branches in other cities, "Alma-TV" broadcasts to 17 cities, «Alem Communications» in 9 cities republic. Beside subscriber, Card operators can generate revenue from advertising, which also has a stable growth trend. TV advertising market in the year increased by 50%. In the major cities of Kazakhstan, advertisers are willing to use the services of cable television, whose audience intensively recruited. Technology cable TV allows you to receive a variety of programs from different satellites. Who introduced fiber-optic cables, allowing instantly transmit

information over long distances. At present time cable network used for telephony and security signalization.

Now the development of television and radio broadcasting is carried out in an era of global digital revolution. Recent advances in the field of digital broadcasting are changing the course of the development of world telecommunications. New features complement digital TV and radio: interactive and multi functional. Currently broadcasting industry represented by three main standards that are used to organize digital broadcasting: - The European standard for digital broadcasting -DVB (Digital Video Broadcasting), - The US standard for digital broadcasting ATSC (Advanced Television System Committee), - Japanese standard for digital broadcasting ISDB (Integrated Services Digital Broadcasting). The certain option standards is determined individually by each country of the analog signal off Time (5 to 16 years), each country independently determines Many states chose a European standard for the following parameters: low cost of receiving equipment, commonality of terrestrial, satellite, cable and mobile TV, high noise immunity and the quality of the TV signal, multi-program, the possibility of organizing additional services (data transmission, video on demand), the possibility of creating a single frequency website. Kazakhstan`s main priority is - the country's transition to digital broadcasting by 2016, due to global trends - the International Telecommunication Union in the framework of the agreement, "Geneva 2006" transition period (2007, 2015). For the introduction of digital broadcasting. In Kazakhstan developed the State program for the development of digital broadcasting in the Republic of Kazakhstan for 2008-2015. For its implementation will require the allocation of funds from the national budget and off-budget sources of direct domestic and foreign investment, the total volume - 36,165 million tenge.

This program will be implemented in four stages:

1. The preparatory stage - the first half of 2008 year.
2. Organizational stage - 2009 year.
3. Realizable - 2009-2014.
4. The final - in 2014-2015 (2).

The number of programs is increased due to digital broadcast several times so there will be new additional services: video on demand, Internet TV, high definition TV, mobile TV. New branches of the telecommunications and broadcasting industry, for example, producing digital equipment, service companies, and others. This will create an operator of digital broadcasting, which will generate and transmit the social package. By 2016, digital broadcasting is planned to cover 100% of the population. To improve the competitiveness of domestic television production is planned to establish a global multi-segment broadcasting network, which provides the appearance of the largest news agency in Central Asia. The Ministry of Communications and Information of Kazakhstan opened in Astana new Television and radio complex. Currently a draft Law "On Television and Radio Broadcasting," which regulated matters relating to digital TV and radio broadcasting. Digital technology opens up new prospects for public and private TV and radio channels on the introduction of advanced methods of

recording, reproducing, processing and transmission of audiovisual information based on digital standards. The priority digital broadcasting: - the organization of multi-program broadcast by broadcasting several times more TV programs, - improving the quality of reception of TV and radio programs is one to accompany the video to 4-5 languages, the introduction of interactivity, allowing the transfer of multimedia services, in conditions the limited radio-frequency resources of the worldwide TV will evolve towards the creation of terrestrial digital television broadcasting - NTSTV. NTSTV allow a single frequency to distribute several television programs, to develop multiprogramming TV. An important element of the multi-channel broadcasting is - interactive TV, which is the future of television. By the plan of frequency assignments developed by the International Telecommunication Union and presented in 2006 at the Regional Radiocommunication Conference in the city of Geneva, digital broadcasting on the territory of Kazakhstan is carried out in 3 (Digital Audio Broadcasting), 4 and five bands (digital TV broadcasting). Of particular importance is the study of patterns telecommunication infrastructure and digital broadcasting in the period of economic growth in Kazakhstan, formed when material and technical basis in building the information society. Change the priority in the development of the information society in Kazakhstan, on the background of the rapid introduction of new information technologies. And here it is important to take into account national specificities, the cultural identity of the society, specifics of the development of telecommunications in the country in the era of globalization and digitalization.

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Chapter 6. New media: problems and prospects

Three-time winner of the Pulitzer Prize, Thomas Friedman believes that the world is moving toward a "flattening." Centrifugal forces of the primary process that is the Internet. Today, the Internet creates a new paradigm of thinking and leads to the transformation of a society of values.

"The new media or new media - a term that at the end of the XX century began to be used for interactive electronic publishing and new forms of communication content producers with consumers to indicate differences from the traditional media such as newspapers, that is, this term refers to the development of digital, networking and communications. Convergence and multimedia editors have become common elements of modern journalism "[1].

At the beginning of the 2000s. Definition of new media has given specializing in this field Lev Manovich in his book "The Language of New Media" (Language of New Media, 2001) tried to distinguish between old and new media, using 5 parameters:

- "new media object can *be* described formally (mathematically). For example, image or shape can be described using a mathematical function. «Also, the "new media object is subject to algorithmic manipulation ... In other words, the new media are programmable" [2];

- Objects of new media, in contrast to the traditional, built in a modular fashion. "As fractal that has the same structure at different levels, the new media object never changes its modular structure. Elements of the press, whether the images, sounds, shapes, or characteristics, are clusters of individual units (pixels, polygons, spatial elements, symbols, script). These elements are collected into larger objects but retain their first properties. These objects can be combined and get even greater purposes; the components will not lose their independence "[3];

- The new media can automate many operations, and some actions can be carried out without direct human control.

- The new media object changed, and it can exist in an infinite number of versions. In particular, this feature implies a distinction interface and content because the same content expressed in different forms and adjustment to the object under the user's personal characteristics. It also introduces the concept of "hypermedia» (hypermedia), which describes the important new media structure (for example, World Wide Web), where you can follow hyperlinks to find different versions of the same document. Finally, the variability manifested in the ability to control the scale of the object and its level of detail [4];

- The author points out another aspect of the new media, which he describes as "transcode» (transcoding) or transfer of cultural objects in the physical format of media objects, which have a dual nature. On the one hand, they read a person who establishes a link between them and other cultural property; On the contrary, it read a computer that correlates them with other media objects on relevant characteristics for it (format, size, type, etc.) [5].

In connection with the development of new media, Manovich notes the importance of changing the way of presenting information. He contrasts a computer database, where the information is systematized in a hierarchical, object or another principle, popular in human culture "narrative» (narrative), in which the information is presented in the form of a time-unfolding coherent story (as, for example, in the book or the movie). Handling a database is fundamentally different from reading a book or watching the video, but with the proliferation of new media and the way of presenting the information, according to him, included among another educational workshop [6].

Ivan Begtin, an open data expert and director of the "Laboratory of Data Mining", believes that the projection of the new media on the media spaces - is "a set of new formats work publications to attract the audience with the most relevant and modern tools visualization, reports it to the readers and audience involvement in the creation of content publication "[7]

Discussing the relationship of the information society and the new media, Professor Yassen Zassoursky focuses attention on three aspects, namely highlighting the new media: "Opportunities media at the present stage of development of information and communication technologies and the Internet; Traditional media in a "connectedness".

The Canadian Radio-television and Telecommunications Commission defines new media: "Any media products, which is an interactive and distributed digitally." They also share the traditional and new media on the criterion of accessibility and ways of delivery to the end consumer. According to the Commission, the Internet plays a significant role in the development of new media, as it allows for the transmission of certain information, text, video, audio, and images simultaneously.

Kazakhstan is actively introducing new media, which increases the possibilities of new information technologies and the formation of new tendencies manifest information markets. As well as the emergence of new independent media, Internet sites, of international and national media organizations, the blogosphere, etc.

Currently, the country is actively developing the market of new media and the increasing number of Internet users. According to the Transport and Communications Ministry in 2012, the number of Kazakhstani Internet users has exceeded 9.4 million. This affects the dynamics of growth, if there was 5.6 million, only less than a year, this figure has increased by almost 4 million in 2011. The number of Internet users.

At the same time, according to the Kazakh Network Information Center (Kuznick), 71,754 domains were registered in Kazakhstan's domain space. According to the vice-president of the Kazakhstan Franchise Association, and President of the Internet Cafla Agency Beknur Kisikova "Internet sphere of Kazakhstan - comparison a small segment of the economy, compared with other sectors. And, according to various estimates, the total market of Internet services turnover does not exceed half a billion dollars, i.e., less than 1% of GDP "[8].

Five of the world's leaders on this indicator are the United Kingdom (8.3%), South Korea (7.3%), China (5.5%), Japan (4.7%), and the USA (4.7%).

In recent years, significant progress has been planned to overcome the digital divide. In 2011 were 45 percent of the population [9] .26 Internet penetration in the regions in Kazakhstan Internet users - in 12 of the 14 areas - up to 40 percent or more [10] .27 the level of computer literacy of the population increases. In 2006, only 10.7 percent of PC users in Kazakhstan were considered "proficient" [11], and in 2011 this figure had risen to 65.1 per cent [12].

In December 2010, when the number of PC users has exceeded 20 percent of the total population, the then Minister of Communication and Information Askar Zhumagaliyev said the successful completion to overcome the digital divide Kazakh program [13].30 In Kazakhstan, the study of the digital divide issue are signs of social Facilities such as "sex" or "nationality" were not considered. According to the national internet provider JSC "Kazakhtelecom" (51 percent owned in the state, 16.8 percent and 9.6 percent of the shares - two offshore companies registered in the Netherlands, the remaining shares - on sale on the stock exchange), the expansion of digital networks in Kazakhstan, under the leadership of the government, there is a "regardless of social factors" [14].

On Kazakhstan market of telecommunications "Kazakh telecom," JSC is a leader. Owning 73 percent of the Internet market and data communications [15].

The company provides broadband Internet services under the brand name «Megaline» in all the main cities and regions of the country [16].

«Megaline» is the primary provider in the country and uses the national base network, providing access to the internet as the users directly and resellers. According to the company, in 2011 the total number of subscribers «Megaline» reached 2,697,032, of which 2,449,779 (91 per cent) were broadband users [17].

In 2011, in the framework of the State program for accelerated industrial-innovative development program the Republic of Kazakhstan for 2010-2014. JSC "Kazakh telecom" has launched a project for the construction of the local fiber-optic network to expand access to high-speed data transmission. Representatives of the company believe that the government fulfilling the recommendations has significantly increased the possibility of broadband Internet access [18].

