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## COMMUNICATION VECTOR OF EURASIAN INTEGRATION

**Abstract.** Dialogue and mutual enrichment of civilizations, countries, regions by means of international contacts and cooperation are detrimental conditions for the harmonious development of the world. The coexistence of world and national communication systems can be designated as a two-sided process of internationalization, on the one hand, and localization, on the other, affecting each other. The Eurasian integration started to be discussed in the nineteenth century. Prominent figures of that period formed the idea of Eurasianism. Only a century later in the 21st century this idea manifested itself in the form of a large-scale unification, a state project, a scientific concept. The concept of Eurasianism is multifaceted. It includes a whole range of ideas, trends, directions. Both concepts of “Eurasianism” and “Eurasia” are historical, civilizational and geopolitical ones. The integration process in the format of the Eurasian Economic Union is an integral part of the global unification in the post-Soviet space. This factor was influenced by many constituents: cultural, regional, linguistic, as well as by former cooperation of countries. The dynamic process of creation and establishment of regional economic entities in the modern world, involving many countries, reflects progressive trends and reveals certain problems in the development of integration processes. Today, there are a number of priority areas that need to be developed within the framework of the Eurasian Economic Union. The creation of a unified information and scientific potential of the member-states of the Eurasian Economic Union (EEU) remains an important task. Taking into account the interests of other countries, the unification should create a single information field, which would position it at a qualitatively new level.

**Key words:** Eurasian integration, East and West communication, Eurasian centers, mass media, Eurasian Economic Union.

**Аңдатпа.** Әлемнің үйлесімді дамуы өркениеттердің, елдердің, өңірлердің халықаралық байланыстар мен ынтымақтастық арқылы өзара байыту үрдістеріне мүмкіндік тудыру арқылы айқындалады. Әлемдік және ұлттық коммуникация жүйелерінің өмір сүруі бір жағынан, бір-біріне әсер ететін интернационалдандырудың екіжақты үдерісі ретінде белгіленуі мүмкін. Еуразиялық интеграция туралы ХІХ ғасырдан бастап айтыла бастады. Сол кезеңнің көрнекті тұлғалары еуразияшылдық идеясын қалыптастырды. ХХІ ғасырда ғана осы идея ауқымды бірігу, мемлекеттік жоба, ғылыми тұжырымдама түрінде көрінді. Ол толыққанды идеялар тоғысы мен көп қырлы тұжырымдардан, бағыттардан тұрады. «Еуразияшылдық» және «Еуразия» – бұл тарихи, өркениеттік және геосаяси түсінік. Еуразиялық экономикалық одақ форматында интеграциялық процесс посткеңестік кеңістіктегі жаһандық бірігудің ажырамас бөлігі болып табылады. Бұл факторға көптеген компоненттер әсер етті: мәдени, аймақтық, лингвистикалық, сондай-ақ елдердің бұрынғы ынтымақтастығы. Көптеген елдерді қоса алғанда, қазіргі әлемдегі аймақтық экономикалық субъектілерді құру және құрудың динамикалық үрдістерін бейнелейді және интеграциялық үдерістерді дамытуда белгілі бір проблемаларды анықтайды. Бүгінгі таңда Еуразиялық экономикалық одақ шеңберінде дамуы қажет бірқатар басым бағыттар бар. Еуразиялық экономикалық одаққа (ЕАЭС) қатысушы елдердің бірыңғай ақпараттық және ғылыми әлеуетін құру маңызды міндет болып қала бермек. Басқа елдердің мүдделерін ескере отырып, біріктіру арқылы сапалы жаңа деңгейге жеткен бірыңғай ақпараттық өрісті құру қажет.

**Түйін сөздер:** Еуразиялық интеграция, шығыс және батыс коммуникациялары, еуразиялық орталықтар, бұқаралық ақпарат құралдары, Еуразиялық экономикалық одақ.

