

Goce Delcev University in Shtip, Faculty of Law, Center for Legal
and Political Research, Shtip, Macedonia
State University of Voronezh, Faculty of Law, Voronezh, Russia
University of Liege, Faculty of Law, Political Science and
Criminology, Liege, Belgium



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NEW MEDIA – NEW CHALLENGES IN KAZAKHSTAN

Saule Barlybayeva

Professor, Doctorate of Historical Science, Al-Farabi Kazakh
National University, Kazakhstan
e-mail: tv.headmaster@gmail.com

Karlyga Myssayeva

Docent, Al-Farabi Kazakh National University, Kazakhstan

Abstract

The traditional division of media policy and the telecommunication policy become outdated. The digital, multimedia interactive communication technology expands the borders between the countries, becomes more accessible in different regions of the world. There is a merger between transferring channels both telephone, and cable networks. The sector of Mass Communication becomes exchange capable and inter additional. Change of nature of communication became feature of new mass media. It is difficult to distinguish the mass and personal form of communications. Consumption of new media has more individual and interactive character.

Today Kazakhstan actively introduces new information technologies in media sphere. The huge territory of the country promotes development of satellite TV. The Kazakhstan spaceport "Baikonur" is the big help in this direction. In 2011 the telecommunication Kazsat-2 satellite which provides the republic with satellite communication, and also digital television and broadcasting was launched. Kazakhstan won't depend on foreign communications operators with the start of "Kazsat-3".

According to the Ministry of Communications and information of PK on the beginning of 2011 in the country was 4 million 300 thousand Internet users, already by the end of 2014 – was 12 million Internet users. The market of mobile telephony is actively developing in the country. The total of the registered subscribers of cellular communication in 2013 in Kazakhstan was 32 million people.