Agency of the Republic of Kazakhstan on Statistics and monitoring agencies regularly conduct research Internet audience in Kazakhstan. The number of individual Internet users in Kazakhstan demonstrates steady growth in the first years of the XXI century. According to JSC "KazContent," 2007 Internet audience amounted to 12.3% of the population of Kazakhstan and 26.4% of the urban population; by the end of 2010 these figures were 25.7% and 44.1%, respectively [19].

Statistics of Internet users over the years

Years	Number of Internet users
2000	70,000, (0.5 %)
2005	400,000, (2.7 %)
2007	1,247,000, (8.5 %) ^[5]
November December 2006	1,29 mln.
September 2007	1,67 mln. ^[6]
October 2008	2, 2 mln. (14,8%)
January 2011	4, 3 mln, (41%)
May 2012	9,4 mln.

Average daily views Kazakhstani internet resources for 2011 amounted to 13.7 million.

With the growing number of Internet users connect to the internet price has decreased significantly. According to ITU data, in 2006 the Internet enjoyed only 3 percent of Kazakhstan. Then the monthly fee for the use of fixed wired broadband was around 19,900 Tenge (The US \$ 165.). A year later, it had fallen to 3,800 tenge (\$ 32 US.) [20].

Thus, in 2008 the share of Internet users has risen to 11 percent, in 2009 - 18 percent, in 2010 - 31.6, 2011 year - 45 percent. According to ITU data, in 2010, the most popular way to access the Internet is a connection via the mobile operator. In 2011, 7.8 wired Internet connections registered per 100 inhabitants, 38 of the 100 residents used mobile broadband [21].

Statistics data Republic of Kazakhstan Agency indicate that in 2011, 78.6 percent of Kazakhstan We went to the Internet via a wired connection, while 60 percent - using a wireless connection (the discrepancy of the data discussed below) [22]. Most visited sites Kazakhs, as a rule, registered in the US and Russia, while Kazakh online -Resource are less famous. Internet ratings of the variable, but often Kazakhstani sites are not even in the list of top 10 most popular websites accessible Alexa.com rankings. Among different web resources in Kazakhstan leaders Mail.Ru, Google.kz and Yandex.ru, which provide only a small fraction of news content. Leading Kazakh sites become Kolesa.Kz («double» of the popular weekly newspaper of the same name, now occupies 12th place) and the internet portal Nur.kz (13th place in the rating). Among the most popular news sites is Tengrinews. Kaz, holding the 58th position on Alexa.com. [22].

Among news sites on Zero.Kz Tengrinews.kz leader and takes the 8th place. Also in the top 10 included Guljan.org, which is headed by the former chief editor of the newspaper "Svoboda Slova" (6th place among the means of mass media sites and 19th place in the list); Atyrau site weekly newspaper "Ak Zhayyk" (2nd and 25th place, respectively) and other independent online resources. Among the leaders of the top 10, two - the online version of the traditional news media

(television sites, "the CPC" and the tabloid "Time") and one - the state news agency "Kazinform." The dynamics of internet resources ratings more volatile than the ratings of other types of media. Sites that are popular in a period of one year may cease to exist in the next, but most of the popular sites Kaznet such as Kolesa.Kz, Nur.kz, Zakon.kz and Tengrinews.kz English, always occupied the top ranks rating.

Social media

The fact that such social media interested in more and more people every day. This is because the Internet has started to conquer the world. With each passing day, the number of Internet users is growing.

Social Media is a set of online technologies that allow users to communicate with each other. Communication may be varying forms - users can share their views, experiences, and knowledge, to interact with each other, to establish contacts and share news, information, videos, photos, music, and links.

Social media started with the electronic bulletin boards at the end of the 70s. Electronic bulletin boards were the first type of sites that allow users to log on and communicate with each other, albeit very slowly in comparison to what we are doing today.

According to the book "Social media definition and the governance challenge: An introduction to the special issue", "Social media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition. However, there are some common features [23].

1. Social media are interactive Web 2.0 Internet-based applications.
 2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media [24].
 3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
 4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups [25].
- Social media use web-based technologies, desktop computers and mobile technologies (e.g., smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals [26]. Social media changes the way individuals and large organizations communicate. These changes are the focus of the emerging field of techno self studies. In America, a survey reported that 84 percent of adolescents in America have a Facebook account [27]. Over 60% of 13 to 17-year-olds have at least one profile on social media, with many spending more than two hours a day on social networking sites [28]. According to Nielsen, Internet users continue to spend more time on social

media sites than on any other type of site. At the same time, the total time spent on social media sites in the U.S. across PCs as well as on mobile devices increased by 99 percent to 121 billion minutes in July 2012 compared to 66 billion minutes in July 2011 [29]. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income [30].

Social media differ from paper-based or traditional electronic media such as TV broadcasting in many ways, including quality [31], reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers) [32]. This is in contrast to traditional media which operates under a monologic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers. Some of the most popular social media websites are Facebook (and its associated Facebook Messenger), WhatsApp, Tumblr, Instagram, Twitter, Baidu Tieba, Pinterest, LinkedIn, Gab, Google+, YouTube, Viber, Snapchat, Weibo and WeChat. These social media websites have more than 100,000,000 registered users.

Observers have noted a range of positive and negative impacts from social media use. Social media can help to improve individuals' sense of connectedness with real and/or online communities and social media can be an effective communications (or marketing) tool for corporations, entrepreneurs, nonprofit organizations, including advocacy groups and political parties and governments. At the same time, concerns have been raised about possible links between heavy social media use and depression, and even the issues of cyber bullying, online harassment and "trolling". Currently, about half of young adults have been cyber bullied and of those, 20 percent said that they have been cyber bullied on a regular basis [33]. Another survey was carried out among 7th grade students in America which is known as the Precaution Process Adoption Model. According to this study 69 percent of 7th grade students claim to have experienced cyber bullying and they also said that it is worse than face to face bullying [34].

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Chapter 7. Social media: classification and features

The well-known American author Robert Scoble in his article "What Is Social Media" describes in detail what are the distinctive characteristics of social media:

1. The ability to adjust the published information.
2. Interactivity.
3. Affordable tracking the popularity of publications.
4. Fast availability of old materials.
5. Multimedia.
6. No material approval procedures.
7. Unbounded by volume.
8. Links to other materials.
9. Incomplete control over the content of the page [1].

There are many varieties of social media, including blogs, business networks, and productive social networks, dating sites, geosocial services, forums, micro logging, photo hosting, sites reviews, social bookmarking, social games, social networks, video hosting and virtual worlds [2].

The last audience of social networks is calculated taking into account both the primary audience (the number of users, who met with the message, where initially placed) and extended (users, to get acquainted with the message as a result of actions of the primary users, share your information).

To calculate the audience of blogs used counters credibility and readership and ratings; for forums - statistics maintained by the site, plus the foreign attendance statistics.

To estimate the audience can also use automated service monitoring and analysis of social media, which receive data from the sites directly [3]. The variety and evolving stand-alone and built-in social media services introduces a challenge of definition [4]. The idea that social media are defined by their ability to bring people together has been seen as too broad a definition, as this would suggest that the telegraph and telephone were also social media – not the technologies scholars are intending to describe [5]. The terminology is unclear, with some referring to social media as social networks [6].

A 2015 paper reviewed the prominent literature in the area and identified four commonalities unique to then-current social media services [7]:

1. Social media are Web 2.0 Internet-based applications [8].
2. User-generated content (UGC) is the lifeblood of the social media organism [9].
3. Users create service-specific profiles for the site or app that are designed and maintained by the social media organization [10].
4. Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups [11].

In 2016, Merriam-Webster defined social media as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc." [12].

Classification of social media and overview of how important different types of social media (e.g. blogs) are for each of a company's operational functions (e.g. marketing) [13].

The term social media is usually used to describe social networking sites such as:

1. Facebook – an online social networking site that allows users to create their personal profiles, share photos and videos, and communicate with other users
2. Twitter – an internet service that allows users to post "tweets" for their followers to see updates in real-time
3. LinkedIn – a networking website for the business community that allows users to create professional profiles, post resumes, and communicate with other professionals and job-seekers.
4. Interest – an online community that allows users to display photos of items found on the web by "pinning" them and sharing ideas with others [14].
5. Snap chat – an app on mobile devices that allows users to send and share photos of themselves doing their daily activities [15].

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, micro logs, photo sharing, products/ services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds [16]. The development of social media started off with simple platforms such as sixdegrees.com [17]. Unlike instant messaging clients such as ICQ and AOL's AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. However, the first social networks were short-lived because their users lost interest. The Social Network Revolution has led to the rise of the networking sites. Research [18] shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. This increase is because of the smart phones that are now in the daily lives of most humans [19].

Social media has come a long way from the electronic bulletin boards to large social networks. And they continue to evolve on a daily basis. With large social networks and sites that changed almost every day, this niche will develop further and all of the following years.

Seven varieties of social media

- Internet community;
- Blogs;
- Virtual games;
- Social networks;
- Community production sharing content;
- Joint projects;
- Geosocial services.

Features of Social Media:

- The availability of information;
- Minimization of personal space;
- Lack of space constraints;

- Efficiency (response in real time).
- Using Social Media.

The vast majority of marketers (88%) have been using social media to advertise their brands and products. But this type of advertising began to practice recently. Interestingly, the business owners are more likely to use social media than employees. Among the owners are doing more than 90%, and among the salaried employees - only 81%. Suffice wary of social media individual entrepreneurs. The primary concern in the ratio of social networks connected with the fact that, in their opinion, the owners and moderators of these portals are not able to control the host user content. A neighborhood content is potentially dangerous for the brand, as fraught with undesirable associations and scandalous stories.

The most relevant social media to advertise your business are:

- Twitter;
- Blogs;
- Social networks;
- LinkedIn;
- Facebook.

Today many Internet users use social networking sites. The history of the social network started in 1995 with the American portal Classmates.com. The project has been very successful over the next few years has provoked the appearance of more than one dozen similar services. But the official beginning of the boom of social networks is considered to be the years 2003-2004 when they launched LinkedIn, MySpace and Facebook. In Russia, the fashion on social networks came two years later - in 2006, with the advent of Odnoklassniki and Vkontakte. And if LinkedIn created to establish/maintain business contacts, the owners of MySpace and Facebook have relied primarily on the satisfaction of the human need for self-expression. After all, according to Maslow's hierarchy, it is the highest expression is a human need, even ahead of recognition and communion.

