

G. Melnik¹ , K. Kabylgazina² , G.S. Sultanbayeva² ,
A. Ashimova^{2*} , A.B. Akynbekova² 

¹Higher School of Journalism and Mass Communications,
St. Petersburg State University, Russia, St. Petersburg

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

* e-mail: ashimova@mail.ru

PROBLEMS OF BROADCASTING NEWS PROGRAMS

Today's world is transformed into a single system that is entangled through informational links. Information space, which is associated with the emerging advanced technologies in the world significantly increased many times. The forms of social media are constantly increasing from Twitter to Facebook, to YouTube and TikTok. However, this abundance of choice does not negate the issues that arose from the earliest moments of broadcasting, namely – impartiality and objectivity. Kazakhstan centered right in the middle of Eurasian continent cannot stay away from the global changes. The process of modernizing the information space of our country is based on the historical and cultural characteristics of the people according to the national mentality and ethno-cultural linguistic state. During last decades, Kazakhstan underwent through massive information technology transformation that involved such as different filed as bureaucracy, financing, and broadcasting. In the ever-expanding media space traditional media outlets such as print, radio, and television are being perceived as “outdated” in comparison to social media tools that are able to present text, graphic and video images in single “package”. However, this abundance of choice does not negate the issues that arose from the earliest moments of broadcasting, namely – impartiality and objectivity.

Key words: information, modernization, barriers, forms, modified social networks.

Г. Мельник¹, К. Кабылғазина², Г.С. Султанбаева², А. Әшимова^{2*}, А.Б. Ақынбекова²

¹Журналистика және бұқаралық коммуникация жоғары мектебі, Санкт-Петербург мемлекеттік университеті, Ресей, Санкт-Петербург қ.

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

*e-mail: ashimova@mail.ru

Жаңалық бағдарламаларының хабар тарату мәселелері

Бүгінгі әлем ақпараттық сілтемелер арқылы оралатын біртұтас жүйеге айналды. Әлемде дамып келе жатқан озық технологиялармен байланысты ақпараттық кеңістік бірнеше есе өсті. Әлеуметтік медианың формалары үнемі кеңеюде: Twitter-ден Facebook-қа, YouTube және TikTok-қа дейін. Алайда бұл таңдаудың көптігі эфирдің алғашқы сәттерінен туындаған мәселелерді, атап айтқанда, бейтараптылық пен объективтілікті жоққа шығармайды. Еуразия континентінің дәл ортасында орналасқан Қазақстан жаһандық өзгерістерден тыс қала алмайды. Еліміздің ақпараттық кеңістігін жаңарту үдерісі халықтың ұлттық менталитеті мен этномәдени тілдік күйіне сәйкес тарихи-мәдени ерекшеліктеріне негізделген. Соңғы онжылдықтарда Қазақстанда ақпараттық технологиялар ауқымды өзгеріске ұшырады, бұл бюрократия, қаржыландыру және хабар тарату сияқты әр түрлі салаларға әсер етті. Күн санап кеңейіп келе жатқан медиа кеңістікте дәстүрлі бұқаралық ақпарат құралдары, мысалы, баспа, радио және теледидар мәтінді, графикалық және бейнелік кескіндерді бір «бумада» ұсынуға қабілетті әлеуметтік медиа құралдарымен салыстырғанда «ескірген» ретінде қабылданады. Алайда бұл таңдаудың көптігі эфирдің алғашқы сәттерінен туындаған мәселелерді, атап айтқанда, бейтараптылық пен объективтілікті жоққа шығармайды.

Түйін сөздер: ақпарат, модернизация, кедергілер, формалар, өзгертілген әлеуметтік желілер.

Г. Мельник¹, К. Кабылгазина², Г.С. Султанбаева², А. Ашимова², А.Б. Акынбекова^{2*}

¹Высшая школа журналистики и массовых коммуникаций,

Санкт-Петербургский государственный университет, Россия, г. Санкт-Петербург

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

* e-mail: ashimova@mail.ru

Проблемы вещания новостных программ

Сегодняшний мир стал единой системой, через которую возвращаются информационные ссылки. Информационное пространство выросло в несколько раз за счет развития передовых технологий в мире. Формы социальных сетей постоянно расширяются: от Twitter до Facebook, YouTube и TikTok. Однако большое количество этих вариантов не исключает проблем, возникающих с первых моментов трансляции, в частности, нейтральности и объективности. Расположенный в самом сердце Евразийского континента, Казахстан не может оставаться в стороне от глобальных изменений. Процесс модернизации информационного пространства страны базируется на историко-культурных особенностях в соответствии с национальным менталитетом и этнокультурным языковым статусом населения. За последние десятилетия Казахстан претерпел масштабную трансформацию информационных технологий, которая затронула такие различные области, как бюрократия, финансирование и телерадиовещание. В постоянно расширяющемся медиа-пространстве традиционные СМИ, такие как печать, радио и телевидение, воспринимаются как «устаревшие» по сравнению с социальными сетями, которые могут представлять текст, графику и изображения в одном «пакете». Однако большое количество этих вариантов не исключает проблем, возникающих с первых моментов трансляции, в частности, нейтральности и объективности.

