

Akalın Ahmet¹, A. Kurmanbayeva², T. Janibek^{2*} 

¹Ankara University, Turkey, Ankara

²Al-Farabi Kazakh National University, Kazakhstan, Almaty,

*e-mail: janibektulpar@gmail.com

ACTUAL PROBLEMS OF MODERN JOURNALISM

Journalism is transformed, there is an aggravated balance of the proportion of time and space of communication and information dimensions, there is a need to consider the form of the audience in a new way. The actual problems of world journalism, which have achieved freedom in moving away from the vices of ideology and dissemination of information, partially can not move away from the contradictions of human rights, information impartiality. In the context of the new century, the study of information presented by science, the state of its presentation, the identification of negatives and needs, the expected main step from the scientific journalistic Institute. At the same time, the historical method, comparative and expert actions form the basis of the research in the article. Scientific views are valuable because they offer deep approaches to the modern problem of journalism and solutions. Because the methodology of information dissemination is one of the main tasks common to human journalism, which is not divided into races, Nations, genders. The process of post-modernization of traditional genres of journalism in the category of information technology integration into a single information resources, information flow transition to neoclassicism, the growing number of scandals manipulative messaging and technological letter futuristic primitive, carefree, poor journalistic analysis it is not a secret. In addition, in the twenty-first century, there have been frequent violations of the rules of ethics in the media. For example, the state of monitoring and compliance with high standards in the news and media has been neglected, and theoretical and moral reintegration, ethical and professional competence have become commonplace in the field of journalism.

Key words: journalism, new media, convergent journalism, information, human, ideology.

Ахмет Акалхин¹, А. Құрманбаева², Т. Джанибек^{2*}

¹Анкара Университеті, Түркия, Анкара қ.

²Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,

*e-mail: janibektulpar@gmail.com

Қазіргі журналистиканың нақты мәселелері

Журналистика өзгерді, уақыт пен кеңістіктің арақатынасы мен ақпараттық өлшемдердің теңгерімі бар, аудитория формасын жанаша қарастыру қажет. Идеология мен ақпараттарды тарату жағымсыздығынан алшақтыққа қол жеткізіп, еркіндікке қол жеткізген әлемдік журналистиканың өзекті мәселелері адам құқықтарының қайшылықтарынан, ақпараттың бейтараптығынан ішінара алшақтай алмайды. Жаңа ғасыр жағдайында ғылым ұсынған ақпаратты зерттеу, оны ұсыну жағдайы, негативтер мен қажеттіліктерді анықтау, ғылыми журналис-тика институтынан күтілетін негізгі қадам. Сонымен бірге тарихи әдіс, салыстырмалы және сараптамалық әрекеттер мақаладағы зерттеудің негізін құрайды. Ғылыми көзқарастар заманауи журналистика мәселесіне терең көзқарастар мен шешімдер ұсынатындығымен құнды. Себебі ақпаратты тарату әдіснамасы нәсілдерге, ұлттарға, жыныстарға бөлінбейтін адамзат журналистикасына тән басты міндеттердің бірі. Ақпараттық технологиялардың біртұтас ақпараттық ресурстарға интеграциялану санатындағы дәстүрлі журналистика жанрларын модернизациялау процесі, ақпараттық ағымның неоклассикаға өтуі, манипуляциялық хабарламалар мен технологиялық хат футуристік қарабайыр, алаңсыз, нашар журналистік талдаулар санының өсуі құпия емес. Сонымен қатар, жиырма бірінші ғасырда бұқаралық ақпарат құралдарында әдеп ережелерін жиі бұзушылықтар орын алды. Мәселен, жаңалықтар мен бұқаралық ақпарат құралдарындағы мониторингтің және жоғары стандарттарға сәйкестіктің жай-күйі назардан тыс қалып, теориялық және моральдық реинтеграция, этикалық және кәсіби құзыреттілік журналистика саласында үйреншікті жағдайға айналды.