Social Media is an international network that unites together the users of computer networks and connects regional, national, local and other networks. According to experiments conducted in 2009, social networking sites visited by more than 87% of users, which is 12% more than in previous years. In 2008, social networks were known for 75% of Internet users. Big fame enjoyed network Odnoklassniki, Vkontakte, Connect.UA, as well as a kind of interesting site <http://wikiblogger.ru/>, which is frequently visited by Internet users. The survey, which organized by Internet users aged 16 to 45 years, showed that most of the visited network Odnoklassniki considered. No less famous seen as a social network Vkontakte - prefer it more than 29% of Internet users; core users of the social network of young people. The most common objectives of the visit social networking sites have to chat with friends, upload, and view photos, and participate in different online communities, dating to increase business contacts, downloading all sorts of media files. Many active users of social networks are experiencing a slight concern about the confidentiality of personal data.

Social Media - is a rapidly growing business, which develops in various aspects. Without the Internet today is not the person is living. More and more, they say that the development of business in social networks through online communities - is the key to creating successful relationships, strengthen marketing, allocation from the crowd. Journal of Marketing Media Review (MMR) published an article "On social media trends in 2014» [20]. In the article, the author gives nine trends of 2013, which can make assumptions about where social networks work, and how to join them.

Social media is not a luxury but a necessity. According to the site socialmediatoday.com 2014 soc. Media will not only necessary but also essential item for every business. Companies will increasingly hire specialized staff to work with social media [21].

Social Media as part of the marketing campaign. Social networks and the newest fashion trend, over time, many companies have realized the degree of social importance. Networks within the marketing campaign and how you can achieve these goals thanks to their advantages. It is necessary to integrate social networks to create campaigns as well as to combine offline and online service, as it will help strengthen relationships with users [22].

This is the mobile world. Convenient mobile content will play a significant role in 2014 during the transition from PCs to mobile devices. Companies will not be able to compete if their content will not be accessible and involving for mobile users. Share Facebook from advertising revenues in the mobile internet this year will reach 15.8%, compared to 5.35% in 2012, while the total revenue from mobile advertising in 2013 will rise to \$ 16.65 billion. This is the world of mobile users, so you have to adapt social networks for them [23].

Join Google+. SEO is critical for the trend. Google social network used for more in-depth coverage of the audience on mutual interests and is more suitable for business and educational interactions. Since Google uses the platform to collect personal information, Google+ can not be called just "another social network," because it is part of the Google structure regarding SEO, Social promises and provide a more personalized search [24].

It might be better off with Foursquare. Because it is now on Facebook, Instagram, and Twitter, you can specify the location, Foursquare no longer as popular as before, as the new features it has not increased. Foursquare was actually in a strange area, it is not a search engine, and social platform and its user base are becoming less relevant. To stay afloat, Foursquare need to compete with Google, Facebook, Yelp, or even Apple. On the other hand, if it wants to compete with the service area discounts and coupons, she will be faced with Groupon and LivingSocial. In any case, it is a difficult fight [25].

Use of the image. Dissemination of information by adding pictures or videos - the main trend of 2013, this trend will be relevant in the future. E-commerce takes stage Pinterestzatsii; social platform will retain its reputation as the women's network and become part of the marketing retailers. Sites that use the content in the pictures, such as Slideshare, Tumbler, Path and Mobil will continue to develop further, requiring the companies more attentive attitude to photos on their sites and

blogs. In general, it is important to analyze how the expectations of users to receive high-quality visual content will affect the strategies of brands on the development of social media in 2014 [26].

Use the video. The popularity of micro-video continues to grow with services such as the Vine and videos in Instagram. More and smarter phone users are beginning to spread in their network video. It is interesting to see to it that the content generated by users via Instagram and Vine, will lead to the creation of social networks based on the video content. Video and social media will continue to grow, and how the Cisco predicts, 85% of all Internet traffic in 2015 will be video. For video, create a brand relevant to a different level of involvement, not views. Brands want to know exactly how the video effect on the audience, and how you can integrate video content into calls to action. It will be possible to see how brands are experimenting with geo-targeted [27].

Ad retargeting. Only 2% of web traffic converted at the first visit to the site; ad retargeting help increases the conversion because remind users what product or service they saw online. Thus, the brand and the product will be in hearing from users. Because many companies use ad retargeting, it can become a significant trend in 2014 [28].

Natural advertising. The content of native publicity - it videos, photos, articles that do not stand out from the main content on the site. The best thing people respond to natural conditions for themselves. Best CTR provides advertising in Facebook, which aimed at friends than direct advertising brands. Video advertising is the best natural. Brands and agencies double the rate in the Video Productions beyond 15-30 second commercials [socialmediatoday.com]. Currently, social networking is rapidly burst into our lives and appears determined to stay in it for long. By eliminating barriers interpersonal, social networks give us unlimited possibilities for communication; they open up the world of man and man - the world. Internet www.adme.ru/research site published interesting and unexpected facts about social networks and their place in our lives.

Here are 40 facts about the social networks:

1. One million links distributed on Facebook every 20 minutes.
2. Every hour in the facebook 4.5 million people receive an invitation to an event.
3. Every moment, 100,000 people become friends on Facebook.
4. Half of all users spend between one and five hours per week for social networking.
5. Every second, eight people on the planet become part of any of the existing social networks.
6. The number of searches on Google surpassed one billion a day.
7. Facebook largest third country in the world, after China and India, with a population of around one billion people.
8. The odds that the average person under the age of thirty years is a social network - more than 50%.
9. On average, a user comes to your account two times a day.
10. Each user of social networks in your friends is an average of 195 people.

11. The fastest growing segment of users of social networks - a woman 55-65 years.

12. The number of followers Ashton Kutcher and Britney Spears is comparable in size with a population of Ireland, Norway, and Panama.

13. In the world, there are about 200,000,000 blogs.

14. 80% of people trust the opinion of their online friends more than their real friends.

15. More than 90% of individuals born in the new century have accounts on different social networks.

16. And this is what the user preferences from some countries of the world:
Russia - Vkontakte, Odnoklassniki, Facebook;

US - Facebook, Twitter, LinkedIn;

Germany - Facebook, Twitter, Xing;

UK - Facebook, Twitter, LinkedIn.

Dangerous social networks:

1. Statistics show that thanks to social networks 26 times increase in the number of crimes against minors of a sexual nature.

2. Each year there are about 100 people are paying with their lives for the message left on the social network.

3. In 2011, four out of five robbers in the UK used to prepare robbery social networks.

4. Research has shown that social networks hobby undermines human immunity.

5. Social networking has overtaken pornography as the most popular way of hanging out on the Internet.

6. Social networks are the cause of every third divorce in the world.

7. About 15% of people are using social networks to spy. This mainly practiced by the secret services.

8. Facebook in late November 2011, the patented system for tracking users outside of the social network.

9. Stay on social networks increases the risk of suicide, because it makes a man more detached from reality, minimizing contact with others.

Social networks and family:

1. Just over 10% of marriages in the US have occurred due to the social networks.

2. Every fifth couple in the world acquainted with each other in social networks.

3. Of the 69% of parents are friends with their children on social networks.

4. Every fifth child spends on the social network per day seven days a week. More than half of the children are close to this figure.

5. 80% of children have accounts on social networks.

6. 80% of parents say they know what their kids on the Internet. However, 31% of children believe that their parents do not know about anything.

7. 10 years - the average age at which to begin the independent use of social networks.

8. That is how much time (hours per week), children spend on social networks and groups: 7-14 hours - 23%, 14-21 hours - 57%, more than 21 hours - 20%

9. 3-fold increase in the number of changes after me in a social network. A wide range of permissiveness and causes a surge of desire.

Social Networks and Business:

1. In 24 of the 25 world's largest newspaper circulations have fallen because the news began to come to the people through other channels, in particular - through social networks.

2. 25% of all search results related to the 20 most popular brands in the world, lead to material generated by users of social networks.

3. It found that most of the traditional social services continue to keep the image of the remote user.

4. Less than a year Facebook collected more than 200 million users, while television to gather around him a total of 60 million people, it took 13 years.

5. To search for workers 4 out of 5 companies are already using social networking sites.

6. About a third of bloggers regularly publish their views on the major trademarks and brands [29].

Summarizing it should be noted why social networking is the primary instrument of opinion and according to traditional opinion in the society shortly will increase the relevance of social networks. Social networks carry the huge amount of useful and sometimes futile work. Despite this, social networks have become part of our everyday life. But it is always worth remembering one thing: virtual life can not replace live communication with real people.

From Internet users, according to the US region of the world (98%), UK (98%), South Africa (98%) and Brazil (97%) are a leader in the percentage of users of social networks. According to <http://vk.com/jaasu> most popular social network in the world [30]:

1. Facebook - is widespread among colleges and universities, most English-speaking countries. It is the first on the network after MySpace's popularity in the United States. This system is not yet available in many countries, but consistently develops and grows.

2. MySpace - a large social network in the world. She won the US tremendous speed; MySpace currently has about 80 million users. In 2005, the year it bought the company Newscorp for \$ 580 million. MySpace continues to grow, and at the moment it determines the development of social networks.

3. Twitter - a system that allows users to send short text notes (up to 140 characters), using the web interface, SMS, instant messaging, or third-party client software.

4. Tagged - intended primarily for young people. The main idea - to create a team and earn points to become the coolest team. Tagged slowly gaining popularity among teenagers in the United States, however, compared with MySpace is always secondary.

5. Tumblr - this micro logging service that allows users to upload text messages, pictures, videos, links, quotes, and audio to their tumble log (English tumble log.), Korotkoformatny blog (English short-form blog.). You can monitor (Eng. Follow) the blogs of other users; then their posts will appear on his dashboard (Eng. Dashboard). Service describes itself as "the easiest way to blog."

6. Instagram - a free photo sharing application that allows users to take pictures, applies filters to them, and distributes them through its service and some other social networks. It is one of the most popular applications in the art of iPhoneography.

7. Yelp (from the creators of PayPal) - this site is much like yup, created to help shoppers make decisions, showing them the reviews from other users. However, unlike Yup, Yelp is more focused on the commercial activities and services than the product-oriented consumer. Currently available in the US alone.

8. LinkedIn - according to opinion polls, the most popular business network, the purpose of LinkedIn - combine colleagues and business partners, help find new ones. With some people are around 5 million, LinkedIn remains popular among the business audience.

