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**Reasons for the transformation of the architecture of media literacy in Central Asia:**

**a comparative analysis**

Different rates of development of digital media and new technologies in Central Asian countries entail a distortion of understanding of the importance of media literacy. The geographical proximity of Kazakhstan, Uzbekistan and Tajikistan does not become the basis for an identical preference for information sources, and the understanding of media literacy is very different. The article presents the results of a 2019 study conducted with the support of Internews on the use of media and the attitude of the local population to understanding media literacy. The study covers 3000 people from 14 to 65 years old. The results of the study show that a number of factors affect media literacy: access to new technologies, gadgets and the Internet, the economic situation of citizens, and the lack of systematic training in media literacy. The older the audience, the less awareness of such concepts as "plagiarism", "propaganda", "compromising evidence", "network addiction", "information war", "fake news". Not all citizens of these countries are willing to spend time clarifying or checking questionable information. Accordingly, from this we see that not all citizens understand the importance of media literacy in their lives and in general.

**Introduction**

Media literacy is the most important skill of a modern person, which allows to navigate the media space. The ability to work with information and literacy in the field of perception, understanding, interpretation of media texts, that is, critical thinking, have become important for a person of the modern era.

The study reveals the structure of the media environment in Kazakhstan, Uzbekistan and Tajikistan, the preferences and expectations of the audience, as well as the self-assessment of the media information literacy of the audience. Based on the goals, the research tasks were formulated: identifying the structure of the media environment, audience expectations and preferences; Determination of popular sources of information (TV, radio, print media, Internet media, social networks) and the level of trust in them; Revealing preferences in various types of media and preferences for various means of access to media content (TV, radio, computer, mobile phone, smartphone, tablet); Determination of the state of media and digital literacy of the audience.
**Research methodology**

The study covered citizens of these Central Asian countries from 14 to 65 years of age from the total number of citizens in each country: Kazakhstan - 66.5%, Tajikistan - 62.4%, Uzbekistan - 70%. 3000 people took part in the questionnaire survey: 1000 respondents from each specified country. By gender: 49% of men and 51% of women from ***Kazakhstan,*** 50.7% of men and 49.3% of women from ***Tajikistan***, 50.3% of men and 49.7% of women from ***Uzbekistan***.

Fieldwork was carried out in the period 20.07.2019 - 31.08.2019. The survey was conducted in the form of a personal interview with the respondent (face-to-face). The number of questions in the questionnaire was 50 questions + 11 socio-demographic parameters. The questionnaires were prepared in Kazakh / Tajik / Uzbek and Russian. A pre-test of the questionnaire was conducted in each country (20 interviews). When processing the survey results, the SPSS program was used.

**Key words:** media literacy, survey, Central Asia, fake news, information war