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shall develop regulations on cost accounting and calculation of cost of production, which must be specified methods of allocation of overhead and general administrative expenses. In the development of the situation is necessary to pay attention to the conventional methods of cost allocation.

The methods of cost allocation in agricultural production are:

- Allocation intended for the maintenance of plant and equipment of facilities planning and cost accounting;
- The calculation of unit cost of production of goods (works, services) of the auxiliary and ancillary industrial facilities that provide services to the main production;
- Distribution costs of irrigation and drainage, copying services bee pollination of crops;
- The distribution of the brigade (private), craft and general expenses;
- Determination of total gross costs of facilities planning and accounting;
- Calculation of unit costs of crop production;
- The distribution of the costs of content preparation center;
- Calculation of unit costs of livestock production;
- Calculation of unit costs of live weight of livestock;
- Calculation of unit costs of production subsidiary (industrial) production associated with the processing of agricultural products;
- Calculation of commercial (full) unit cost of commodity crops and livestock and industrial products by adding to the production costs costs to sell.

These provisions are acceptable to those of large farmers (peasant) farms, which, along with the Book of income and expenses are above ledgers. In the development of the situation on the cost accounting and calculation of the cost of agricultural production, it is necessary to take into account features of the production industry.

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CLASSIC JOURNALISM AND ONLINE-JOURNALISM

Gulaym Mamyrova

By the term journalism today, in the broadest sense of the word understand the full range of activities in newspapers and magazines. This term originates from the French word "magazine" which became fashionable in the XVII century, replaced the great German word "Tagzitbuch", and in the XVIII century, it became the common name of this type of printed media, by the beginning of XIX century, in parallel with the active struggle of opinions and beliefs, it has moved from the magazine to the newspaper. German meaning of "journalism" was originally defined the collection of all tied to a specific day of actual news, their careful handling and the public distribution through the newspaper. Performers of this work came to be called "journalists". Now in Germany they are called "editors", and formerly known as today already forgotten the words "Zeitungsschreiber" and the "newspaper people".

The principle of construction - using a non-linear hypertext markup and teasers. Initially online journalistic forms arose as a representation of existing media on the web. Purely online portals have appeared since the mid -90s. Today and for the classical print media operates motto: online first.

The Internet belongs to certain departments (editorial) it is not a prerequisite for working

in the media, there are no defined rules and path information to the consumer. When dealing with the daily printed newspaper reader knows exactly where he would find a particular article. All subject areas are located on the layout every day in the same place. Titles of articles, though not typical should be recruited in large type, but, as a minimum, must be oriented by theme.

Very remotely could define "Internet journalism" as a representation of an online resource of information of any content. Then, under this concept would naturally have fallen and the electronic version of the catalog "Otto", and the information on personal pages.

What differentiates online journalism from the "classic" journalism?

- multimedia
- interactivity
- wide coverage
- relevance
- infinity
- linearity

Multimedia: Online text can be supplemented with audio, video and graphics. It has a variety of media .

Interactivity: The user can immediately get in touch with journalists and others who express an opinion or provide new information.

Wide coverage: Title World Wide Web speaks for itself, the online product is distributed on a global scale. From the network it's possible to read and close the office for a thousand miles away, on the border of Russia or the United States.

Actuality: Internet means publishing in real time, almost without delay. The truth is that true at the moment, may cease to be a few minutes or hours, or days, but there will still be readable. So you need to keep in mind the (hidden) relevance.

Infinity: Internet knows no space problems, virtual memory, and therefore the place to publish virtually limitless.

Non-linearity: Text or some other material not necessarily read from beginning to end, it contains a bunch of other texts. The task of the journalist to create clarity and provide clarity.

How do I write for online media?

It does not matter for the newspaper or the Internet - one rule always applies: "The fact that you write, write short, and you will read, write clearly - and you will understand, write figuratively - and you will remember." It said the well-known American journalist Pulitzer, after whom is named the famous Pulitzer Prize.