**Абстракт.** Диалог и взаимное обогащение цивилизаций, стран, регионов через межнациональные контакты и сотрудничество являются определяющими условиями гармоничного развития мира. Сосуществование

мировой и национальных коммуникационных систем можно обозначить как двусторонний процесс интернационализации, с одной стороны, и локализации – с другой, которые влияют друг на друга. О евразийской интеграции заговорили еще в XIX веке. Выдающиеся личности того периода сформировали идею Евразийства. Лишь спустя столетие в XXI веке эта идея проявилась в виде масштабного объединения, государственного проекта, научной концепции. Концепция Евразийства многогранна. Она включает в себя целый спектр идей, тенденций, направлений. «Евразийство» и «Евразия» – это и исторические, цивилизационные и геополитические понятия. Интеграционный процесс в формате Евразийского экономического союза является неотъемлемой частью глобального объединения на постсоветском пространстве. На этот фактор повлияли многие составляющие: культурные, региональные, языковые, а также бывшее сотрудничество стран. Динамичный процесс создания и становления региональных экономических образований в современном мире, включающий многие страны, отражает прогрессивные тенденции и выявляет определенные проблемы в развитии интеграционных процессов. На сегодняшний день существует ряд приоритетных направлений, которые необходимо развивать в рамках Евразийского экономического Союза. Важной задачей остается создание единого информационного и научного потенциала стран-участниц Евразийского экономического союза (ЕАЭС). Учитывая интерес со стороны других стран, объединению необходимо создать единое информационное поле, которое его позиционировало на качественно новом уровне.

**Ключевые слова:** Евразийская интеграция, восточная и западная коммуникация, евразийские центры, средства массовой коммуникации, Евразийский экономический союз.

## Introduction

The integration process in the format of the Eurasian Economic Union is an inalienable part of the global unification in the post-Soviet space. This factor was influenced by many constituents: cultural, regional, linguistic, as well as by active cooperation of the countries of the post-Soviet space. The dynamic process of creating and establishing regional economic entities in the modern world, involving many countries, that reflect progressive trends and provide participants with great economic benefits, at the same time complicate the process of determining their place and role in the world community.

The article is devoted to the communication vector of the Eurasian integration, the information space of the Eurasian Economic Union (EEU), since one of the tasks of the EEU is to provide the CIS countries with full information about the goals and objectives of the Eurasian project, because this idea should be clarified for the generation that grew up in conditions of independence. Considering the fact that the foundation of the EEU was laid in the 20th century, at the present time there is no integrated picture of the development of the integration process in the information aspect in the post-Soviet space. In this article, the authors will try to fill this gap.

## Theoretical-methodological bases of the article

The Eurasian integration began to be investigated in the nineteenth and early twentieth centuries, the prominent figures of that period formed the idea of Eurasianism: A.Trubetskoy, P.Savitsky, N.Vavilov, L.Gumilev. The philosophy

of “Eurasianism” was carried through the whole life by: N. Berdyaev, L. Gumilev, M. Adji, M. Barmankulov, B. Momyshuly, A. Chizhevsky, O. Suleimenov and many other researchers, historians, writers, educators. Professor Z.O.Ibrashev initiated the Eurasian scientific school in KazNU named after al-Farabi. Under his leadership, monographs and scientific collections on the development of the Eurasian Economic Union were published annually.

A century later, the idea of «Eurasianism» manifested itself in the form of a large-scale unification, a state project, a scientific concept, the implementation of which took place in the twenty-first century. The sources of the research are the speeches, articles and works of the heads of states of the Eurasian Economic Union, the works of Kazakh, Russian and foreign scholars, diplomats on the development of Eurasian integration, and specifics of eastern, western and Eurasian communication.

The main research methods are: the principles of historical, dialectical, complex and system analysis, basic concepts of the development of the Eurasian integration, conclusions of sociological investigations of the Eurasian space society, the generalization of historical, socio-political and information phenomena acting as the main factors of mass communication processes.