Ключевые слова: информация, модернизация, барьеры, формы, модифицированные социальные сети.

Introduction

Kazakhstan centered right in the middle of Eurasian continent cannot stay away from the global changes. The process of modernizing the information space of our country is based on the historical and cultural characteristics of the people according to the national mentality and ethno-cultural linguistic state. During last decades Kazakhstan underwent through massive information technology transformation that involved such as different filed as bureaucracy, financing, and broadcasting. And the main tool that is behind those transformations is information. It is the same factor that increases the importance and utility of journalism as profession.

However, media outlets offer the audience mostly the content with a greater demand. This makes it clear that the position of “journalist in the audience” from the Soviet Union underwent major shift. The main difference lies in the fact that media in some sense stopped being the watchdog of the society. Media is ready to offer the viewer required for him negative information ready even change the event, distorting facts (Tursyn K., 2009).

In the nineties, when the country was experiencing a state of crisis, popularly rampant social processes such as continuous unemployment and poverty, audience demanded journalism that would show the face of all the issues which the state cannot prevent. After decades after state censorship on media, people were easily enticed by new formats that seemed to be direct and frank. However, this led to

excess sensationalism on TV and newspaper pages (Tsvik V.L. (2008).

Unfortunately, the current state of the mass media has not improved. Channels began to show events that directly broadcast terrible crimes. Such a spectacle on the blue screens, developed in the minds of people, not only disgust for criminals but cruelty. Because viewers who watched this constant bloodshed over the air, there was a threat to the underworld looks normal. As a result, in the mind of mankind gained a foothold the idea, that life is cruel, built on injustice (Brontman L.K., 1998). Journalists should not forget that there are conditions which must be shown on television, and which must not. Firstly, it depends on the edition of journalists, secondly, on the edition of the manual. If one follows rules of news coverage, you cannot show on the screen a lake of blood, the others cannot show the open face of the deceased. Another important rule is that in any case, it is unacceptable show suicide. But if a person who commits suicide is important and respected in society, the situation will develop a little bit differently.

Currently it is impossible to deny that the psychology of emotion of viewers every day is moving away from the mind of journalists. For example, channel «КТК» does not take into account factors such as the fact that audience cannot skip over the corpse abuse offender or in the close-up of those who are killed in the cruelest way. It is possible that this method is good for

the fact that the channel on the rating field, but the mind and nervous system of the viewer are most important.

Literature Review.

The question of ethics of journalism in Kazakhstan is one of the points of inherent information transfer. If you rely on the experiences of the world, in different countries, large media corporations cleverly solved this problem by adopting a corporate code. Between journalists and the media in this guidance document diplomatic all the circumstances, that originate in the inner creative process all painted in detail: what can be removed and what is forbidden completely. In some states it even guides the types of shots (i.e. close-up, wide), as well as the intonation of the narrator (Barmankulov M.K., 2007).

In 2012 the Journalist's Code of Ethics was adopted by the joint session of the Kazakhstan's Journalists Union and the Editors-in-Chief Club. The document was developed at the suggestion of the former Head of State Nursultan Nazarbayev voiced in the article "Social modernization of Kazakhstan: Twenty Steps Towards a Universal Labor Society" (N. Nazarbayev, 2008). The document contains eight articles that briefly outline the basic rules of a journalist's activity. It explains such concepts as professional duty, social responsibility, honesty and impartiality, reliability and credibility.

Kazakh journalists were against adopting a law on journalistic ethics. Such a code, they argued, if introduced by the law, would hinder the routine journalistic work and put up certain barriers to journalists (Kim M.N., 2005). But the head of the Union of Journalists, Seitkazy Mataev told reporters that the Code is primarily "ethical guidelines," rather than an instructive document mandatory for compliance. "We believe that the Code is not a document of direct instructions. This is not a law, not a resolution, not an order. It is mostly moral and ethical guidelines," said Matayev. This statement clarifies that the adoption of the Journalist's Code of Ethics would not change anything in the information area of the country. Therefore requiring them to match their actions with this document is an impossible task.

As a result journalists have lost the trust of the audience. Code of journalistic ethics are intended to ensure reliability of reported information by defining acceptable practices; and provide guidelines about circumstances to avoid destruction of trust between audience and reporters of news (Uchenova V.V., 1997). However, it is undeniable that readers and viewers by reading an article or watching the news cannot determine where the lies and where the

truth. The process of loss of confidence started a few years ago. For example, there were a lot of gossips, when there was a collision in the Atyrau region, in Zhanaozen and Shetpe. Certain people who shared information say that about a hundred people died. In an interview given to foreign TV channels, a woman stated: "My daughter-in-law works at the hospital, and there is about a hundred people dying". This oral report later was proven to be false, and resulted in media spreading false information.

