**Digital Broadcasting in Kazakhstan: Challenges for Training Journalists**

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In recent years, Kazakhstan has been successfully responding to the fact that in many areas "digitalization" is now taking place. A comprehensive program "Digital Kazakhstan" was adopted. President in early 2018 said: "It is necessary to adapt the education system, communication and standardization to the needs of new industrialization." Earlier, the Head of State proposed to convene a Eurasian summit dedicated to the development of digital technologies, the digital economy.

October 25, 2017 at The Ritz Carlton Almaty hosted the Kazakhstan Media Summit - an event of international scale, which was attended by leading media professionals from different countries.

The slogan of the summit is "Long live the digital revolution!". There is a noticeable transformation of the media. So, the annual increase in the time of viewing content on YouTube is 50%, of which 60% of the views are on mobile devices. When preparing future media and media designers, it is important to consider new trends.

Modern television in Kazakhstan, as in other countries of the world, in recent years, has been concentrating significant changes caused by economic processes, the development of information and communication technologies, social transformations. Understanding the regularities and dynamics of Kazakhstan's cable and satellite television in recent years is impossible without the correlation of its development with the global situation in the industry.

In large cities, advertisers willingly use cable TV services, whose audience is intensively replenished. In the first three months of last year, advertisers posted $ 4.2 million for the placement of commercials on Russian RTR, NTV and Ren-TV, relayed by Alma-TV.

Advantages of digital TV:

-increase of noise immunity in the transmission and recording of TV signals,

- power reduction of transmitters,

- an increase in the number of TV programs,

- Improving the picture and sound quality of TV receivers,

- expansion of the functionality of studio equipment,

- transmission in the TV signal of various additional information,

- creation of interactive TV systems,

- archive of TV programs and recording of TV programs,

- choice of language and subtitles.

Digital TV and broadcasting opens new perspectives for state and non-state TV and radio channels to introduce advanced methods of recording, reproducing, processing and transmitting audiovisual information based on digital standards.

Nationwide coverage of electronic media is carried out by 11 TV channels and 5 radio stations. At the republican level they broadcast: "Khabar" TV channels - 98.19%, "Kazakhstan" - 98.06%, "First Channel Eurasia" -78.82%, Kazakh radio-93.2%. /2012 data/ The satellite channel "Caspionet" operates in Central Asia, the Middle East, Europe and North Africa. In 2011, "Caspionet" (now this television channel called "KazakhTV") began broadcasting in the US, and its programs became available in America. Rural territories are covered in most broadcasts of state channels: “Khabar”, “Kazakhstan”.

The current level of development of states is largely formed on the basis of the use of information and communication technologies, based on active production and use of information. Not only natural resources and material wealth, but also the telecommunications infrastructure and information resources constitute national wealth.

 Internet, mobile telephony, cable-satellite TV - are one of the main components of the process of communication globalization. They are global in nature. The information, broadcasting, telecommunications industry is expanding, blurring the boundaries between sectors of traditional media systems and creating new media outlets (mass media).

Kazakhstan is actively introducing new information technologies into the media space. The vast territory of the country also contributes to the development of satellite TV - television without borders. A great help in this direction is the Kazakhstan cosmodrome Baikonur, the center for launching space rockets. In June 2006, the first Kazakh satellite, KazSat-1, was launched.

November 27, 2012. the government of the country approved the draft state program "Information Kazakhstan 2020".

This program contributes to the creation of an open information environment for the socio-economic and cultural development of Kazakhstan society.

The communications industry is moving to a new quantitative and qualitative level. The electronic media of Kazakhstan are the first to respond to the challenge of the times, they are changing their policies, trying to meet the new increased demands.

Undoubtedly, when preparing students, it is important to take into account modern phenomena. For example, someone began to create fake news, frank spam. How to identify them, do you need to deal with them, how to ensure the security of your own information, accounts. Today, students begin to improve their skills in TV in production with 2-3 courses. Thus, the expression "future journalists" is not relevant, because they are already in the industry. The rhythms and speed of informatization are so high that a journalist should have IT knowledge no worse than a graduate of the IT department. That's the point, polytechnics of higher education, but it will not replace humanitarian training: spiritual potential, national values should also be obtained in higher education.

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