## Discussion

Great Abay noted that «the Western way of development, which is active and dynamic, brings tangible external goods to people, but drains spirituality, while the eastern one, despite being contemplative and seemingly passive, is driven by intense continuous spiritual work behind seeming latency.» Bakhytzhhan Momyshuly wrote

that awareness of this pushed Abay to create the philosophical school of «Imani-Gul. Imani-akhyl», which was supposed to contribute to the development of these two ways, being just different sides of one phenomenon and having a single source ... Remaining in the past, one civilization passed on to the future its mentality, customs and traditions that formed a special spiritual and energy corridor with the cultural wealth of many peoples, that are even forgotten and seemingly disappeared from the surface of the Earth. The realization of this awakens from the severe slumber of incompleteness and leads to the great ideal of Oneness through rapprochement and unification «[1].

In the studies of L.N Gumilev, the Eurasian continent, its middle part, is considered as a place of the formation of civilization on the basis of the Turkic-Slavic ethnoses. The historic alliance of the Forest and Steppe determined the character of the culture of this civilization, its geopolitical destiny. The geopolitical synthesis of the Forest and Steppes in the central part of Eurasia ensures its socio-cultural stability, regional security and strategic control over its western and eastern parts. This, in its turn, acts as a guarantee of civilizational diversity, which does not tolerate the superiority of Western civilization over all others. [2]

Eastern and Western communication models adduce an interesting contrast regarding their goals, the means to achieve these goals and the role of personalities in the communication process. In the Western perspective – the role of communication in the establishment and maintenance of political, social and economic freedom for the individual. This function of communication has both historical and contemporary significance. Historically, the goal of communication in the East is to achieve spiritual harmony between man and nature.

In his work of «West and East», an academician N. I. Konrad wrote: «The history of every nation is always connected with the history of its neighbors. This connection, of course, can be very different – in terms of character, intensity, and scale, but it always exists «[3].

Differences in the preferences of Americans and Singaporeans are indicative:

- an organized society – 71% of Asian respondents versus 11% of American ones
- personal freedom – 82% of Americans versus 32% of Asian ones
- individual rights – 78% of Americans versus 29% of Asian respondents [4].

The differences in the systems of universally recognized values should be remembered in the

development of global information processes. Experts argue that the Eastern and European communications differ significantly from each other. European communication is about maximum information, based on the logical alignment of the text. Not so much to think as to reason. Truth is comprehended in dispute. Eastern communication is that of minimum information, depending on the constantly changing situation. The message is issued immediately, as a whole, as an impulse to the mind. Truth is comprehended in silence. The main thing is not to confirm your opinion, but to not interfere with the other. Modern psychology, according to experts, prefers silent communication.

The coexistence of world and national communication systems can be designated as a two-sided process of internationalization, on the one hand, and localization, on the other, that affect each other.

Canadian researcher M. McLuhan predicted that the East would strive towards the West, and the West would be embraced by oriental studies. The key to peace is to understand both systems simultaneously [5]. And no matter how different Eastern and European civilizational and communication models are, the creation of an information society smooths out all sorts of unique features, adjusting them to a universal world view.

Faced with the problems of «Westernization», scientists increasingly refer to the Eurasian principle of a civilization of openness of culture, constructive interaction between the countries of the East and the West. The President of Kazakhstan, N.A. Nazarbayev, noted: «The mutual understanding between East and West is based on knowledge of each other's features and contains huge opportunities that will be brought to the benefit of our countries and peoples.»

The information epoch means the expansion of human contacts, exchange of cultural values, enrichment of the practice of social life. Synthesis of the eastern and western styles of attitudes toward man, society, and the state gives an impetus to the further development of civilization.

Kazakhstan is a «successful synthesis between the Asian East and the European West,» as the researchers note. As a Eurasian state, located at the junction of the East and West, which is a bridge between two continents, our country has been absorbing all the best from the West and from the East. This is evidenced by: Kazakhstan's entry into the Eurasian Economic Union, the ancient Silk Road, and the current Trans-Asian-European (TAE) communication highway that connects the East and the West.

