**COMMUNICATION ARCHITECTURE OF MODERN MEDIA IN KAZAKHSTAN**

***G. Zh. Ibrayeva***

*al­Farabi Kazakh National University, 48, Timiryzeva Str., 050040, Almaty, Republic of Kazakhstan Corresponding author: G. Zh. Ibrayeva (Galiya.Ibrayeva@kaznu.edu.kz)*

The Design of Kazakhstan’s Media Environment Undergoes Changes. Firstly, the state concept «Zhana Kazakhstan» supports the signi cance of national, i. e., cultural and linguistic, identity of the audience. Secondly, the internet has made platforms Facebook, X, Instagram, VKontakte and others accessible to the public. Thirdly, government decisions regarding the activities of journalists and media have led to the adoption of two important laws: «On Mass Media» and «On Online Platforms and Online Advertising». New rules have been established for

**178 *Журналістыка-2024: стан, праблемы і перспектывы*** journalists, in uencers, bloggers, PR specialists, and the audience of traditional

and digital media.

K***ey words:*** Kazakhstan; digital media; public opinion; dialogue.