9. Google is a project the social network from Google. The service provides the opportunity to communicate via the Internet with different components: Circles, Themes, Hangouts, and Mobile. Google is when advertising network said that the fundamental principles of service activities are: users, privacy and live communication.

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Chapter 8. Social media in Kazakhstan

A score of the popularity of social networking in Kazakhstan experts of "Market Leader" with the help of two indicators, namely the number of requests in the system Yandex and the number of mentions in the news Yandex.

Active users of social networks in Kazakhstan prefer to "My mir@mail.ru», which is the number of registered 2013 amounted to 40 million. Man. Unlike Kazakhstan to Russia's most popular social network - vk.com, this month visited by about 50 million people. In second place - Classmates - 43 million monthly visitors. According to the Public Opinion Foundation in Russia on June 2013 the share of the Internet audience - leaving it to the network at least once per day - now stands at 57% of the population (+ 5% in 6 months). Annual growth of Internet users, leaving the network at least once per month, up 11%, and for the daily audience of this figure is 14%.

My World - the most popular social network in Kazakhstan - (poll results Institute of Political Solutions).

Nearly two-thirds of Kazakhstan (64%) is users of social networks, and 62.4% of them prefer other resources My World. Sociologists Institute of Political Solutions surveyed residents of 16 cities of Kazakhstan the "social network." Govorya about the frequency of the "use" of social networks, social scientists state: 28.7% "sit" on the network every day, 19.7% - once a week, 10.9% - several times a month. The most active users are the residents of the capital - 75%. 35, 8% of Kazakhstanis are not users of social networks for different reasons. Among them - "I do not have access to the Internet" (19.8%), "no desire" (9.1%), "I do not know what it is" (6.9%). The more social networks Southerners (1.2 times more than the national average). The most popular are Runet network users. To the question "What social network do you prefer?" The vast majority (62.4%) answered: "My World" (the leader in all regions, except for Astana), in second place - "Classmates" (25.9%), closes the top three V Kontakte (22.7%, mainly due to the capital user). Inostrannye social networks (Facebook, Twitter, Myspace), according to the respondents' answers, unpopular in Kazakhstan society. Their performance is significantly lower RuNet - 12%, 3.8%, and 1.3% respectively.

Public opinion conducted in 14 oblast centers, Astana and Almaty in the first half of June 2011. The number of respondents - 2302 people.

Complete results of the sociological research on your attention online IPR - <http://www.ipr.kz/projects/2/1/28>.

Sociologists Institute of Political Solutions completed the next stage of sociological research "Social mood in the major cities of Kazakhstan." Geography polling - 14 regional centers, Astana and Almaty. The number of respondents - 2,302 people.

An expert on social networks www.SarafannoeRadio.org laboratory published a rating of the top 20 most visited social networking Internet users in Kazakhstan, and the evaluation of social networking and Web 2.0 resources Kaznet.

Rating of attendance at social networks - TOP-20 Kazakhstan

<i>Place</i>	<i>Title</i>	<i>Address</i>	<i>Ranker among all sites in Kazakhstan</i>	<i>The proportion of users in the social network in Kazakhstan</i>
1.	Vkontakte	vkontakte.ru	36/2	3,5%
2.	Wikipedia	wikipedia.org	6/8	less than 0,4%
3.	Youtube	youtube.com	4/9	less than 0,4%
4.	Odnoklassniki	odnoklassniki.ru	94/10	2,7%
5.	Moi mir	mail.ru	32/1*	8,5%
6.	Facebook	facebook.com	2/15	less than 0,4%
7.	Kiwi	kiwi.kz	6744/16	89,2%
8.	Center of gravity	ct.kz	5290/17	85,7%
9.	Blogger	blogger.com	7/26	less than 0,4%
10.	Liveinternet	liveinternet.ru	295/27	3,4%
11.	Yvision	yvision.kz	18603/37	89,2%
12.	Livejournal	livejournal.com	81/53	0,6%
13.	Twitter	twitter.com	14/57	less than 0,4%
14.	Habrahabr	habrahabr.ru	1858/60	6,5%
15.	Diary	diary.ru	1090/79	3,2%
16.	Jnet	jnet.kz	43656/82	100%
17.	Rutube	rutube.ru	961/103	2,7%
18.	Mirtesen	mirtesen.ru	2536/105	7,2%
19.	Beon	beon.ru	2084/140	4,8%
20.	Moikrug	moikrug.ru	2990/332	3,5%

* Data for the second level domain, i.e., on Mail.ru resource as a whole.

As part of the rating TOP-20 most visited social networking, an expert on social media lab of mouth made an evaluation of the national social networks in Kazakhstan. In the ranking presented fully functioning, are in beta testing, newly discovered and claimed, as social networks in Kazakhstan. The national rankings are not attended social networks LiveInternet.Kz, Mamba.kz due to the presence of the leading Russian version. Mamba.ru, 1539 - in the world, 683 - attendance in Kazakhstan. Most of the users of social networks in Kazakhstan, more than 80% communicate in Russian. Nevertheless, the presence of the social network version of the Kazakh language, it enhances and gives loyalty to participants, and has a positive impact on the social network and its users.

Rating of social networks in Kazakhstan

№	Social networks	Place website in the world	Place in Kaznet	% of Kazakhs	PR Google	TCI Yandex	External links Google	External links Yandex
1	ct.kz	5290	17	85,7	4	450	0	6291
2	kiwi.kz	6744	16	89,2	5	300	130	22000
3	nur.kz	10026	31	84,4	5	325	0	500
4	yvision.kz	18603	37	89,2	4	130	153	11000
5	jnet.kz	43656	82	100	1	0	0	52
6	mwk.or.kz	56288	441	30,9	0	0	0	1
7	idler.idhost.kz	71352	245	92,8	3	0	0	23
8	garm.kz	243733	828	99,3	2	0	0	17
9	kazkontakt.kz	278833	407	99,1	3	0	9	93
10	birge.kz	365620	2707	80,3	4	20	15	52000
11	resident.kz	375387	-	-	3	10	12	329
12	clubby.kz	394707	1110	99,9	1	0	2	11
13	sowa.kz	819781	-	-	1	0	8	1970
14	homeclub.kz	991221	-	-	3	10	0	1
15	s.ktv-sk.com	1282753	-	-	0	0	0	8
16	nsc.kz	2226223	-	-	4	30	0	1
17	qamal.kz	2310235	-	-	1	0	0	19
18	vmire.kz	5053439	-	-	0	0	1	6
19	ussr.kz	14392419	-	-	0	0	0	55000
20	vseti.kz	-	-	-	1	10	0	7
21	iloveu.kz	-	-	-	3	0	1	75
22	poi.kz/soc	-	-	-	2	0	0	19
23	isport.kz	-	-	-	0	0	0	12

Peak seething Internet users in connection with the amendments to the law on the intellectual property took place. To reduce the degree of zeal "Kaznet rescuers and the Universe" was enough to owners of torrent trackers open access. Red-fighters, eager to regain their rights and trample other people's copyrights, exhaled air from their lungs struggle to queue downloads the latest releases, and let loose the keyboard, went on to go about their usual business. But the traces of their activities on the Internet and were of interest not only to specialists in deviant behavior.

For example, the front of the struggle for the salvation of Kaznet, Kazakhstan Association of Internet development and resources to create a page on which to express their opinion on the polar amendments. It is possible to make a mark on social networks, depending on the user's point of view. Page was very accessible, and the data on it can be considered a kind of cut Kazakhstani Internet. Clarify how it cut. This link began to spread, first among the torrent trackers users. Given their popularity in Kaznet, it may be possible to map the data to the entire audience of Kazakh Internet. Below I will write findings immediately and give the details later.

The most popular social network in Kazakhstan - is MoiMir. It owns 54% percent of accounts.

In second place - Vkontakte. It's a share of approximately 26%.

In third place - Classmates, with 14%.

	Twitter	Facebook	VKontakte	Moi Mir	Odnoklassniki
For	6231	8004	69106	140528	37941
Against	219	209	2652	5180	1356
In total	6450	8213	71758	145708	39297

1. Then calculated the percentage of votes "for" and "against."

	Twitter	Facebook	VKontakte	Moi Mir	Odnoklassniki
For	97%	97%	96%	96%	97%
Against	3%	3%	4%	4%	3%

It showed remarkable regularity. The fact that the percentage was the same voted. 96-97% of opponents and supporters of the amendments 3-4% on all platforms. This suggests a relatively good representativeness of the survey. Of course, once again, there is a share of uncertainty and a weak reflection of the views of those who have their opinion on the situation, different from those shown. But figures collected quite large, in principle, allows you to make an absolute disdain.

2. Next, we calculated the percentage of the distribution of social networking accounts among the total number of auditors. Simply put, I counted the total number of the accounts and the share of each social network in it.

	Twitter	Facebook	Vkontakte	Moi Mir	Odnoklassniki
For	2%	3%	26%	54%	14%
Against	2%	2%	28%	54%	14%
In total	2%	3%	26%	54%	14%

An expert on social networks, word of mouth lab published a ranking of social networks and the countries of the CIS, which speak in Russian. The rating was attended by over two hundred and Internet projects with a Web 2.0 format and claimed as social networks.

First place, as in the previous ratings, occupies the undisputed leader of Web 2.0 in RuNet service Vkontakte. The most visited social network in the CIS considered a direct clone of Facebook web service, as long as it's primary resource does not have applications, especially games, which helped her to prove their uniqueness, and establish itself in the leading position, the press center www.SarafannoeRadio.org.

In the second place the social network of Live Journal, in English - LiveJournal or LJ, in Russian - LiveJournal or LJ. It is a platform to host online diaries, communities, personal and collective blogs, publications, recordings, and comments.

In third place is the most recognizable of the Internet Russian-speaking users of social network.

Classmates. The service, which allows you to find and restore contact with former classmates, fellow students, alumni, friends, school and student years, friends and acquaintances.

LiveJournal in the rating is above Odnoklassniki because, according to the global ranking of attendance of sites, from a recognized international expert Alexa the Web Information Company, attendance classmates in the world below LJ. Google Delicious LinkedIn ranks 81st in the world in attendance, and classmates - 92.