«International practice shows that the key goal of a veritable integration is the creation of a single space that should be consolidated by strong ties being not only economic, but also social and cultural ones, and covered with a reliable security shield. The Eurasian project envisages the creation of a single economic, customs, humanitarian space. The priority principles for the formation of a new integration model are: a pragmatic approach to integration, economic expediency and voluntary association of states «[6]. The President of the Republic of Kazakhstan N.A. Nazarbayev noted that good-neighborliness, equality, fair cooperation are necessary conditions for the economic integration of the CIS countries. Other integration projects can be implemented only on this basis. «The Eurasian Economic Union can become a major viable regional association capable of bringing the countries of Eurasia out of the destructive influence of global instability. The integration in the Eurasian space includes three dimensions: economic, military-political, cultural-humanitarian «[7].

Within the framework of integration processes over the past years, there has been a definite trend towards the creation of a system of information interstate interaction. At the same time, each country seeks to contribute to the integration processes. The comprehensive development of the Commonwealth countries is constantly informed by the interstate TV company «Mir». In Kazakhstan, «1st channel-Eurasia» functions, actively covering events in the CIS countries. «RTR-Russia» television channel, in the framework of the «Vesti» news program, highlights news from the Eurasian community.

In the mass media, there is a wide discussion and coverage of the issue regarding information support of the Eurasian integration project and communicatory interaction in the post-Soviet space. This is evidenced by numerous international conferences, round tables, the creation of non-profit organizations such as Eurasian Integration, the Eurasia Heritage Foundation, the development of Eurasian research centers in Almaty, Astana, Moscow, Minsk, St. Petersburg, Yerevan and other cities.

The integration project – the Common Economic Space of Kazakhstan, Russia, Belarus, launched on January 1, 2012, found a wide response in the mass media, in the development of social institutions, scientific centers. They are the International Eurasian Movement in Moscow, the Department of Sociology of the Faculty of International Relations of the Moscow State University, the Belarusian Technological University – there is the Eurasia

Center, the Abay Center, the Eurasia Center in Yerevan University, and there is also the Eurasian Center in Astana at the Eurasian University named after L. Gumilev.

The idea of Eurasian integration increasingly finds its supporters in the post-Soviet space, and even more so in Kazakhstan, where President Nazarbayev in 1994 first proposed the idea of creating a Eurasian Union, speaking at the Moscow State University after M.V Lomonosov. 17 years have passed and in October 2011 the articles of the leaders of three countries: Kazakhstan, Russia and Belarus – N.Nazarbayev, V.Putin and A.Lukashenko were published in the newspaper of «Izvestia», in which the idea of formation of the Eurasian Economic Union was put forward. These articles of the leaders of the states gave impetus to the creation of the Eurasian Research Center at the Kazakh National University named after Al-Farabi, which was founded by its head, director – Zharas Omarovich Ibrashev (unfortunately, 2 years ago, he passed away).

Since January 2012, the Center has been actively developing. Professor Z.O.Ibrashev initiated the Eurasian scientific school at KazNU named after al-Farabi. Under his leadership, monographs and scientific collections on the development of the Eurasian Economic Union were published every year. This is known from these books:

- «The idea of the Eurasian Union meets the spirit of the times» (2012)
- «The idea of the Eurasian Union and state sovereignty» (2013)
- «The economic factor of the Eurasian integration» (2013),
- «Eurasianism: history, theory, practice» (2014),
- «Eurasian idea of President N.Nazarbayev and its development» (2014)
- «The idea became a reality» (2015) and many others.

The Eurasian Center at KazNU conducts international conferences, republican round tables, workshops for scientists, teachers and students, publishes books, monographs, scientific collections, attracts more and more like-minded people to the study of Eurasian integration, establishing cooperation with centers and universities where the Eurasian integration is studied.