Түйін сөздер: журналистика, жаңа медиа, конвергентті журналистика, ақпарат, адам, идеология.

Акалхин Ахмет¹, А. Курманбаева², Т. Джанибек^{2*}

¹Университет Анкары, Турция, г. Анкара

²Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы,

*e-mail: janibyektulpar@gmail.com

Актуальные проблемы современной журналистики

Журналистика трансформируется, обостряется баланс соотношения времени и пространства коммуникации и информационных измерений, возникает необходимость по-новому взглянуть на форму аудитории. Актуальные проблемы мировой журналистики, добившейся свободы от пороков идеологии и распространения информации, частично не могут уйти от противоречий прав человека, информационной беспристрастности. В контексте нового века изучение информации, представленной наукой, состояния ее подачи, выявление негативов и потребностей – ожидаемый главный шаг от научно-журналистского института. В то же время исторический метод, сравнительные и экспертные действия составляют основу исследования статьи. Научные взгляды ценны тем, что они предлагают глубокие подходы к современной проблеме журналистики и ее решения. Потому что методология распространения информации – одна из основных задач, общих для человеческой журналистики, которая не делится на расы, нации, гендеры. Процесс постмодернизации традиционных жанров журналистики в категории интеграции информационных технологий в единые информационные ресурсы, переход информационного потока к неоклассицизму, рост числа скандалов, манипулятивных сообщений и технологических писем, футуристических примитивных, беззаботных, плохих журналистских анализов сейчас не секрет. Кроме того, в двадцать первом веке в средствах массовой информации были часты нарушения правил этики. Например, состояние мониторинга и соблюдения высоких стандартов в новостях и СМИ игнорировалось, а теоретическая и моральная реинтеграция, этическая и профессиональная компетентность стали обычным явлением в области журналистики.

Ключевые слова: журналистика, новые медиа, конвергентная журналистика, информация, человек, идеология.

Introduction

Journalism is a leading branch of society, combining theory and practice, combining psychological, social, political, economic and linguistic aspects in a symbiosis of scientific pedagogy and art. The industry lists the daily news on the basis of the formula “journalism-information-audience” and provides a communication algorithm for its presentation. There are at least two most important functions of modern journalism. This is, firstly, a means of shaping public opinion, and secondly, the relationship between society and government institutions. In general, the most important task of journalism is the gradual or immediate solution of global problems with the help of journalistic materials, a demonstration of their strengths and weaknesses. Professor of Moscow State University Zansursky Yu.N. concludes: “On a global scale, journalism in the world rises to a new level. It depends on several factors: firstly, due to the development of new information technologies, since this opens up a wide range of opportunities in the work of a journalist, leads to the continuous development of the media and communication media; secondly, it is caused by globalization”.

Indeed, the field of journalism is developing in the formation of a new information flow, a new media. In addition to the traditional, historical methods of information delivery of modern journalism,

new media, internet, social networking streams converged media platforms, digital media, information began to be reflected in the patterns in the rich diversity of content. Integration, which is a major contributor to the creation, collection and publication of information products, not only restructures the media and radically changes the way information is managed, but also creates textual, visual, audio, audiovisual, graphic, etc. has become the main source of new media capital consisting of elements (Amandosov T., 1998).

Literature Review.

The great Italian political thinker N. Machiavelli said: “Where the majority are nobles, those who claim to be part of the republic will not be able to realize their ideas until they eliminate one of them. He noticed that if wanted to turn a country with equal social status into a monarchy, it should turn the vast majority of those people into rich people. This means that journalists must meet certain social requirements in any form of government.

Eighty percent of Americans surveyed by the American Society of Newspaper Editors believe that “journalists are surprised by sensational stories because they think they’re selling a newspaper, but they don’t think it’s important news.” Another 85 percent of the population believes that “newspapers

often overstate some of the news to sell newspapers.” More than 80 percent believe that sensational stories get a lot of news not because they are important, but simply because they are interesting.

