

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.

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.