

2nd Cyprus International Conference on Educational Research, (CY-ICER 2013)

Issues of Media Democracy: on the Basis of Kazakhstan's Experience

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Abstract

In the article authors surveyed theoretic aspects of media democracy based on semiotics, monitoring of content, factor and correlational analysis of Kazakhstan's periodical materials. It's important to mention that factor, correlational and semiotic analysis was conducted on Kazakhstan's printings for the first time. Authors offered some suggestions according to results of applied researches on materials of Kazakhstans printings and their political positions.

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Selection and/or peer-review under responsibility of Prof. Dr. Huseyin Uzunboylu, Near East University, Faculty of Education, Cyprus

Keywords: Combination of sign meanings-semiotics, correlational analysis, factor loading, informational market;

1. Introduction

Usually political scientists and mass media experts rely on periodical printing materials as an achievable source of political events in investigation of political communicational processes. Investigation of these sources where are published either speeches of political members and authority, either analysis of political critics and experts will give an opportunity to resolve only some of the tasks. At first it helps in thorough description of an authority, government, public agencies, movements and parties» which take part in political sciences. In second it will help in elucidation of tactic and strategic positions of those presses at the moment of occurrence of those social political

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significant events. In third it gives an opportunity to investigate political leaders and electorates, administrations in semantic extent (Iberla, 1980).

2. Survey

In compared investigations of the Kazakh mass media press were selected materials concerned with political, social, economical, cultural etc. The period of mass media materials include the years from 2006 to 2009. As main sources of content analysis for Kazakhstan's periodicals were used one of the main printings in the printing market in the level of republic and city «Egemen Kazakhstan», «Zhas Kazakh», «Zhas Alash» etc. Newspapers for empirical investigations were chosen according to the following criterion: periodicals which daily publish social political events in society; weekly periodicals which give comments and make analysis of state significant events and criticize problems of political social life; middle republic periodicals according to their circulation; and periodicals which have vast auditorium and widely spread. According to above-mentioned criterion were chosen general national administrative daily periodical «Egemen Kazakhstan», as independent periodical «Zhas Kazakh», Republican «Zhas Alash» which has both national week and oppositional views. From each periodical were chosen 150 materials for of correlational and factor analysis. Kazakhstan's mass media extension and consequently its periodicals are developing in new description in recent years. The main peculiarity of this is in stable development of location and harmonization of mass media market sources. By pointing to concrete periodical as a source it's notable to mention its principles», positions and directions» in delivering political event and news in the country. It's obvious that only in case if printing publishes the materials, which can be read by, its auditorium and can offer new information, it can become preferred newspaper. Consequently newspapers are interested to publish reality of political games according to their position. Interests of periodicals become media object of it. The main peculiarity of Kazakhstan's newspapers is in its financing not by independent funds, but by an authority, political elites or business groups with definite interests. This case shows the fact of dependence of editorship's priority to political means in publishing of political occasions and events. In Kazakh periodicals process of investigation of political analysing materials consists from three stages: survey and observation; edition and calculation; analysis of achieved material and discussion.

According to social scientists using content analysis with newspapers is really advantageous. By content analysis we mean, "...systemized digital edition, evaluation and explanation of informational sources" (Wolton, 1990, p.9). Initially this method was used by American Journalism Practice, but later social scientist G. Lassuel used this method in investigation of agitation side of materials. G. Lassuel had put significant changes into some principles of its methods. Usage of this method with his colleague was one of the most sensational events, which had taken place in 40th of XXth century. As an object of research they had chosen one of the American newspapers, which were suspected in fascist position. Nowadays, this method had gained an enormous experience in analysis of content. Its significance as a document is criticizing categories frequency in the text, general scope»s and its relation to the main information, and relation of different elements in the text with each other. By this, this method aims to distinguish the main concepts (content categories) of a printing (Fester, Rents, 1983). Development of informational technology and usage of traditional analysis with content analysis in total automated way made great improvements in qualified technical conduction of content analysis method. Content analysis divides into two types according to research methods: quantitative and qualitative. Its quantitative method counts frequency of exact themes, words, signs etc. As qualitative method it's considered novelty, meaning, value and significance of chosen categories (Andreeva, 1972). Counting answers in this work was hold by digital analysis which gives account of given information. Procedure of content analysis consists from three stages: elucidation of registration categories; finding indicators of these categories in text; statistic edition.