Researchers such as Mass Media theorists V. Whitehouse and B. McPherson agree that “students need to be exposed to the experiences of young people in the media business, beginning professionals (Branscomb A., 1996). “They must feel responsible for making ethical decisions and be able to communicate their views from the lowest levels of government (Brandtzaeg P.B., Luders M., Spangenberg J., Rath-Wiggins L., Folstad A., 2016). This is because in dilemmas, young professionals face daily problems such as injustice, one-sided views, sensations, conflicts of interest. Therefore, it is important to understand the form of the rules of dissemination of true and timely information, obedience to the laws of professional ethics, formed in the doctrine of journalism. In fact, ethical decision-making is a skill that is complemented by life experience. This is a quality that we have long had, as if we can speak, walk and develop intellectually (Danny Elliott, 2018). Newspapers, news networks and cable news channels are losing viewers and readers as alternative news sources appear. The quality of these sources varies from very bad to good. Even the most unreliable and disreputable sources of information attract viewers who can get their news from a major network or newspaper, so authoritative news competes with hostile theorists and providers called “fake news.”

Material and Methods.

Therefore, these laws will contribute to the recognition of the mission of the journalist in society, to increase its prestige and activity. Today, domestic journalism is developing at the forefront of global transformation. The current “Global Information Society” has proved to be a large-scale integrated information industry, which is developing primarily due to the ever-increasing role of information and education, primarily in political, economic and cultural terms. Information technology, which in a very short period of time has changed the way of life beyond recognition and accelerated the speed of complex social processes, is one of the most controversial and, accordingly, obscure topics of today. This level of unity in public opinion is impossible today.

Nowadays, modern media consumers receive their topical articles from various sources, many of them through unreliable or “friends” on social networks.

To measure changes in the media, in 2004 the Pew Research Center released its first annual report,

which focused on the key economic indicators and indicators of audience from different sectors of the US media, which referred the situation in the field of media. This is due to the fact that today, with the use of new media, strong public relations are being strengthened. Involvement of an audience of diverse social groups in the discussion of public issues, mass participation and becoming its organizer has strengthened the social significance of the new media. Nevertheless, the openness of social networks, the “verbose presentation” of publications – the main impetus for escalating the conflict from interpersonal conflict to the category of interethnic conflicts, the connection in the organizational function of journalism - has become universal due to its accessibility through social networks. It is obvious that the elements of virginity, pluralism, surrealism in the character of social groups and individual consumers, who are not ready for such a phenomenon, overshadow the benefits of humanity through new media. For example, the disregard for human rights, the grievances of social groups about the conflict of ideas and interests have become a contentious issue in any state, regardless of its political structure. A quantitative evaluation of the world-class level of technical assistance in the field of communications. First, even the definition of communication is transferred from one organization to another; secondly, there are a large number of interested organizations working at facilities or other facilities with technical communication programs, so it is impossible to determine their contribution to the development of global communication without a more accurate and in-depth study.

Everything has changed radically. Journalists not only covered the incident in the field. Many were also responsible for maintaining social media accounts. They expected that they would change this participation as a professional representative of the newspaper or create something that would be used for this purpose, ”said Keysiber. It is also expected that many will receive the video as additional content in addition to their personal stories. Transparency on social networks paved the way for illiteracy and added wings to a dark context. This process is described as follows: “In the modern Kazakhstan information space, a blog with a bad language, a system of cyber thinking is rapidly developing. You do not even want to believe that this is the richest, most fertile version of the Kazakh language. If you are looking for a manifestation of illiteracy and ignorance, turn to the blogosphere right now.