On the other hand, in Russia, Odnoklassniki visited more than Google Delicious LinkedIn. In the national ranking of attendance, Runet Classmates are on the 5th place among all sites, after Yandex, Почта@Mail.Ru, Vkontakte and Google.Ru. And LJ only in 10th place, after a Rambler, Google.com, YouTube and Wikipedia.

Live Journal in the international arena has an advantage more than in RuNet, because of the percentage of users from Russia, is only 1/3 of LiveJournal users. The fact that the Americans created the original LiveJournal, to gain influence in the world, and then bought by Russians. The audience also classmates at 2/3 are users from Russia.

According to the laboratory experts of mouth, LJ policy has attracted a growing number of progressive people and leaders than politics classmates.

Content generated on LiveJournal is not only the owner of the resource but also users. Content indexed by search engines, it is possible to refer to outside service, you can not be afraid to remove without explanation profiles and groups, site administration. And, most importantly, users can receive compensation for the accumulation of interesting content in the form of monetization.

№	Social network	Country	Alexa Traffic Rank	Place website in the country	% of Kazakhstan	PR Google	TCI Yandex	External links Google	External links Yandex
1	vkontakte.ru	Russia	34	2	78,2	7	41000	1060	10000000
2	livejournal.com	Russia	81	10	35	8	40000	25200	17000000
3	odnoklassniki.ru	Russia	91	5	67,3	6	6300	1450	16000
4	my.mail.ru	Russia	-	-	71,9	6	2000	683	8000000
5	blogs.mail.ru	Russia	-	-	71,9	7	3400	352	20000000
6	liveinternet.ru	Russia	295	15	66,6	9	27000	0	3000000
7	rutube.ru	Russia	956	41	66,1	6	7100	2300	2000000
8	diary.ru	Russia	1152	37	82,1	4	3000	0	6000000
9	mamba.ru	Russia	1460	63	67,0	5	1800	474	172000
10	travian.ru	Russia	1680	74	72,0	4	375	54	1268
11	loveplanet.ru	Russia	1878	70	79,5	6	3300	342	895000
12	one.lt	Litva	1959	3	87,1	5	0	47	20000000
13	habrahabr.ru	Russia	2034	103	54,5	6	5300	0	117000
14	beon.ru	Russia	2040	66	75,9	4	950	110	5000000
15	mirtesen.ru	Russia	2074	98	67,9	5	600	0	719000
16	moikrug.ru	Russia	2818	99	81,9	7	2600	57700	4000000
17	planeta.rambler.ru	Russia	-	-	80,9	7	1300	3340	118000
18	i.tut.by	Belarus	-	-	81,8	5	60	115	6372
19	live.hh.ru	Russia	-	-	96,3	4	-	-	-
20	odnoclassniki.km.ru	Russia	-	-	72,2	6	1700	603	1970
21	start.qip.ru	Russia	-	-	72,8	6	170	283	1421
22	privet.ru	Russia	4104	169	73,5	5	1600	96	599000
23	live.cnews.ru	Russia	-	-	71,9	4	230	83	9276
24	newsland.ru	Russia	4670	172	81,1	5	3900	204	70000
25	fotostrana.ru	Russia	4831	178	75,9	4	275	0	14000
26	ct.kz	Kazakh	5074	12	87,8	4	350	46	5906
27	one.lv	Latvia	5388	8	85,7	6	90	0	2299
28	mylivepage.ru	Russia	5530	241	71,1	5	1700	0	4989
29	babyblog.ru	Russia	7134	246	76,6	5	450	98	1000000
30	smi2.ru	Russia	7326	323	68,9	4	1700	2520	28000
31	kiwi.kz	Kazakh	7637	18	87,5	4	230	193	16000

32	promodj.ru	Russia	8864	507	67,1	4	3800	0	1000000
33	dirty.ru	Russia	11165	544	62,3	5	1200	531	451000
34	blog.ru	Russia	14229	709	69,4	5	1200	67	14000000
35	povarenok.ru	Russia	14444	777	58,7	4	325	769	4299
36	moskva.com	Russia	15855	819	73,8	5	800	169	519000
37	connect.ua	Ukraine	23009	174	64,2	4	425	0	343000
38	vkrugudruzei.ru	Russia	23197	1253	64,4	6	110	0	9128
39	yvision.kz	Kazakh	25524	60	87,6	4	90	160	7014
40	toodoo.ru	Russia	33183	2287	60,6	5	600	0	4742
41	limpa.ru	Russia	36593	4940	40,6	5	110	49	94000
42	drugme.ru	Russia	38796	1354	74,1	4	230	533	4386
43	grabr.ru	Russia	45334	2700	66,6	3	30	54	220
44	faces.md	Moldova	45512	22	33,2	4	120	59	611000
45	fion.ru	Russia	49476	2310	89,4	2	600	27	48000
46	jnet.kz	Kazakh	52283	85	100,0	1	0	-	42
47	spaces.ru	Russia	57640	2068	83,8	4	140	18	5000000
48	autokadabra.ru	Russia	60387	2510	88,6	5	160	0	3863
49	blogs.klerk.ru	Russia	-	-	92,5	5	90	90	1986
50	rybak.pri.ee	Estonia	-	-	41,6	3	10	1	967
51	people.ukrhome.net	Ukraine	-	-	45,6	3	20	16	117
52	lj.rossia.org	Russia	-	-	67,2	5	850	0	448000
53	cafe.beeline.ua	Ukraine	-	-	87,9	4	10	38	395
54	idler.idhost.kz	Kazakh	-	-	92,9	0	0	1	17
55	my.most.ua	Ukraine	-	-	75,4	4	10	38	2606
56	blog.inf.by	Belarus	-	-	38,8	4	20	380	4165
57	vaau.ru	Russia	64191	6146	54,5	5	1400	36	79
58	weborama.ru	Russia	64946	3396	68,0	5	150	70	92000
59	mmm-tasty.ru	Russia	71097	2710	86,2	4	120	42	5522
60	revision.ru	Russia	74550	7838	56,3	5	475	51	1609
61	turmir.com	Ukraine	78494	1390	43,5	0	400	122	216
62	myjulia.ru	Russia	81318	5275	59,4	4	250	392	151000
63	ilovecinema.ru	Russia	83031	4181	72,4	6	300	336	2094
64	telefoner.ru	Russia	85879	7032	48,0	3	20	11	1679
65	livelib.ru	Russia	86126	3702	73,9	5	300	56	3337
66	spurtup.com	Russia	87544	3452	92,2	3	90	0	17000
67	brandz.ru	Russia	97855	5578	85,2	4	90	382	2556
68	nur.kz	Kazakh	10336	23	84,6	4	240	45	469
69	taba.ru	Russia	105276	6893	75,6	4	160	99	1563
70	hayland.am	Armenia	106538	8683	40,2 P.	6	30	0	67

				P.					
71	rybalka.com	Ukraine	112921	1585	66,9	4	110	0	5346
72	venividi.ru	Russia	120192	10216	50,1	3	240	13	4785
73	korica.info	Russia	126674	8065	65,7	3	50	21	833
74	profeo.ua	Ukraine	132822	1523	86,2	4	80	24	29000
75	webdigg.ru	Russia	135178	4924	73,9	3	10	35	73
76	univer.by	Belarus	136120	567	49,9	3	100	0	47
77	politiko.com.ua	Ukraine	138007	777	94,6	4	50	45	3048
78	seominds.ru	Russia	141393	6057	77,6	2	10	18	129
79	blogus.ru	Russia	143267	7511	74,3	4	80	0	2006
80	tuse.ua		175830	1581	97,8	3	50	4	406
81	dogster.ru	Russia	183844	9109	85,7	2	650	23	8632
82	bookmix.ru	Russia	206756	11674	80,2	4	60	348	1404
83	blogonline.ru	Russia	220627	34529	31,2	6	170	181	1444
84	face.ge	Georgia	222864	116	78,2	5	10	4	1871
85	itblogs.ru	Russia	261099	16699	61,2	4	190	99	4864
86	ruspace.ru	Russia	263370	26927	40,7	3	850	50	1000000
87	braincash.ru	Russia	268980	3478 У.	57,5 У.	0	0	0	18
88	yousmi.by	Belarus	271455	2319	56,9	4	60	0	1217
89	blogistica.ru	Russia	272738	24190	57,1	3	10	6	211
90	community-seo.ru	Russia	288209	48832	61,5	0	20	0	26
91	rutvit.ru	Russia	297712	19422	78,6	0	10	8	2177
92	garm.kz	Kazakh	305395	472	98,0	1	0	0	15
93	turkmenworld.com	Turkey	314645	18830 Я	100,0 Я.	3	0	0	19
94	vsevmeste.by	Belarus	340710	1576	70,4	3	0	6	1501
95	moirodnye.ru	Russia	344871	29976	57,9	4	60	0	507
96	lover.ee	Estonia	345723	241	100,0	4	20	0	600
97	sosedi-online.ru	Russia	351325	15799	100,0	3	80	2	1339
98	face.by	Belarus	366919	3127	43,2	5	20	0	711000
99	vceti.by	Belarus	376637	2591	69,0	2	0	4	977
100	bakupages.com	Azerbaijan	381478	37306 P	59,1 P.	5	170	44	2314
101	people.md	Moldova	397217	88	79,4	3	40	3	209000
102	resident.kz	Kazakh	412563	1851	97,5	3	0	19	336
103	vsetut.uz	Uzbekh	440866	290	72,3	4	10	18	10000
104	prweb.com.ua	Ukraine	444299	5007	74,2	4	50	96	1567
105	birge.kz	Kazakh	449149	1136	69,4	4	20	16	56000
106	opa.by	Belarus	452033	34343 P	68,1 P.	3	20	6	122
107	mozg.by	Belarus	483391	41985 P.	62,3 P.	3	50	45	1062
108	webkrug.ru	Russia	486654	29873	88,9	3	80	0	198