But first you need to think, who is this so-called user, the internet user. Internet user - fast reader. It solves a very short time the suitability of web page requests it or not. Visual presentation and expressive texts and evaluate the user will read on. The author, when writing for the web, always thinking about the design .

Internet integrates design print media and television. But the reader is sitting in front of one screen. The site should look accordingly. 79 percent of online readers run through the text , search for key words, attaching great importance to clear structures.

Only 16 percent of online readers read every word in the online text. The four principles outlined psychologist Communications Friedman Schulz von Thun in the 1970s - is simplicity, clarity, accuracy and incentives. ease: means to formulate simple and clear.

visibility: means to write in an orderly, structured and systematic way.

accuracy: means to represent the content accurately and concisely. promotion:

An important aspect is the legal activities of a journalist on the Internet. In fact, the journalist is responsible for the published information, but in practice this is not always the case.

Users read on the F- scheme: accordingly should be placed messages and other information. Thus, the content is read more often in the middle of the page downwards. Location on the right, according to the research, the least attractive to the user.

E- reader - oriented information surfer who:

1. reads a lot of teasers and chooses



2. rather ignores the graphics and pictures
3. adds significant value and colorful headlines
4. more critical and skeptical than the newspaper reader
5. scans the text for keywords and reads jumps
6. wants to quickly find out why this text can be interesting for him
7. sometimes he just scrolls down, instead of reading he rather clicks on.

Online journalism is writing for the screen - Reading from the screen is intense and his eyes get tired - Reading the screen has disadvantages: poor quality of the screen (small monitors, low resolution is too strong intensity of the light), the lack of freedom of movement (often have to sit in an uncomfortable office chair, not cozy couch) - Data transmission: slow connection without ISDN or DSL- connection - it is difficult to open some pages, especially if they have a lot of multimedia materials Unnerving: a bad structure of the page, without a clear text, flashing banner ads and pop-ups.

Online News Association recognized Kazakhstan 's service "Free Europe" / radio "Azattyq", "Liberty" in the category of best resource for small non-English sites ' Excellence in Online Journalism". Association made the corresponding statement on its website. It is noteworthy that in the Kazakh and Russian languages in the updated version of the site was launched in August last year. The best news is the World Wide Web resource called BBC News. Resource noted for lighting in real-time attacks Mumbai (India). 26-29 November 2008 terrorists attacked two hotels and a residential complex. Then, killing 166 people. The online version of the newspaper The New York Times Nytimes.com was awarded in the category for large sites "Excellence in Online Journalism". Just been named winners in 13 categories. The competition results were announced on October 3. This is the tenth award ceremony. There were also marked the best video sites, investigative reporting, the best comments and blogs.

Almaty hosted the first conference blog Online journalism and blogging, report BNews.kz.

The purpose of the conference is to indicate the current level of the blogosphere Kazakhstan and formulate the key factors for further qualitative development. For two days, bloggers and journalists discussed the development of citizen journalism in Kazakhstan, the filling of multimedia content, trolling the Internet.

This conference was attended by a number of programs Ekho Moskvyy, broadcaster, blogger Alexander Ivy and development director of communications agency Advertos.ru Lina Udovenko. Also, the conference was attended by over 150 representatives of online media and bloggers from Kazakhstan, Kyrgyzstan and Russia.

And of course, Your Vision (yvi.kz, yvision.kz) - Kazakhstan's Internet communication center, the main discussion area of the country. It is the largest blog portal in Kazakhstan and Central Asia, a free social networking service for conducting online diaries. Blog portal includes a blog platform, Internet TV and content-based special projects. It also helps to support citizen journalism - the cornerstone for a blogging platform. Its development, especially in the region, we try to focus on. Regularly held training sessions on blogging in universities and other educational institutions for the 2011-12 year was held more than 20 training sessions on Almaty and Astana.

To sum up, the development of both journalism sectors should be improved and supported by the government. Classic way of journalism has great powers while internet journalism is getting its strength. For the both, there are good perspectives.

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