3. Methods of research

In our research in Kazakhstan's periodicals according to investigations in political-informational, political analysing materials as registration categories were considered followings: appearance of the most significant events in the life of society or appearance of social values; description of state internal and external political priority directions. These cases must be considered as indicators of Kazakhstan's political and economic situation. Taking into account above-mentioned criterion, it was made the list of significant categories, which must be registered. It must be taken into consideration that registration categories mean only content capacity. Therefore they are usually named as content categories, because they have connotative meanings. In other words we must know how to notice through these meanings text's attitude to exact object or things related to this object. In some cases this object is said only by one word, in some cases it's given whole exact conclusions. As meaning elements in the text may be given in different forms in documents, it's important to find all possible forms of delivering messages. Therefore in the second stage are found indicators according to chosen categories. They are describing elements, which describe chosen meaning categories. For example, for meaning category «patriotism» may be considered as indicators «motherland», «native land», «passion for homeland», «development of Kazakhstan», evolution of a country» etc. In summing up stage its counted frequency of exact indicators of registered categories. For survey of content analysis were chosen 50 articles from each periodical with informational, analyzing materials of registered indicators from 2007, January to 2009, May. It was made bar chart of statistic editions and their frequency. It was chosen speeches, interviews and analysing materials with social political significance. To each meaning indicator was placed digital data correspondingly. Materials were not chosen according to genre or themes, but they were selected according to meaning indicators frequency in free style. In order to extend semantic extensional concept it was used statistic methods in conclusion of edition of content analysis data. For further analysis it was used correlational analysis, which is usually used, in political researches. The main reason for using this method was connected with its possibility to measure tight relation between signs. Edition of statistic materials were made with «Statistic» professional pocket according to matrix of each issue in correlational coefficient of 50x50 weekly and 150x150 in three issues.

The main relational measure in correlational analysis is even lines coefficient of correlation. They show concordance value of research signs and measured between -1 and +1. The more coefficients is closer to 1, the closer is relation between meaning signs. If coefficient equals to 1, it shows direct functional dependence between signs. If it equals to -1, it shows inverse functional dependence. If it equals to 0, it points to an absolute independence. At first we take coefficient of articles» correlation, then it's made matrix of signs» of correlational coefficient. After survey of these data, we have to observe thoroughly values and positions of each printing. According to first correlational results data it was chosen periodicals «Egemen Kazakhstan», «Zhas Kazakh» and «ZhasAlash». Each group was correlational edited again. One of the most used methods in matrix analysis of mass media materials is multi measured mathematical statistics. It is also named as factor analysis. With help of factor analysis we can take collection of published materials» signs» similarities and collection of those signs. Albeit said that we can go the next stage – collection of initial changes. This method of research shows peculiarities of a printing as a source of information and level of informing through materials published before election campaigns, programs, speeches and political analysing materials. Usage of content analysis and other digital methods gives an opportunity to systematize governmental policy and candidate members» main political and social ideas. By elucidation of digital relation, It's possible to reveal candidate members» and governing representatives» «hidden intensions» information. Sizes of printing materials, which cover Kazakhstan's significant political events periods, are vast.

Therefore before analysing them it's used quantitative method - method of political discursive. Political discursive analysis method which is used in the initial periods of investigation helps to following operations: to reform main meaning categories, to discover peculiarities of political ideas collection, to reveal level of rationality and irrationality of social political values and political messages, level of their mythology. In its turn it helps to construct theoretical scheme for conduction of content analysis. Usage of statistic data like correlational, factor

analysis helps to measure relation frequency between signs and discover significant digital relations. Above-mentioned methods give an opportunity to evaluate pre-election power of mass media means. However in survey of propaganda actions in pre-election period, we have to take into consideration enactments, which disables and controls mass media means functions. There were revealed factors, which disable materials concerned political issues in periodicals of Kazakhstan.

