

**MEDIA-STRATEGY FOR
INFORMATION SUPPORT AND
SOCIAL ADAPTATION OF KANDAS
AND MIGRANTS IN KAZAKHSTAN**



**M.O. Negizbayeva, E.I. Dudinova,
A.A. Kudabay, A.B. Ashimova**

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OF KANDAS AND MIGRANTS IN
KAZAKHSTAN**

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The intensification of political conflicts and the growth of regional tensions actualize the problem of intensification of migration processes and their impact on the economic indicators of receiving states. The monograph reflects the main strategies of motivation and goal-setting of migrants, describes the Kazakhstani algorithm of return migration, studies the levels and forms of information support of social adaptation of Kandas by new and traditional media in Kazakhstan. The author studies the Kazakhstani paradigm of worldview transition from the term "oralman" to the concept of "kandas", media strategies of positive communication and constructive opportunities of media in the sphere of influence on the level of communicative competence of migrants, their social

adaptation and inclusion in the national Kazakhstani discourse.

The publication is intended for teachers, undergraduates and students of faculties and departments of journalism, as well as for media workers.

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