109	ludi.by	Belarus	494695	3305	100,0	3	0	0	71
110	mazoo.net	Russia	510662	39400	58,9	3	90	20	654
111	delovoymir.biz	Russia	518559	31974	87,3	2	30	0	117
112	drupal.by	Belarus	541388	4283	37,2	0	30	38	152
113	cemya.jc-club.org.ua	Ukraine	-	-	64,8 P.	2	-	-	-
114	estonia.tutvus.net	Estonia	-	-	57,4 P.	0	0	6	1
115	x-libris.net	Russia	569134	43221	75,9	0	30	3	240
116	pososedstvu.ru	Russia	588150	44497	67,8	3	0	0	135
117	belarusy.by	Belarus	624001	3501	54,6	2	30	56	17000
118	armlove.ru	Armenia	624815	243	100,0	0	0	2	20
119	tusa.co.il	Russia	651829	6154.	77,4.	3	10	0	72
				Из	Из				
120	kohtekct.ru	Russia	666302	45586	94,4	0	80	5	158
121	my-lib.ru	Russia	674066	62465	71,2	3	50	18	4000000
122	hayutyun.am	Armenia	699803	937	37,8	3	0	0	1
123	clubby.kz	Kazakh	706604	-	-	0	0	1	-
124	beniz.az	Azerbaijan	740923	2409	66,2	3	10	0	160
125	colegi.md	Moldova	775053	651	42,6	3	10	0	1912
126	youmama.ru	Russia	786120	32396	90,7	4	40	20	425
127	rusedu.net	Russia	839035	54478	95,5	2	40	41	93
128	vnezapno.ru	Russia	919729	57969	73,0	0	30	6	262
129	astrobaza.ru	Russia	926658	-	-	0	0	0	10
130	webnovosti.com	Russia	967249	66215	44,2	1	10	2	66
131	kazkontakt.kz	Kazakh	1000046	-	-	1	0	2	344
132	autovisio.com.ua	Ukraine	1015695	12145	68,2	1	10	20	1416
133	narushaem.net	Russia	1039813	63063	97,0	2	10	52	162
134	blogistan.ru	Russia	1046062	67861	70,4	3	20	3	90
135	sowa.kz	Kazakh	1094632	-	-	2	0	-	-
136	oceni.com.ua	Ukraine	1141886	17355	100,0	0	0	2	7
137	homeclub.kz	Kazakh	1165056	-	-	3	0	1	1
138	100druzei.ru	Russia	1190977	80281	58,1	3	30	29	123
139	showblogs.ru	Russia	1194739	59625	68,6	2	0	1	3785
140	yes.md	Moldova	1415556	76306	86,1 P.	3	40	0	76000
				P.					
141	webice.ru	Russia	1535116	77054	45,8	0	20	1	21
142	7ruk.ru	Russia	1577698	130361	76,7	3	60	0	236
143	beta.enetri.com	Ukraine	-	-	62,3	3	-	-	-
144	strelka.com.ua	Ukraine	1636541	-	-	1	10	0	3120
145	loveplaneta.by	Belarus	1639952	-	-	4	20	5	1826
146	sinfdosh.uz	Uzbekistan	1741635	-	-	3	0	0	31
147	uzeit.ru	Russia	1829351	118716	73,0	1	0	0	645
148	advirtus.ru	Russia	1836318	61348	87,1	3	30	12	120
149	liveinternet.kz	Kazakh	1903904	-	-	0	10	0	90

150	maculature.ru	Russia	1927831	-	-	3	20	0	1
151	love.uz	Uzbekh	2022708	-	-	5	30	2	992000
152	science-community.org	Ukraine	2113545	50203	53,2	4	40	128	78000
153	indonbass.com.ua	Ukraine	2144798	39379	100,0	3	10	1	426
154	amur.eu	Estonia	2146936	-	-	2	0	1	8
155	mirc.md	Moldova	2330964	1501	100,0	1	0	0	42
156	extreme.md	Moldova	2426705	4693	37,0	2	10	0	88
157	haapsalu.net	Estonia	2437521	-	-	0	0	0	181
158	presscom.org	Russia	2516155	-	-	4	100	102	188
159	seeeto.com	Russia	2577132	-	-	3	10	0	89
160	zabarankoi.ru	Russia	2580179	-	-	2	20	0	209
161	otdihali.ru	Russia	2642117	-	-	2	20	1	5174
162	npj.ru	Russia	2710029	109108	70,7	5	300	35	2767
163	liveindex.ru	Russia	2848968	-	-	1	10	0	149
164	folk.in.ua	Ukraine	2901720	-	-	0	10	2	456
165	vspomni.ru	Russia	2948688	-	-	5	300	0	128
166	wytopia.ru	Russia	3178705	-	-	2	20	2	134
167	vkontakte.kg	Kyrgyz	3216369	-	-	2	10	1	490
168	stranadruzei.ru	Russia	3335640	-	-	1	10	0	111
169	fakultet.ru	Russia	3798261	-	-	0	40	0	58000
170	zvezdis.ru	Russia	3935142	-	-	1	10	0	138
171	parta.by	Belarus	4165220	-	-	5	20	7	72
172	cream.by	Belarus	4200726	-	-	3	0	2	29000
173	istar.uz	Uzbekh	4395858	-	-	3	0	1	83
174	nafrontizmin.com	Ukraine	4409852	-	-	3	0	0	0
175	umka.mobi	Russia	4471622	-	-	3	10	9	0
176	papamama.com.ua	Ukraine	4501375	-	-	4	30	0	11
177	videogai.ru	Russia	4691811	-	-	2	10	1	3415
178	cozeta.ru	Russia	4878614	-	-	2	10	0	9
179	opencoffee.ru	Russia	5356773	-	-	0	10	0	42
180	ribalka.by	Belarus	5541431	-	-	1	0	1	11
181	prieteni.md	Moldova	5616235	-	-	3	0	0	36
182	belmash.com	Belarus	6192132	-	-	0	0	0	1
183	friends.ua	Ukraine	6561580	-	-	4	20	0	202
184	spaceaz.com	Azerb.	7100127	-	-	1	0	1	77
185	all.4you.uz	Uzbekh.	-	-	-	3	0	2	190
186	vseti.kz	Kazakh	8330209	-	-	1	0	0	6
187	vmire.kz	Kazakh	8970844	-	-	2	0	0	6
188	buhashka.ru	Russia	10344640	-	-	1	0	0	2
189	dumalka.ru	Russia	11526589	-	-	0	10	0	1920
190	myfriends.uz	Uzbekh	11878092	-	-	3	0	1	28
191	bipmoldova.com	Moldova	12356859	-	-	3	0	0	6

192	webfairy.ru	Russia	12386230	-	-	1	0	6	21
193	megaperson.ru	Russia	12780687	-	-	2	10	1	15
194	friendbook.ge	Georgia	13008199	-	-	0	0	0	14
195	poiskpeople.ru	Russia	14662882	-	-	0	0	1	153
196	moe.by	Belarus	15008043	-	-	3	10	0	23
197	balticlif.ee	Estonia	19289785	-	-	4	0	0	1
198	dropp.ru	Russia	23272634	-	-	0	0	0	9162
199	navstreche.com.ua	Ukraine	24323402	-	-	0	0	0	3
200	yatalent.com	Russia	27595605	-	-	2	60	9	5409
201	smspr.ru	Russia	27723195	-	-	-	-	99	901
202	mamba.kz	Kazakh	-	-	-	4	0	0	28
203	uascientist.ning.com	Ukraine	-	-	-	3	0	0	75
204	ecso.uz	Uzbekh	-	-	-	3	0	0	3
205	smotri.ee	Estonia	-	-	-	2	0	1	3
206	love.torrent.ee	Estonia	-	-	-	2	0	1	2
207	mycontact.com.ua	Ukraine	-	-	-	1	10	0	67
208	iloveu.kz	Kazakh	-	-	-	1	10	0	55
209	moymirok.com	Russia	-	-	-	1	0	0	24
210	kazakhstanec.kz	Kazakh	-	-	-	1	0	-	-
211	l-sr.ru	Russia	-	-	-	0	20	0	95
212	social.azov-media.com	Ukraine	-	-	-	-	-	-	43
213	hay-site.ru	Armenia	-	-	-	0	0	0	23
214	supolka.com	Belarus	-	-	-	0	0	0	9
215	lov.by	Belarus	-	-	-	0	0	0	8

The number of open messages, published in social media Russian month increased almost one and a half times compared to the beginning of the year and is about 300 million. Daily posted about 10 million posts, comments, tweets and other public communications. Between the sources of the ratio in the number of Russian-language weekly published reports about the following (only public messages, private conversations counted): FaceBook: 13 million messages, Twitter: 37.5 million messages LiveJournal Share: 640,000 Posts [1].

According to the most promoted by the social network in Kazakhstan became Facebook, which scored 118 mentions. The second line is Vkontakte, gaining 75 references, and the third position belongs to the microblogging network Twitter, which scored 41 references in the past month.

Outsider's rankings of popular social networks in Kazakhstan became to Flickr, Gaydпарк, Myspace, My Circle, Friendster [2].

These data confirm the trend of transformation of LiveJournal in the media - visitors who leave the Learn at least one post a comment or a week - just over 1% of the total audience.

Active authors on Twitter nearly 40%, and it is a record figure in social media, and the growth trend twitter saved. Average weekly number of Russian Twitter users increased as follows:

Along with the number of users increases and the number of tweets. Thus, the second trend, the growth of Twitter and its influence are confirmed. Despite statements by a slowdown in the growth of Twitter on an international scale, in Russia, the number of fans of microblogging continues to grow quite actively.

The main trends identified:

- Number of users of social media in Kazakhstan continues to grow, with it, increased the number of active writers and readers.
- The most actively growing network is Twitter
- The number of public posts and discussion as V Kontakte remains high description of social networks in Kazakhstan.

The center of gravity, ct.kz - a platform with thousands of blogs, RSS export blogs, photos and more than 50 thousand images and comments, the forum with more than 10 million messages, chat, conference, recording, calendar, ranking, statistics. The site is on the northern platform of Fujitsu.

Kiwi.Kz - Video Portal, winner of the National Internet Award 2009 in the category Award.Kz Network services. It allows you to broadcast for free, watch online, and upload videos in various categories. Communities, music, radio and statistics. Ability to add liked video in your community, add a video link to social media and send it to friends. Convert videos to mp4, convenient for mobile phones.

My Nur, nur.kz - blogging platform, 100 thousand profiles, straightforward and user-friendly interface, ranking blogs, friends (family, school, university, work, the army), forums, message function for avatars to vote, share photos. Translator into the Kazakh language. Storing and listening to music, chatting with friends, news of friends, search for new friends, view and share videos, video channels, live. Winks and sending greetings. Search, email, ads, jobs, cars, sports, finance, contests and games.

Your vision, yvision.kz - a web service online diaries belonging to registered users. Blogs, open and closed communities live, recording, discussion, rating, Section popular and active bloggers, contests. People Search by city and interests. Classification records, rating, and review.