Although this is a temporary phenomenon, the modern Internet has become a reserve for illiteracy,

a platform for disagreement, confusion and confrontation of the illiterate,” (Kishibaeva G., 2016) - says scientist professor K. Kamzin. It is not secret that in modern journalism the industry is faced with an obstacle to illiteracy on the way to its intellectual essence. At the same time, the audience’s desire to engage in citizen journalism, the indifference of the user to the means of journalism, the lack of intention is the goal of losing confidence in the composition of literacy. In this modern progress, it is necessary to support the internal requirements of journalism and fully reveal the potential of its ideal development. In general, scholars who have listed the chronology of journalism believe that the scope of journalism functions in their work is still expanding and becoming more important. It will be the 21st century, the century of electronic mythology. We began to feel his breath (Kan A, 2008)

Today, the study of electronic mythology around the world is skillfully used by interested groups to pursue their own policies in addition to consuming information. Wizards use various tricks to seduce people. But today, the authors of political, socio-political, cultural and political manipulations use various methods of seducing humanity. At the same time, there is not much difference between magicians and managers who explode a bunch of manipulations. Nevertheless, the magician goes only for art and even for games and satisfies his interests in the field of entertainment. And those guilty of manipulation are trying to control, manipulate, intimidate the audience on an unreasonable basis. He is moving towards his goal, both hidden and open. Manipulation has become the most extreme version of the dictatorship (Lutvinko A.B, 2020).

It is normal and understandable for the authorities to pay attention to the media and control from above to avoid manipulation. In his 1992 book, “Public Opinion” scientist Walter Lippmann addressed a number of issues related to the role of the media. Proponents of the principle of philosophical pragmatism in expressing their concept: James and D. Based on the work of Dewey. Scientist W. Lippman, According to information is a powerful force. It is easy to penetrate into the inner world of people using information and everyday events, that is, internal and global news, phenomena, and it is not difficult to divert them (Kan A, 2008). Manipulative units that undermine the functions of journalism have become a daunting task. The reason for this is that exposure to manipulation of the media platform (distributed on the platform) has always been not only hidden, but also public.

The methods of manipulation are always being developed in accordance with the tools of journal-

ism, so they switch very well to new methods. In a manipulated information product, it is not so much about what is said first of all, but about how it is said and conveyed to the audience. Therefore, propaganda is often not open, but is considered as a factor affecting the background. Targeted information, without a clear answer to the problem, in a vague form, as a completely hidden product, draws society to one point of view.

Results and Discussion.

The main features of manipulation in the media:

- Frequent use of terms (the story is told in new terms, words. The propagandists intend to present the group, the story in good or bad form, using new concepts, words);

- Exaggeration of statistics (numbers attract attention, because not everyone pays attention to the accuracy of numbers);

- Change the agenda (Lawyers are trying to attract public attention by promoting topics that are convenient for them. For example, during the information war there is a stream of news from all sides. People do not have time to follow all this, only the main topic);

- False sources or unknown links (links to sources of false information are provided so that some information looks reliable);

- Opinion of false experts. (The opinions of experts in one case are published. At the same time, the consumer does not pay attention to the professionalism of the specialist, the accuracy of the opinion);

- Interaction with an alternative plan (indicating the reasons or future consequences of the event in question, adding to the general panic) (Lippmann W, 1995). The manipulative gap in journalism should first of all be noticed by industry professionals. The manipulative gap in journalism should first of all be noticed by industry professionals. Researcher J. M. According to Leiss, although professionals often use the virtual interview tool, they still doubt the effectiveness of this tactic (J. M. Lace (2004), and the existence of such suspicions is legal. This is because the flow of media information creates a connection between consumers, the press, that is, media dependence. According to another description of the theory of dependence on the media, the types of events that lead people to dependence on the media: natural and man-made disasters, internal and external natural crises, conflicts, military operations and loss of life (Moldabekova AT (2015).

It is known that with the diversity of events in the development of civilization, world conflicts, education, science, culture, and even the number

of consumers of media products that cover a wide range of topics, the number of scandals before us will increase. Proceeding from this, it is necessary to organize monitoring of media education in order to understand the information that society needs and to understand its essence. In the XXI century, the new breath of the media is not only a key indicator of the dissemination of information and knowledge, but also contributes to the formation of the social significance of each person. At the same time, there is no doubt that the main goal of a democratic society is to inform both an expert, a leader, and every citizen equally (Gorokhovskiy A., 2017).

