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МАТЕРИАЛДАРЫ

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III МЕЖДУНАРОДНЫЕ ФАРАБИЕВСКИЕ ЧТЕНИЯ

Алматы, Казахстан, 4-15 апреля 2016 года

МАТЕРИАЛЫ

международной научной конференции

студентов и молодых ученых

«ФАРАБИ ӘЛЕМІ»

Алматы, Казахстан, 11-13 апреля 2016 года



III INTERNATIONAL FARABI READINGS

Almaty, Kazakhstan, 4-15 April, 2016

MATERIALS

of International Scientific Conference

of Students and Young Scientists

«FARABI ALEMI»

Almaty, Kazakhstan, 11-13 April, 2016

According to the Afghan non-governmental organization Nai, the 10-year conflict has left 22 journalists dead, 6 of whom were women, and seen 23 journalists kidnapped. Nai's figures for violence and intimidation against journalists runs into the hundreds. The violence against journalists has gone alarmingly high in 2014 - 60% increase during the first six months of this year compared to the same time period of the last year indicates that the scope of journalistic activities is becoming increasingly limited in the country. As of the beginning of 2014 to 1.7.2014 a total 68 cases of violence against journalists have been recorded and investigated of which five murders and the rest include verbal and physical assault and different types of threats. In the first six months of 2013, only 41 cases were recorded by the Afghan Journalist Safety Committee.

Convergent journalism: the new life of old media

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News on the Internet, however, requires audiences to do something. They search, browse, click, and read. Online news poses the greatest challenge and potential for journalism because the medium and its use are so new and open to experimentation. Its strengths lie in creating new ways of storytelling, by building on its capability to be interactive, searchable, updatable, and multimedia. Its weaknesses lie in its newness. Its credibility, ethics, and financial viability are still being formulated. As a result, working online has both fascinated and frustrated news organizations.

The major strengths of online news, like broadcast, also pose its biggest challenges. The ability of a news consumer to interact with the news and the people producing the news give online news an instantaneous connection to its audience that older media have not had.

Many news organizations, in putting a story on the Web, include an e-mail address for audience commentary. Several news organizations provide the e-mail address of the main author or producer of the Web story. Special projects editor Walter Robinson, who put together the Boston Globe's Pulitzer-Prize-winning reports on abuse by priests in the Boston area, credited the ability of readers of the Globe's first story to contact the reporting team via e-mail and phone with more information on the abuses, which led to more stories. However, journalists and news organizations can get inundated with e-mail. While some of that e-mail can provide new information or perspectives on news stories, much of it does not. "The bulk of e-mails tend toward the opinionated, not the factual, and a depressingly high number of those are personal attacks" writes former Miami Herald assistant managing editor Mark Seibel. One Miami Herald reporter received nearly 1,000 e-mails in one day in response to a story he did on the 2000 presidential election vote in Florida.¹⁸ Online news organizations also make discussion boards and chat rooms available for users to communicate comments on stories, story ideas, and related information.

The Providence Journal website still maintains an online forum for discussion and comments relating to the February 2003 nightclub fire that killed 100 people. However, news organizations are faced with problems when the information might be deemed inappropriate due to language or content or when it does not meet standards of ethics and reliability.

Some news organizations, such as the Christian Science Monitor, have had to curtail their discussion boards because the organizations could not serve as adequate gatekeepers for the discussion boards and chat rooms linked to their websites.

Communicative strategy and tactics of texts internet media in Kazakhstan

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Modern political science has quite a long way. Initially, there were attempts to understand the history of those or other means of communication between people, for example, oral cultures, cave paintings, manuscripts, town criers events, theater and so on up to the present day. These topics have been studied and are still being studied disciplines as sociology, political science, economics, cultural studies, electronics, communication theory, cybernetics, geography and history.

New information and communication technologies have changed our lives. The Internet has become an important social factor that affects socio-economic, political, and cultural and others. Spheres of human life include the sphere of mass communications. With the expansion of the Internet space in the sphere of mass communications appear fundamentally new opportunities to work with target audiences. Of course, the

Internet media cover a much smaller audience than television and print media. But their impact on reader interactivity is on a new level. Online media can conduct automatic accounting information about readers on monitor, responses and opinions from the audience, which can come in online, to provide the open use of visitor statistics of a other material. The communicative act "Journalist - Text - readership" acquires new properties, especially with respect to the feedback.

An important feature of the Internet is the lack of need to belong to specific editions, there is defined by rules and the way the information to the consumer, whereas when dealing with the daily printed newspaper reader knows exactly where he would find a particular article. "Internet journalism" is now in the online information resource of any content. Then, under this concept would have fallen and the electronic version of the catalog «Otto», and the information posted on personal prone countries. Definition of Internet journalism is based on editorial journalist action: collecting, sorting and preparing information. Internet journalism is a kind of journalism which is the main profession, engaged in the dissemination of information, views and opinions through the media on the Internet.

The "technical" media - the Internet, television vision, and radio provides:

- the production of the signal (signal structure),
- switched (temporary storage),
- reception (inverse formatting).

The development of online journalism in Kazakhstan is constrained by objective social and economic reasons.

Problems of broadcasting news programs

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The entire universe is regardless of the global system. Information space, which is associated with the emerging advanced technologies in the world significantly increased many times. Great powers using their achievements are trying to influence and act. Of course, Kazakhstan, where abundant natural and human wealth cannot stay away from the change occurring at the global level. Our country joined to the global process of media modernization as other developing countries of world. But day after day we are convinced that, in order to benefit from this process, we have to face different barriers which threaten our historical and cultural values.

In the nineties, when the country was experiencing a state of crisis, popularly rampant social processes such as continuous unemployment and poverty, angry people needed such journalism that would show the face of all the difficulties which the state can not prevent. And so, journalism has been criticized all around to satisfy the people's desire. So many spiritual genres of journalism disappeared, because on the review were only cons, aesthetic values of the human mind beginning to envelop shadow. Only dark information was allowed

Unfortunately, the current state of the mass media has not improved. Channels began to show on the airwaves events those directly relevant to terrible crimes. Such a spectacle on the blue screen, developed in the minds of people, not only disgust for criminals, but cruelty. Due to the fact that viewers who watched this constant bloodshed over the air, there was a threat to the underworld look absolutely normal. As a result, in the mind of mankind gained a foothold the idea, that life is cruel, built on injustice. We can't forget that there are conditions which must be shown on television, and which must not. Firstly, it depends on the edition of journalists, secondly, on the edition of the manual. If you follow rules of news coverage, you cannot show on the screen a lake of blood, the others cannot show the open face of the deceased. Another important rule is that in any case we cannot show suicide. But if a person who commits suicide is an important and respected person in the society, the situation will develop a little bit differently.

Nowadays it is impossible to deny that the psychology of emotion of viewers every day is moving away from the mind of journalists. For example, channel «KTK» does not take into account factors such as the fact that you cannot skip over the corpse abuse offender or in the close-up of those who are killed in the cruelest way. It is possible that this method is good for the fact that the channel on the rating field, but mind and nervous system of the viewer is most important.

Today journalists have lost trust of the audience. Nodody can not deny, that readers and viewers by reading an article or watching the news can not determine where the lies and where the truth. Process of losing of confidence started a few years ago. For example, there was a lot of gossips, when in the Atyrau region, in Zhanaozen and Shetpe is happened a collision. Certain people who shared information say that about a hundred people died. In an interview given to foreign TV channels, an adult woman whose fully