J-Network, jnet.kz - social network union of professional web developers in Kazakhstan, development of communication sites, the organization of joint meetings, regular exchange of experience, the creation of useful projects and services, web development training. Thoughts, ideas, useful materials. Articles, comments, live, collective and personal blogs.

Mwk.or.kz - social network, search for their classmates and friends. Various plug-ins, "Albums", "Video", "Group", "Diary", "Games", "Music", "Home", "Polls", "Events" and "Chat".

Idler.idhost.kz - a social network in Kazakhstan, old friends, new meetings, acquaintances. Virtual albums with the same interests, share information, expansion of the range of communication, erasing boundaries and reducing the distance.

Garm.kz - Kazakhstan's social network, dating and chat. Providing functions, "Albums", "Battle", "Video", "Group", "Diary", "Music", "Home", "Polls" and "Events".

Kazkontakt.kz - friends, classmates, relatives and friends. Radio, music, games, messaging, photos and music. Check in. Groups, voting, blogs, gifts.

Birge.kz - chat, clubs, blogs, flash game, tests, and videos. Log in to the social network via registration. Dating. The primary audience - the inhabitants of the regions of Kazakhstan, speaking in the Kazakh language. A wide range of themes and dynamic images.

Resident.kz - Kazakhstan's show business, clubs and events in the world of fashion, cinema and music. Photo agency, photo reports the highlights of Kazakh life. The award ceremony, concerts, festivals, exhibitions, visits to the stars, the opening of new schools, significant parties, private parties and events of discharge must be. The awards, premieres, presentations and other unusual events taking place in Kazakhstan.

Clubby.kz - stylish and colorful social network to express themselves, present their talents and works to society and national recognition. A variety of subjects.

Sowa.kz - stylish and comfortable social network about the events of the nightlife. Discounts and free admission to the best events and private parties. Listen to and download the modern club music. Communication with the famous DJ-s. Clubbers and fans of nightlife.

HomeClub.kz - advice, and tips on the subject of capital, conferences, club Houmbanka, communication with bank employees. Puzzle, photo competitions, chess, and coffee shop.

S.ktv-sk.com - Kazakhstan's social network in Kazakhstan. Register via e-mail. Polls sorted by the recently established, the number of responses, the number of views. Albums: The newly created and newly renovated. Games. Statistics. Invitations friends. Comments. Vote. Developments. Albums. Interest Group. Blog entries. Music. Top. News. Best photos.

Nsc.kz - social club. Free content management system with social features. Gallery, selection of the best photos. Subject forums. Reading Room: articles, news, interested in reading, health, and beauty, proverbs, sports, poetry and prose. Check in. Clubs. Video. Comments. Personal and group blogs. RSS-feed blogs. Humor. Favorite posts.

Qamal.kz - a social network with different scripts created on genuine enthusiasm, for the Kazakhs, Kazakhstan and their friends, for those who are interested in the culture of Kazakhstan. Kazakh language.

VMire.kz - a social network in Kazakhstan. Meetings with the same interests, love, photos.

USSR.KZ - International social network born in the USSR. Obtaining citizenship through registration USSR.KZ online. Free full communion with the person or group of individuals, voice and video chat. Meet new friends, private messages, and forums. Look for schoolmates, colleagues, co-workers and

acquaintances. The ability to publish their ads for sale, purchase or exchange any items, and place their links, photos, MP3 and other files. Participation in ratings, votes, polls and games. Creating blog posts and posting articles. Building partnerships and interest groups. Latest News Internet.

Vseti.kz - a social network in Kazakhstan with an easy and straightforward interface. Old friends, interesting meetings photography. Memories, search and getting to know interesting people, the opportunity to talk about this and that. Exchange of information, virtual galleries, expanding the circle of communication.

ILOVEU.kz - social network dating in Kazakhstan, Russia, and CIS. Dating for marriage. Correspondence, Find friends, dating club for a serious relationship and family formation. Communication, meeting, love, long-term relationship, and so on. Free dating service. Communication of millions of boys and girls. Find a friend or a friend, life partner or partner. Rating TOP-100. Travel. Diaries. My Profile. Mobile version. Check in. Search millions of profiles. New faces.

One set, Poi.kz/soc - social network poster and faerschikov Kazakhstan, depicting the fire. Check in. Education fakelovercheniyu, clustering, exchange of information on drawing in the air with burning torches on long ropes. For anyone who is willing to take the shells, kerosene, liquid to ignite wood, lamp oil, lighters and start "to turn the lights."

iSport.kz - sports social network in Kazakhstan. Collective and personal blogs, people, predictions, live broadcast. Sports news. Publications and comments. Statistics, ranking, top topics. Members: active and adverse. Countries and cities. Voting.

If we look at the monthly number of messages in each of the social networks, the major growth, as well as in the statistics with the number of accounts, there have Twitter. The increase in the number of messages per month, in millions, is as follows:

The growth of Twitter and share its effects - this is the second trend, which we would like to draw your attention. Despite the fact that Twitter is still primarily a platform for the elite, rating and authoritative Twitters virtually hand over their positions, the number of accounts and the flow of Twitter messages will continue to grow for the next year. This trend is strongly influenced by the tendency towards integration between different social media, for example, you can set up an automatic publication on Twitter Learn from their posts.

Despite the growing popularity of Twitter in Russia, the extraordinary place for discussions in RuNet remains Vkontakte. For example, returning to the analysis of the case "The Voice," you can see that during the broadcast Vkontakte almost the same number of messages with the views of the TV project and its participants, as well as on Twitter. And this is only the Russian trend: in the west of the bulk of the "social TV" flow of messages focused on Twitter. Moreover, this trend is lobbying himself Vkontakte, moving from search classmates to chat site.

Some posts as Vkontakte growing, though the messages themselves are much smaller than on Twitter. Data from October to January (forecast), in millions of words:

An unusual situation is observed in LiveJournal: over the past three years by TNS Web Index data, the number of users who have accounts on LiveJournal fell from 9 to 5%, which at first glance looks scary, in particular against the background of the general growth of social media. But the number of visitors to the live magazine stable, and in some periods and significantly increase their numbers:

So nothing heralds the death of the blogosphere. In recent years there has been a steady trend towards the professionalization of blogging. Live and popular blogs are still thousands more, favorite blogs successfully monetized, and on the content and the size of the audience is becoming more like a large online media. This contributes to the policy of LiveJournal, which in the past year has undergone significant changes - Learn ambassadors appeared in many cities in Russia, extreme modern "school of bloggers." Against the background of trends in the socialization of online media and the arrival in Russia of the direction of social TV, improving user confidence in information obtained on the Internet, we can say that the relatively stable in recent years the trend will not leave us in 2013.

- Social Media in the world and their influence continues to grow, penetrating deeper into the regions.
- The most rapidly growing and active network – Twitter.
- Vkontakte becomes not only a network of friends turning into a media-entertainment portal and a platform for discussion.
- LiveJournal user's increases while reducing the authority and becoming more like online media.
- At the same time, online media are becoming more and more similar to social networks.
- Social media does not cease to users Love, and therefore Social Media Marketing will not take the position.

PS: In the process of preparation of this article I came across an interesting study of Western. One of the major trends in 2013, experts believe the monitoring and analysis of social media and forecasting long-term effects on their basis. We see that this trend already confirmed in Russia [3].

Social Media - is a rapidly growing business, which produces in various aspects. More and more, they say that the development of business in social networks through online communities - is the key to creating successful relationships, strengthen marketing, allocation from the crowd. On social media trends in 2014 tells the magazine Marketing Media Review (MMR).

If you have any social networking platforms on every corner's hard to understand what is best to allocate time and resources. Nearing the end of 2013, you can make assumptions about where social networks work, and how to join them.

The digital age creates different media environment. Reporters are accustomed to operating in cyberspace. As noted earlier, "coverage of international events was a matter of uncomplicated" [4]: it was necessary to wait for the arrival from abroad of any vessel, to interview the passengers, and then - how to run faster to the editor to your newspaper was able to beat the competition and publish news first. Linkages between different countries meant a physical presence. To find out

the news, the reporter had to be in the thick of things and to transfer them to a newspaper he had any time to return to the editor.

The most common objectives of the visit social networking sites have to chat with friends, upload and view photos, and participate in different online communities, dating to increase business contacts, downloading all sorts of media files.

Active users of social networks are experiencing a slight concern about the confidentiality of personal data.

The Internet is an international computer network that unites together the users of computer networks and connects regional, national, local and other networks.

Without the Internet today is not the person is living. The Internet is a "bottomless pit, which filled with information" different content, open to everyone. Social Networks have long been a powerful and efficient channel of communication between brands and consumers. We will not focus on how to promote the social networks: it found here. Let's look at the major trends that will be relevant in 2013. Let's see what will social networks and prepared when working with them.

Statistics show that the number of smart phone users continues to grow steadily worldwide. In developed countries, this figure is an average of 25% per year. Therefore, the "mobilization" of users, and as a consequence, the "mobilization" of social networks should make companies more actively offer their products and services to users of smart phones and tablets.

Shortly we will see how social networks will actively improve the mobile applications to use location-based services, and create new ways for users of mobile communications.

Twitter in 2013, plans to launch the platform advertisements. This will enable small businesses to get started with promotional accounts and promotional tweets. Now Twitter quite a bit of advertising and it is not annoying. Let's see if I can make money from Twitter without losing popularity among ordinary users. But while the number of Twitter users is growing steadily. Perhaps the company has even released an IPO.

Some Facebook users also continue to grow, and the end of 2013 will amount to 1.2-1.5 billion people projected. Advertising on Facebook is significantly increased to 3-6% CTR. Of course, Facebook will develop and this direction also. Rather, advertisements themselves will be better, as targeting becomes more subtle.

Nothing will prevent "Vkontakte" hold the lead among social networking sites in the territory of Russia, Belarus, and Ukraine. February 5, 2013, in the social network two hundred millionth registered user. Therefore, progress in this social network will continue to be extremely useful.

It is necessary to look at the rise in the popularity of Yahoo and Google +. Transformations in Yahoo started talking some time ago, when Marissa Mayer, who led in the Search Group at Google, went to work at Yahoo. More recently, the

Western press began to write about a possible "search" alliance Yahoo and Facebook.

If we talk about Google+, a resource which in 2013 will celebrate its second anniversary, then, according to experts, these social network marketers must demonstrate certain advantages over Facebook. The sound is not very convincing, but we'll see.