Neutrality, the structure of the competent presentation of information comes to the fore in the information network. Sociological studies show that a "conscious person" who has lived 75 years spends about 50 years in activity. According to ICT-Marketing research, in cities with a population of more than 70 thousand people in Kazakhstan, 66% of young people aged 16 to 24 years, 52% of citizens aged 25 to 44 years, 52% of citizens aged 45 to 44 years, 35% of those aged 45 to 54 years and only 10% of people over 55 use the Internet. Most consumers on social networks are young people. For example, TNS Central Asia interviewed 2,500 people over 12 years old in Almaty. It turned out that 54% of Internet users are 18-34 years old. It is known that users spend an average of 1.5-2.5 hours per day (Ydyrysov T. Baspasoz, 1997).-. It is important to create a new separate channel for transmitting information during media conversion. Media researchers argue that print media should try to create a television or online radio network and website.

Mobile technology is the main tool of journalism in the era of smartphones and gadgets. Today, in the information society, the theory proposed by the scientist A. Tofler is developing rapidly. In this regard, researcher A. Branscombe evaluates the information society as follows: "This is an interesting society in which many citizens participate in the process of creating, collecting, storing and disseminating information and remain in agriculture and industry (The Process and Effects of Mass Communication, 2014) However, none of the technologies available today are able to 100 percent determine whether the information being disseminated is true or false. A study by the Norwegian University of Science and Technology (SINTEF) and Deutsche Welle showed that photo and video materials are often necessary for intelligence (Whitehouse, McPherson (2002), Verification of information in journalism is an integral part of the editorial work. Democracy without journalism? Victor Picard assures that we will forget the

roots of the crisis. Revealing the degradation caused by Amok-Commerce, he draws attention to historical past events, market failures and inaction of politics, which led to the spread of false information in commercial journalism, as well as in social networks and in big news.

Conclusion.

The problem is not only the loss of journalism or the irresponsibility of Facebook, but also the creation of our profit-based media system. The growth of a "information-distorting society" is a sign of the historical and endemic weakness of the American media system until the early commercialization of the press in the 1800s. Although professionalism is designed to resolve the contradiction between the public service of journalism and the need for profit, Picard argues that it eliminates deep-rooted structural ailments. Journalism has always been in crisis. The market will never support journalism levels that require healthy democracy, especially local, international, political, and investigative reporting. Today, these long-term defects have metastasis. Approximately 75% of those working in various fields of journalism are faced with the need to check information daily.

The process of checking information not only complicates objective factors in creating sources and content, but also subjectively takes time from the editorial staff. However, this is a very important process. Filtered information is analyzed in accordance with the level of knowledge of journalists, and high-quality content is presented to the audience for discussion by editors and other employees. It would be unreasonable to say that industry experts are indifferent to the information they have, do not want to verify the information, and ultimately replace the human factor with technical means. As mentioned above, the most necessary tool for checking and analyzing information is individual consciousness. A journalist with academic knowledge can create his own algorithm for checking information.

Fact-checking tools can help you with this. Factcheck is a modern research tool with a unique concept and technical characteristics, aimed at identifying populism and manipulation in the media, dubious data in exaggerated speeches of speakers at different levels. There is every reason to get rid of pressing journalism issues with the help of modern journalism tools and professional development of journalists. An important branch of journalism - journalism: "Journalism is a mysterious picture of real life, which is based on truth. But the publicist does not systematically generalize the facts and phe-

nomena of life. He chooses only what is necessary for his purpose and uses it in his work.” says scientist – lecturer Tauman Amandosov. The professional responsibility of journalists is also important for understanding the current problems of journalism. In

this regard, British journalist David Randall said: “Given that good journalism is a new way of thinking, getting rid of stereotypes, we see that combating scandals in modern journalism and finding solutions is a key step in getting rid of stereotypes”.

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