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**“Running on the Edge”: Journalist's Reputation in Kazakhstan**

The reputation of a journalist is, first of all, trust in the journalist as a representative of a social institution. Reputation depends on the position of the media that it represents, on the content in which it reflects real facts, not fantasies, and also on its appeal to a specific audience. What components would complement the reputational scheme of journalism? They are probably of a personal nature, based on the realities of a pragmatic time, in which such concepts as honor, dignity, and business reputation depend on other interests, when a journalist maliciously distorts facts, reports slanderous rumors, manipulates and distorts information to suit his own far from disinterested goals. This topic has become relevant in Kazakhstan after a number of media scandals that have occurred in the country in recent years.

1. This is the prosecution of bloggers who became participants in media campaigns on social networks and instant messengers to create financial pyramids. According to the Ministry of Internal Affairs of the Republic of Kazakhstan, in May 2022, 163 criminal cases were registered under Art. 217 “Creation and management of a financial (investment) pyramid”, which is almost half as much as in 2021. . For example, the court arrested popular Weiners T. and Sh. in the case of the financial pyramid Mudarabah Capital in Almaty

2. This is a question about the orbit of self-regulation or the ethics of a journalist. As government officials admit, self-regulation often does not work, especially when players can be “interested.” These statements were related to a scandalous criminal case in which a former government official was involved. Among the journalists there were those who began to manipulate public consciousness and lie.

At the Faculty of Journalism of Al-Farabi Kazakh National University, a survey was conducted (February, 2024) among 120 students of the Kazakh and Russian departments on the topic “Journalist Ethics”, the results of which showed that young journalists are very negatively opposed to fakes, deception, and a negative attitude towards the opinion of the audience . They believe that “a journalist should be a psychologist, not a manipulator.”

**Key words: ethics of journalism, reputation, manipulation, Kazakhstan**