In June 2017, the International Conference «Eurasian Integration as a Response to the Challenges of the 21st Century» was held, dedicated to the memory of Zharas Ibrashev, the founder of the Faculty of International Relations



and the first Director of the Eurasian Research Center. The main topic of discussion was the urgent problem of Eurasian integration, Eurasian identity, modernization of public consciousness in the context of modern international and regional processes.

As the experts note, the integration process in the format of Eurasianism is an integral part of global unification in the post-Soviet space. This factor was influenced by many constituents: socio-economic, cultural, regional, linguistic, as well as active cooperation of the CIS countries.

“The market of the Eurasian Economic Union is the connecting and inevitable link between the East and the West,” said N. Onzhanov, an assistant of the President of the Republic of Kazakhstan, former Ambassador of the Republic of Kazakhstan to the Federal Republic of Germany. “Kazakhstan has a certain advantage in the form of common borders with such key markets as Russia and China, we also border on the growing market of Central Asia. Through the Russian Federation and the People’s Republic of China, we are opening European and Asian markets and access to the sea. Infrastructure projects such as the Western Europe-Western China highway and the Kazakhstan-Turkmenistan-Iran railway contribute to the growth of our transport attractiveness and the creation of transcontinental bridges. Thus, Eurasian integration in the future will bring many benefits to the countries of the European Union as well. In the economic plan for the European Union, the unification of our countries is the synergy of the markets for goods and services “[8].

The topic of Eurasian integration in Kazakhstan is one of the most discussed ones, and mass media attaches much attention to it. As noted by Doctor of Historical Sciences, deputy director of KISS (Kazakhstan Institute of Strategic Studies) Lesya Karataeva: “Integration, the results achieved during it included in our news programs, are present in the Internet space, in print. We publish a lot of analysts on this topic, the books are issued. Sociological measurements show that the overwhelming majority of the population supports this vector. Nevertheless, one can not call this support absolute. We have a discourse that fixes criticism of integration processes. We can say that there are some grounds for criticism. The volume of exports of Kazakh goods decreased, of imports – increased. That is, the balance was not in favor of Kazakhstan. It is necessary to take into account such dynamics, to reveal its causes and to work further. It is obvious that there is no alternative to Eurasian integration “[9].

Increasingly, one can hear that there is no single picture of the Eurasian integration. To a greater extent, there is an omission on the part of the mass media in this. As we see, the process of Eurasian integration has a fairly long history. The population has not yet been able to form a single picture of the Eurasian integration. The media does not fully cover integration processes, there is little statistical data in the media, almost no coverage of the prehistory of the development of Eurasian integration in the nineteenth and twentieth centuries, there is no extended expert opinion on the prospects of the Eurasian Economic Union, problems and ways to solve it.

The media could play a key role in this direction, as the population, state and commercial organizations, businesses need qualitative information about the development of the EEU, sales markets, potential companies that could be cooperated with, and which joint ventures could be created with. In Kazakhstan, there are over 20 qualitative business portals and online sites that write on the topic of new start-ups, namely of Kazakhstan content. Of course, this is a good trend, then it would be more useful if the content in the media contained information on how to build relationships, establish cooperation. For example, on one of the Kazakhstani information sites there is an article on the cooperation of countries. “It is also important to understand something else: in order to develop further, the country needs to expand its sales markets. The Eurasian Economic Union is an ideal option. What is important, this does not at all hinder the integration of Kazakhstan in other areas. On the contrary, various initiatives organically complement each other. These include projects to create a new Silk Road. The territory of the participants in the Eurasian project is a transit space that connects the East and the West. And already along this route, a single transport and logistics system is being built that will become one of the drivers of the growth of the Eurasian economy “[10].

In the context of discussing the economic potential of countries, it is impossible to underestimate the role of the media in shaping public opinion among the population. Mass media plays a constructive role in ensuring peace and stability, in covering and informing citizens of Eurasia. I refer to the Chinese social and political leader Cheng Guoping, who said that the SCO countries are “not only members of a community of common mutual interests, but also members of a community of common destiny.” The essence of his statement can be attributed to the countries of the Eurasian Economic Space.