4. Analyses of the results

Digital data received after content-analysis were latter mathematically edited. At first it was edited article correlation and then correlation of signs. Firstly it was calculated separately data of each periodical. Then data of three periodicals were calculated together in order to reveal their peculiarities in informational extent. The periodicals under survey were national periodical «Egemen Kazakhstan», independent week periodical «Zhas Kazakh» and oppositional «ZhasAlash». As an object of investigation were selected materials from these printings. Meaning signs of selected articles for content-analysis were edited by multi dimensional mathematical edition. Meaning signs were chosen according to their frequency and significance in developing of topic. Let us analyse direct and inverse correlation of meaning signs. For edition were taken materials for newspaper «Egemen Kazakhstan» [bar chart #1]. According to matrix of meaning sign correlations of newspaper «Egemen Kazakhstan», we may make following conclusions. The periodicals articles are in accordance to its disposition of «democracy» development in a country connect their materials with concepts like «stability», «spiritual values», «defence of individuals», «openness of a society» and «sovereignty». It means that democratic values of Kazakhstan's society after gaining independence are connected with these concepts. «Justice» performance in a country are specified with concepts like «security», «clean up of a corruption», «patriotism» of citizens, «renaissance» of a society. The main progress for Kazakhstan is achievement of «stability» within a country. It's perceived as a result of successful «reforming» policy and prevention of «inflation». The main factor of society development «social agreement» is connected with concepts like «democracy», «social order», «sovereignty». It's obvious that issue of «security» is one of the main factors in development and prosperity of a country. According to mathematic edition results the concepts after word «security» are «justice», «status of native tongue», life in «peace» and overcoming from «crises». It proves that «status Kazakh» is directly connected with a security of a society. Kazakhstan, in its 20 years history, is aiming to be economically strong and wealthy country in the Central Asia and to enter into the list of 50 competitive countries. Concepts connected with this political strategy are «peoples» welfare», «social guarantee», «spiritual value», «international economical safety» and «sovereignty».

Nowadays one of the topical issues in social life of Kazakhstan is «social order». This meaning sign is defined through concepts «patriotism», competent «tax policy», development of «scientific-technical progress», «economic independence» of a country and successful realization of «multi layered economics». In equal rank with this issue are mentioned concepts realization «social guarantee», defense of «civil rights», development of «spiritual values», prevention of «inflation». Any country aiming to democracy cannot ignore gender policy. This sign was also noticed in periodicals. It means that «interests of female» in Kazakhstan's society is direct guarantee of prevention of «social disagreement», formation of «patriotic» sense in a country, of long standing «sovereignty».

The next significant issue is «interests of «socially unprotected groups». These problems were mainly caused by social unfair groups like «Shanirak», «Bakai» etc. In authoritative periodicals this problem is mentioned along with the following three signs: «decentralization of an authority», «transformation», and «international discordance». If to take into account «interests of working class», then signs of «civic rights», decentralization of an authority», «tax policy», «peace», «multi layered economics» will be also noticed there. However, usually this social truth cannot be found in state periodicals, but usually are risen in oppositional newspapers. This failure is definitely great shame on state periodicals. In recent years one of the important themes became concerned with spiritual power of country – intelligentsia. What can be seen «intelligentsia interests» from? It's identified with «restoration of union» and «interreligious consent». In fact that intellectuals are known those who care about society and the masses» interest more than his own interests. It's grave disadvantage of periodicals that intellectuals values are not identified

with qualities like «patriotism», «criticizing of social failures» etc. As in this periodical meaning signs like «support of oralmans (Kazakhs who arrive for other countries)», «international discordance», «inflation», «investment», «restoration of union», «openness of a society», «military force», «transformation», «multy layered economics» were vividly noticed neither from direct, neither from inverse correlation, they were not analysed. However, this fact shows that these signs are very rare, their relation with signs is too low and they have neutral position. In analysis of meaning correlation of materials in this group were noticed following peculiarities. Activities of meaning signs» direct and converse correlation of «Egemen Kazakhstan», «Zhas Alash» and «Zhas Kazakh» is low. For instance, in result of mathematic calculation only 12 signs from 19 have direct or converse pairs of combination. The lowness of the correlational activities of meaning signs of three periodicals may be also caused by their different positions. At the same time there are some positions, which correspond to each other.

