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Recommended for publication by the Academic Council  
(Protocol №6 dated by 27.02.2017)  
and the decision of the Editorial-Publishing Council al-Faraby KazNU  
(Protocol №3 dated by 17.03.2017)

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«The new media development in Kazakhstan»: monograph / K.N. Myssayeva, S.H. Barlybayeva. - Almaty: Qazaq University, 2017.-90 pp.

ISBN 978-601-04-

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.

Development of society becomes more dynamic, mobile due to interactivity, efficiency, availability of information and communication, and new media 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 modem 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, blog spheres, social networks actively develops. Cardinal shifts in technical ensuring communication process led to emergence of essentially new mass media, social media. Every new mass medium doesn't cancel previous, and differentiates their mission, ways of delivery of information and its distribution.

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