The Eurasian project should have a social and humanitarian strategy to make the population and the media audience feel benefited from this integration, learn about the pros and cons of it. The information space, which could be presented within the framework of the EEU, has been recognized by experts as heterogeneous to this day. Of course, there is a definite necessity for the formation of a single information field. The creation of such a space would be a very good trend for a common understanding of the economic market between countries. The implementation of such a project could be a good example of true freedom of speech. In the context of a single information space, such an example could be very contagious.

In addition, to create a media market in Central Asia, to improve the technological level of the telecommunications space, it is very important to establish cooperation among the mass media and the exchange of operational news information. It is necessary to start training qualified personnel within the regional media organization, as well as create a kind of Central Asian media alliance with the support of an international structure that has its own interests in the region according to the already existing models of European cooperation and integration measures, incl. in the communication field. The implementation of even a small part of proposals of this nature would mean substantive cooperation in the humanitarian sphere – that is, in the field that is spoken about very much, but less than in the field of economy and politics. [11]

In the expanding media space, printing, analogue radio and television are perceived as “old”, while traditional mass media, new information delivery channels and information itself based on digitalization, that is, the transition to a digital standard, is defined as “new media”. This is the Internet, Internet broadcasting, network publications, social networks, cable-satellite, digital broadcasting, interactive television, blogosphere, mobile telephony, video format. The change in the nature of communication became a feature of the new media. In them, it is difficult to distinguish the mass and personal form of communications, mass and non-mass media. Consumption of new media has and will have a more individual character [12].

Mass media has become one of the components of the psychological and social environment of mankind, it pretends, and not without reason, for the role of a very powerful factor in shaping the worldview of the individual and the value orientation of society. It has leadership in the field of ideological influence on society and the

individual. It has become the translator of cultural achievements and undoubtedly actively influences on the acceptance or denial of society and of certain cultural values. But the mass media itself takes part in the formation of these values, and these processes often remain poorly studied.

This is partly due to the traditional functional characteristics of the media, which determine the scope of its influence. In order to find out the way the media influences the formation of the society's value orientation, first of all, it is necessary to single out certain meanings and concepts as ideal, for the sake of which all the activities of society are carried out and which its representatives are ready to subordinate their interests for. Such a rational ideal, as well as the absolutization of the rationality of the behavior of society and the individual, are constantly created by the media [13].

As experts note, regional integration is also important. It should not be forgotten that regional media, especially in the post-Soviet space, are the core of the unification process. In the opinion of Marina Lapenko, director of the Eurasia-Povolzhie IAC, the EEU has a high potential in terms of cross-border cooperation. In this case, the media should be included in the information activity on the territory of the border regions of the Union member-states. To do this, it is necessary to train experts, to interest the media, to establish relationships between regions, with a view to spreading mutually beneficial projects that contribute to a tangible increase in the standard of living of citizens.

As S.Abdymanapov rightly notes, Kazakhstan Eurasianism can not and should not, for example, copy Russian Eurasianism, especially since there are very different versions in Russia itself. No one has a monopoly on the Eurasian theme. The main difference of Kazakhstan Eurasianism is that it is a product of a new sovereign country, confidently looking to the future.

Despite the fact that the Eurasian idea is common for the EEU member-states, there are different priorities in the directions within the Union. It is important for society to understand that Eurasian integration is one of the most important themes for modern Kazakhstan. Mutual understanding and trust to each other can be formed from the context of understanding the interests of the EEU member-states.

In recent years, entire systems for building international relations at the international level between countries have been established. This trend, of course, contributed to the status of the country. For example, holding international events such

as the VII Winter Asian Games, the Universiade, EXPO 2017, the summit of the Organization for Security and Cooperation in Europe (OSCE) formed a positive and favorable image of Kazakhstan not only in the post-Soviet space, but throughout the world.

