

- a) Types of articles;
- b) Types epistles;
- c) Types виды of review letters;
- d) Types of Mass media review;
- e) Journalistic investigation.

5. Documentary-shaped group of genres:

- a) Sketch;
- b) Types of essays;
- c) Types feuilleton;
- d) Life situations;
- e) Parody;
- f) Satirical speech.

6. Documentary-epistemological group of genres:

- a) Types of pamphlets;
- b) Types of essay;
- c) Scientific articles.

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**DIGITAL BROADCASTING IN KAZAKHSTAN:
CHALLENGES FOR TRAINING JOURNALISTS**

*Barlybaeva S.Kh., Mukanova G.K.
Al-Farabi KazNU*

In recent years, Kazakhstan has been successfully responding to the fact that in many areas "digitalization" is now taking place. A comprehensive program "Digital Kazakhstan" was adopted. President in early 2018 said: "It is necessary to adapt the education system, communication and standardization to the needs of new

industrialization." Earlier, the Head of State proposed to convene a Eurasian summit dedicated to the development of digital technologies, the digital economy.

October 25, 2017 at The Ritz Carlton Almaty hosted the Kazakhstan Media Summit – an event of international scale, which was attended by leading media professionals from different countries.

The slogan of the summit is "Long live the digital revolution!". There is a noticeable transformation of the media. So, the annual increase in the time of viewing content on YouTube is 50%, of which 60% of the views are on mobile devices. When preparing future media and media designers, it is important to consider new trends.

Modern television in Kazakhstan, as in other countries of the world, in recent years, has been concentrating significant changes caused by economic processes, the development of information and communication technologies, social transformations. Understanding the regularities and dynamics of Kazakhstan's cable and satellite television in recent years is impossible without the correlation of its development with the global situation in the industry.

In large cities, advertisers willingly use cable TV services, whose audience is intensively replenished. In the first three months of last year, advertisers posted \$ 4.2 million for the placement of commercials on Russian RTR, NTV and Ren-TV, relayed by Alma-TV.

Advantages of digital TV:

- increase of noise immunity in the transmission and recording of TV signals,
- power reduction of transmitters,
- an increase in the number of TV programs,
- Improving the picture and sound quality of TV receivers,
- expansion of the functionality of studio equipment,
- transmission in the TV signal of various additional information,
- creation of interactive TV systems,
- archive of TV programs and recording of TV programs,
- choice of language and subtitles.

Digital TV and broadcasting opens new perspectives for state and non-state TV and radio channels to introduce advanced methods of recording, reproducing, processing and transmitting audiovisual information based on digital standards.