Sign of «democracy» was noticed in direct dependence with «corruption» and these signs concord to each other. The same democracy is in inverse relation with «patriotism». In materials of three periodicals these concepts do not have any relation to each other. In articles concerned with democracy an issue of «corruption» is used frequently, but concept of «patriotism» has less frequency. If at first there were revealed correlational accordance of meaning pairs in each periodical, later there were revealed correlational accordance of them in all three periodicals» articles. By authors' opinion mass media is a ground where different points of view and opinions struggle with each other. Therefore it's impossible in one side of all electronic and printing informational means. Also emergence of a lot of neutral signs shows that Kazakhstan's society's informational extent in diverse and multi-sided. It's considered to be one of the main and significant factors in gaining authority of Kazakhstan in international organization. During factor analysis research were revealed separate and general direct and inverse correlational dependence of meaning signs in above-mentioned periodicals. In rapid development period of information in a society such kind of researches helps to develop relations between an authority and the masses, between an authority and mass media. By relying on their results it will be possible to reveal obstacles in development of above-mentioned relations and to construct mechanism to improve them.

According to results of matrix of factor analysis sign meanings «democracy», «spiritual value», «international economic union», «multi layered economics» have advantage over other signs. It must be regarded as a sign of position of a newspaper in informational market. It's logical for social-political periodicals to have as a main theme signs of democracy. Society's «spiritual value» is identified with measurements like national idea, spiritual education. Advancement one of the main factors like «international economic union» in development of society by oppositional newspaper «Zhas Alash», shows that in spite the fact that they are adhering oppositional position, they still support development of a country in international degree and they conduct policy in this informational direction. Inverse relation of 16 sign meanings «social order», «women's interests», «formation of civic society», «reformism», «renaissance», «tax policy», «sovereignty», «interreligious consent», «stability», «social guarantee», «restoration of union» «economic independence», «military force», «settling social and other discordance», «decentralization of an authority», «independence», «interests of working class and country-men» proves independence of each periodicals in publishing materials concerned with these issues. In other words since these sign meanings are noticed vey often in each periodical and do not have accordance with other sign meanings, they achieved many inverse correlational activities.

The general sign meaning for all three periodicals is «justice». Therefore this concept is considered to be as one of the main factors in Kazakhstan's society, which is intending to leadership within sovereignty and independence. Inverse relation of meanings like «decentralization of an authority», «radicalism», «renaissance» can be understood as a sign of their adhering positions. Author holds the opinon that an official authority and oppositional groups have own points of view to the actions directed on democratic reformations in a society. Therefore it's normal processe for any society to have contradictions in intentions of changing social political situation in a country. As result in Kazakhstan in intersection of different powers means of mass media had become one of the tools, which extends, propagate the masses and which enlarge and educate it. Aiming to develop political communicational processes which influence on further modernization of a society with help of media communicational channels and in a sake of

development of open, fair, trustworthy relation between state and the masses author offers concept of development of political communicational processes in local media means.

5. Conclusion

Summing up survey conducted by applied researches made on Kazakhstan's periodicals' political positions, we may offer following conclusions:

1) It's being noticed in mass media market growth of state media means. Their methods of delivering, edition and offering methods are being developed in a new direction;

2) Policy of each media means intending to control its auditorium and social consciousness developed along with country's political events. In its turn it made to be born new directional media market with chiefs and creative editorships' group which adhered to their policies;

3) In informational market along with state mass media came to competence oppositional, independent and thematic periodicals.

4) Kazakhstan had become well-known as modern country, country of big opportunities, a country which developed in a sake of keeping and formation of stable economy, a country which has stable state policy by accepting democratic processes, values and their establishment.

5) Kazakhstan is specified as a country which united nations and ethnoses, and as a *зайырлы* country which developed interreligious relations. In this research media democracy is considered as mass phenomena which defines «national identity» defending interests of each citizen and group, as formation which specifies Kazakhstan's social peculiarities, as mechanism which operates complicated responsibilities which unites political social and economic factors.

6) In Kazakhstan media democracy must develop as an idea that define unity, wholeness and harmony of an authority and the masses.

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