At the information site *tengrinews.kz*, which occupied the top position on attendance in 2017, a query on the topic “Eurasian Economic Union” found 905 articles. The articles are mostly signed under the economic heading (markets, finance, CIS, news of Kazakhstan). 574 publications on the topic of Eurasian integration were found on the site *azattyq.org*. Articles are mostly published under a political heading. The headlines of the publications mainly contain a question. On the website of the newspaper “Vremya” *time.kz*, 335 publications on the Eurasian association were found. The articles were published both in the newspaper and on the website. The articles are under the heading of Kazakhstan’s economy not only in the post-Soviet space, but throughout the world.

In Kazakhstan, with the acquisition of sovereignty, a new system of mass media was formed. The globalization of the information process activates the development of the economy, science, culture, education, raises interest in local mass media. Information processes are global, but they have a national specificity of the state in which they occur.

In April 2017, the EAEC Board agreed on one of the first stages of the strategy for the development of cross-border space. According to the Minister for Internal Markets, Informatization, Information and Communication Technologies of the UNECE, Karine Minasyan, “this is an important starting point for the formation in the EEU countries of a new culture of data exchange in real time. The transition to online services in the relationship between the state and society, authorities and business of the EEU countries is an urgent necessity. Creation of cyber threats safe and effective tools for interstate electronic interaction is one of the key tasks of the EEC “. In the framework of such confidential relations, it is possible to form a unified system of exchange and formation of the main legal relationships. A digital signature between the EEU states is expected to be exchanged within 8 years. As of March 1, 2017, the Commission approved technological documents for 31 general processes out of 75 planned.

In Astana, the situation in the information sphere of Eurasia was discussed. On June 22-24, 2017, in the capital of Kazakhstan there was a traditional

large-scale Eurasian media forum, at which global problems were discussed from the new world order to the influence of the media on the image of the country. The day before, a narrower problem was also discussed in the expert circle in Astana – information and analytical support for Eurasian integration.

The Center for the Study of Integration Prospects (CSIP) and the Institute of Sociology of the National Academy of Sciences of Belarus conducted a study on how media in the countries of the Eurasian Union assess Eurasian integration and how they relate to partner countries. The authors of the study analyzed the information field of Armenia, Belarus, Kazakhstan, Kyrgyzstan, and Russia in the first quarter of 2017. The media index consists of several elements, among which there are the tonality of publications, the degree of officialdom in media reports, coverage in government and business media. The higher the index is – the higher the interest and the more positive tone in the media. In Armenia, 1702 reports (60 media) were caught in the sample, in Belarus – 3992 (100 media), in Kazakhstan – 3254 (100 media), in Kyrgyzstan – 2519 (60 media), in Russia – 10312 (100 media).

The highest indexes were recorded in Kyrgyzstan (77%) and Kazakhstan (74%), the lowest ones in Russia (60%) and Belarus (50%). The results showed that the most widespread Eurasian integration is presented in the information field of Kyrgyzstan. In particular, the most active coverage of integration processes in state and business media was recorded in the republic. At the same time, one of the main problems in the study is the deficit of quality information reasons, interesting to business media and the business community as a whole. In the EEU countries, there is more short news reporting on the events in the EEU, rather than their expert evaluation or expert discussion. In the state media of all EEU countries, little attention is paid to integration issues. “The EEU countries are not seriously promoting the integration agenda, and in general pay little attention to the problems of the EEU,” the authors of the report conclude, adding that state media can become the main tool of information campaigns within the framework of the Union [14].