In LinkedIn has changed, quite inconspicuous, but it seems that it is to be followed by further transformation. On the pages of companies now have the status of updates, products, and services better? Advertising LinkedIn will be an excellent tool if the social network continues to move in the right direction.

High interest in the visual content will continue in 2013, so at the peak of popularity remain Instagram and Pinterest.

Your Pinterest opened a free registration in 2012; it has already brought a lot of good brands but did not work on it. First, they have to buy a wider audience. However, a careful expert can already see a number of useful tools this social network. Most likely, Pinterest even surpasses Instagram. It is worth bearing in mind the representatives of those companies whose business is not without visualization products or services: 41% your Pinterest users to post "branded" content, while in Instagram, the figure is 35%.

50% of Pinterest users come to the site of the social network every day. Whereas on Instagram, the figure is 31%. Also, about 60% of users of Pinterest (40% against the Instagram users) are planning to use the service shortly more likely.

Many people today do not represent life without social networks. This covers the entire web without making discounts on status, gender or age. Instead of the Internet, a mine of information, search, and read something useful, first of all, millions of people come to the personal pages "social networks." Psychologists say that everyone needs to be assessed him from others. Social networks provide a person an excellent opportunity to show themselves, their achievements, perhaps embellished and exaggerated. Away from social networking to modern society did not succeed too well, they settled in his life. Today's citizens do not want to be alone, and easier to find options on the Internet. One only "social networks" myriad. This rating covers only the most popular services used by millions of people. Thus, the most popular social networks.

"Vkontakte" is the leader among other social networks - a kind of analog of Facebook, only to domestic production. If you compare this to the same network Facebook, the VC has long overtaken in attendance foreign analogs. Social networking is the best option to communicate on the web - there are many different groups and communities, focused on various hobbies, preferences, and age. In the social network can be free to listen to music or watch videos, post notes on the walls of the other participants, or just communicate.

"Classmates" - in this resource can be all those who had once been friends, learned and communicated. Convenient search allows you to find people with similar interests or hobbies. In this virtual world, you can see photos and pictures of other participants and the network and arrange meetings outside the network.

"Classmates" recently introduced an exclusive mode to communicate with a network of teenagers - 14. To reduce the threat of pedophilia, the administration has limited the communication of children and adolescents. Now they can receive messages only from the children of his age group, parents, and friends of the parents.

"My world" in this place, you can find old friends, with who once befriended. However, provided that friends also have an account in the system. In addition to the events of their friends can monitor the arrival of new photos or videos and read blogs participants in the system. There is a possibility to leave your notes on your page or pages of friends.

"Facebook" creators have tried to make the network for communication Harvard students. However, the scale increased significantly. The English-language network with the Russian version of the received global popularity among the different social groups. In the social network, you can find pages like ordinary people and the world famous person's page. Today, Facebook are 120 million people.

"Twitter" - a micro-blogging service, where each member of the system can tell what he was doing at the moment. To create your pages do not need any specialized knowledge, in a few mouse clicks. Network feature is that the length of one message is limited to 140 characters. With the help of short notes, the user can inform on what occupied, and all those who sign up to receive, see these notes. "Twitter" page contains a lot of show-business stars and public figures, fans and fans can keep track of which events in the life of their idols.

Social networks in the world today, more and occupy more space in the person's life. They are an important tool in the world of commerce, advertising and politics. Many advertisers and investors are actively using social networks for their PR. His pages on social networks, millions of people visit daily. It is with great pleasure spend time in front of the monitor, talking, looking at the video, listening to music. Analyst's online magazine for investors, "Market Leader," figured out how social networks are firmly in the lives of citizens of Kazakhstan.

A score of the popularity of social networking in Kazakhstan made by experts of "Market Leader" with the help of two indicators, namely the number of requests in the system Yandex and the number of mentions in the news Yandex. News for the month.

Five years ago the social networks were a novelty, discussed at dinner in every home. And now Facebook has almost everyone in the Twitter people come to know the latest news and entertainment for the welcome on YouTube. But in the CIS, in general, it appeared such a disease as "Vkontakte dependence," which absorbed almost all young people.

It would seem that much further, but on the stage of the Instagram and Pinterest appear, which, with incredible speed, gain their legions of fans. Social space - it's like "Alice in Wonderland," but instead of a rabbit at hand a rabbitry, rabbit burrows and only general infinite.

According to GlobalWebIndex, is:

- Mobile connection. Over the past two years, the number of people using cell phones to access the Internet increased by 60.3% and reached the mark of 818.4 million inhabitants.

- A device for the older generation. The Twitter audience of 55-64 years - the fastest growing segment (79% growth compared with 2012). On Facebook and Google+ have become the fastest growing segment of people aged 45-54 years (46% and 56%, respectively).

These are two key factors support the further growth of social networks. So, if your elderly parents did not come to dinner tonight, it is likely that any discovered Facebook, Twitter, or considering your photos V Kontakte and Odnoklassniki.

Let's see what the statistics on the main social networks.smmproject.com Facebook continues to grow and develop ways to make a profit through advertising and mobile users. Here is the latest statistics for the network:

- 665 million active users per day;
- 1.1 billion unique visitors per month;
- 751 million users with mobile phone per month;
- Only 189 million mobile users;
- Revenue from advertising on mobile phones is 30% of total income from advertising (in 2012 - 23%).

Twitter - the fastest growing social network on the number of active users according to research GlobalWebIndex.

- An increase of 44% from June 2012. March 2013;
- 288 million active users on a monthly basis;
- This means that 21% of Internet users log in to Twitter at least once a month;
- More than 500 million registered accounts;
- The most growing segment - people aged 55 to 64 years (ongoing growth of 79%).

Previously, to view any video, we were getting VHS-cassette, then it was DVD- players, then cable TV, and now we use YouTube.

The figures are from the blog, and YouTube allows us to assess the impact of this resource on our lives and culture.

- 1 billion unique views per month;
- 6 billion hours of YouTube users watch each month;
- It is twice higher than in August 2012.
- YouTube audience aged 18 to 34 years, longer than any cable television.

Google+ has a tremendous impact on the social network and is in second place for the development. Here you have the figures of this community:

- 359 million active users according to research GlobalWebIndex;
- For the period from June 2012 to March 2013. Google+ audience has grown by 33%.

The most extensive professional network in the world continues to grow, although not as quickly as Twitter and Google+. Before you statistics from Visual.ru:

- More than 200 million users;
- Every 2 seconds there is a new member of the community;
- If you think it's a social network used only in the United States, then you are profoundly mistaken - 64% of users are outside the United States.
- FaceBook recently established a new attendance record: 50.9 million people per day.
- Vkontakte most visited and fastest growing social network in the CIS.

It is important to consider the appropriateness of social media data in the context in which used. Opinion Three examples-population, indications and warnings, as well as human-made and natural disasters, used as specimens for this discussion. Special considerations in the examination of social media are necessary for its functionality in all these contexts, although some overlap.

To characterize the data, we propose a three-dimensional structure: volume, temporary change, and content. Each of these parameters must be independently described, depending upon the other, and with the type of question asked. Depending on the intended use of data representing the social media source data and the ability to measure change against the baseline will be crucial.

Characterizing the volume of messages, tweets, posts, etc. It is important when considering the framework for the activities of social media. Also, changes and fluctuations of several courses of time (e.g., daily, weekly, monthly and annual cycles), the geographical reasons, is also necessary. As has been shown in so-called "Arab Spring" uprisings, the volume of data traffic can vary widely depending on the event. Usually, we would expect that the amount will gradually change over time as users increase, the introduction of new platforms, as well as increasing Internet / Cellular presence or through reduced in cost or an increase in the infrastructure of penetration. In contrast to these incremental changes spikes in volumes in a particular geographical location or time, may be an indication of the event of interest. This type of change can indicate an acute event or more modest changes may be suggestive of a precursor event. For example, after the earthquake in Japan in 2011, the volume of Twitter increased by 500 times in the moments after the quake [5]. During the protests in Egypt that led to the overthrow of President Hosni Mubarak, the volume of social media shows the peak of activity in February 2011 in the midst of protests from the previous and subsequent months [6].

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Conclusion

Global information process strongly influenced development of national mass media. Around the world there is a liberalization and globalization of information markets. Such integration leads to that the information industry extends, erasing rigid borders between sectors of traditional systems of mass communication and creating new media systems. Historically these sectors developed separately, but now due to technological innovations, borders of these sectors were washed away, there is an active process of their integration. Integration process in much more degree covers technologies and information transfer systems.

In mass media appear tendencies which are expressed in strong increase in information streams, in emergence of new independent mass media, the media organizations, new participants of information process, in emergence of electronic newspapers, Web editions, blog spheres, social networks, in formation of the new information markets, services are shown. Cardinal shifts in technical ensuring communication process led to emergence of essentially new mass media. Every new mass medium doesn't cancel previous, and differentiates their mission, ways of delivery of information and its distribution.

Internet entered the different corners of the world, opening new opportunities for development of economy, culture, education, science, public life and business. Internet, cable, satellite, digital broadcasting, mobile telephony, social media are one of the main components of the globalization process. They are global in essence. Evolution consequences of new media are also global, now their introduction and development already change the forms of consumption of information.

Creation of informational and communicational infrastructure – allows speaking about situation updating in the field of the mass communication, the new media, based on social and economic and cultural transformations in society. On the agenda there are questions of competitiveness of mass media with foreign mass media, qualities of traditional and new media, fillings of new mass media with a domestic content, production of the Kazakhstan IT products and services.

In the conditions of world media tendencies, such as: globalization, convergence, digitalization, multicultural orientation, - actual become questions of preservation of national cultural originality, specifics of spiritual culture, art, valuable norms of social life during a globalization era.

Development of society becomes more dynamic, mobile due to interactivity, efficiency, availability of information and communication, and new mass media, social communication play in it an important role. New media increase possibilities of communication.

In Kazakhstan, as well as in many countries communication technologies which are the engine of development of modern society roughly develop. Informational and technological revolution intensified introduction and

development of global mass media, in Kazakhstan the satellite, cable television, a mobile telephony, a digital broadcasting quickly extends, the Internet, social networks actively develops, the number of Web editions, information multimedia of resources grows, fiber-optical communication, paid video gains quickly develops.

Social and economic changes of the Kazakhstan society defined the direction of development of the information technologies, new media of the country availability of information and communication, and mass media play in it an important role.