The concept of Eurasianism is multifaceted. It includes a whole range of ideas, trends, directions. But what is important is that the basic concepts themselves: “Eurasia”, “Eurasian region” are not just geographical terms formed by the mechanical combination of the words “Europe” and “Asia”. According to the state and public figure, doctor of

philology, professor, Ambassador Extraordinary and Plenipotentiary of the Republic of Kazakhstan, writer and scholar M.Zholdasbekov: “Eurasianism” and “Eurasia” are primarily historical, civilizational and geopolitical concepts in which there’s specificity of the thousand-year historical path of Kazakhstan and neighboring countries in the region “[15].

The Minister for the main directions of integration and macroeconomics of the Eurasian Economic Commission – Tatiana Valovaya in the article of “The Eurasian Union will reconsider the economic picture of the world” noted that “the very launch of the Eurasian Union as a new international organization will radically change the geo-economic picture of the world. The Eurasian Economic Union will become a global player that will build relationships with our key partners, such as the EU and the Asia-Pacific region. To complete the common economic space, it is necessary to provide countries with the freedom to move capital, labor, goods and services “[16].

Mass media, mass communication have a great influence on the audience and public consciousness, it is about responsibility for perceptions and understanding by the population of topical issues concerning the cooperation of countries within the framework of the EEU. However, practice shows that most often in the field of view of independent media, there are, primarily, the main areas, problems and prospects for economic cooperation within the framework of the EEU.

At present, the media and the state have the task not only to convey the idea of Eurasianism to the public, it is important to cover the events, phenomena, tendencies of the Eurasian integration by means of mass communication, which will contribute to the wider dissemination of the idea of Eurasianism.

### Results

Eurasianism is an integral part of global unification in the post-Soviet space, influenced by socio-economic, political, spiritual-cultural, regional and linguistic factors. Researchers, scientists determine the most important principles for the functioning of the future EEU: the principle of “global” – as one of the future centers of world politics and economy; the principle of “unity in diversity”, the principle of “multi-speed and multi-level integration”, active interaction with the neighbors of the Eurasian Union.

Eurasian integration is an inevitable process, to which Kazakhstan has a direct relationship, as

a center, connecting peoples, their history, culture, mentality, and many business processes.

The important and open question for today is the creation of a unified information and communication potential of the Eurasian countries. According to the monitoring of the statements of politicians and experts of Kazakhstan, it can be concluded that most of the materials in the media predominate with macroeconomic data.

The results of the study of public opinion show that the population is more interested in the issue related to what will the Eurasian integration give to small and medium-sized businesses, ordinary citizens. For them, the EEU is characterized as a competitive association. In most cases, this part of the population has its own business, which could function favorably in the new markets of Russia, Kazakhstan, Kyrgyzstan, Belarus, Armenia.

### Conclusion

The Eurasian problem is political, economic, legal, cultural, and information subjects. They are all related to each other. The conclusion of the treaty on the creation of the Eurasian Economic Union on January 1, 2015, helped to strengthen the tendency of rapprochement within the framework of Eurasianism. And for today the member-states of the Union face many challenges, on which it is necessary to find a solution, and in the nearest future to build relations at a qualitatively new level.

Researchers, scientists determine the most important principles of the functioning of the EEU: the principle of “globality” – as one of the future centers of world politics and economy; the principle of “unity in diversity”, the principle of “multi-speed and multi-level integration”, active interaction with the neighbors of the Eurasian Union.

Mass media discusses and highlights the problem of information support of the Eurasian integration project and communication interaction in the post-Soviet space. This is evidenced by numerous international conferences, round tables, the creation of research centers, non-profit organizations such as the Eurasian Integration, the Eurasia Heritage Foundation, the Eurasian House, an information and analytical portal, the Eurasian Expert Club, the site works and many others.

It is very important that it was possible to intensify cooperation between states, between the media and media organizations, however, as the researchers and experts note, it’s not enough and it is necessary to develop a unified strategy for information interaction, to begin forming



a unified information and communication space. Initiative proposals of specialists on the communication support of Eurasian integration, on the creation of Eurasian projects, centers –

lead to active actions on the information space within and outside countries. The idea of Eurasian integration increasingly finds its supporters in the post-Soviet space.

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