During the course of investigation of this particular case, Murat Eszhan asked an elderly woman that introduced him to his daughter in law to find out whether the information is true. It turned out that this person had no daughters in law, working in the hospital. The journalist showed the speaker on the screen, and commenting that this was the person who spread false information. This step, on the one hand, allowed saving the credibility of journalists, on the other hand, makes it clear that audience cannot trust any sources of information can only be authentic information, reading, listening only to the media (Palgunov N.G., 1997).

It turns out that journalists sometimes go to exaggeration for the purpose to attract a large audience. For example, the Fox News that used elements of the events of what happened in Greece, in the subjects related to rallies in Moscow. It was broadcasted in the "no comment" format, without using any audio elements in the plot. That is, to make their rating information, journalists are using different methods. But the information is transmitted to the people, in any case, should not be distorted and lose the appearance of truth (Voskoboynikov Y.S., Yurev V.K., 1993).

For example, we will never forget the situation in Ukraine, that shook the whole world. On the Internet, and some TV channels showed footage of that did not exist on the Maidan. This was told Kazakh TV journalist for news of Eurasia (03.02.2014). Also we remember that in the documentary "Arab Spring" footage was overly distorted, as said reporter of channel "Al-Zhazira". These actions violate ethnic journalists ethics injected panic. It is obvious that such plots bought influential political forces and stakeholders.

Material and Methods.

It is a reality, when the news and entertainment communicate with each other, although they are opposites. Therefore, this formed the opinion that the viewer does not need simple, objective news (10, 66). Ability to fine channels, it can reach out to millions. Especially the younger generation it seems too trivial. If today it is difficult to accept the word or sentence journalists who came from the creative

negligence, then tomorrow, because its several repetitions in the air, it can turn into “an example.” That is, if today you hear strange and unpleasant, then tomorrow it could become a common word from the lexicon of many. However, according to a review of evidence by the Reuters Institute at the University of Oxford, countries with public-service media have more hard news and better-informed populations than those without (Melnik G.S., 1996).

To date, information transmission, which has a permanent place in Kazakhstan live TV channels were more important than the other transmission direction. For example, the higher the socio-economic standard of living, the more the viewer’s interest, which closely monitors the processes taking place in the country. In addition, today, when permitted by the Constitution, freedom of speech and pluralism, does not abate the demand for information transmission, which turned into a kind of object of democratic values (Melnik G.S., 1996).

Building brand information transfer – is, first and foremost – increasing of viewing posts. Since the production of news programs is divided into real and virtual, we noticed that the public and commercial channels to disseminate information based on the position information of news. That is a clear example of virtual news - is an example of the dissemination of information following the actual event or action of life. And so the information policy of Kazakh TV channels won a place on the traditional functional layout of news (politics, economics, friendship among peoples, etc.) (Boreckiy R., 1998).

Results and Discussion.

Scientists Jameson Campbell identified five important features of any important event, yet even two or three features are the “foundation” of any TV news story (Jamieson, K.H., Campbell, K.K., 1988). However, the more features in the video material, the more interest from the media.

1. In each news should be the protagonist. If there is such a character that the audience has the opportunity to compare it with. It is through this way the viewer can fully accept complex or conflicting information. This method, which proved itself well in the preparation of the interview and photo now is widely used in Kazakhstan channels. For example, if the Ministry of energy is talking about the high cost, the program will show a taxi driver who complains about the low income.

2. An important event may show drama, conflict of interests, and even violence. Usually, despite the content of the message, television perceived as if it must serve as a distraction. Accordingly, a good plot

for a TV news report about the considered police officers who are expelled from the area of the rebels, rather than report on the fiery debate in Parliament. Since both the stick has two ends, then it has a negative side. Information transmission, which tirelessly shows violence and the like, leading to a feeling like it’s the way it should be. For example, the result of the “Brigada” crime miniseries that debuted in 2002. Director’s son was behind bars, imitating the actions that appear in the film.

3. Thirdly, every important event must be an active attempt to attract the attention of the viewer. This news face often used as a “hook” that catches the most abstract information content. For example, the falling of tenge rate against the U.S. dollar can pass such reports, as people express their dissatisfaction with the high prices in the shops.

4. Fourthly, event is an important sign of novelty and deviations from the general level of the accepted norms. Usually the events that are going to disrupt the social structure are also considered a deviation norm. For example, you can give an example: the events of September 2001 in the U.S., to be exact – aircraft collision with buildings terrorists’ twin. In Kazakhstan, events such as the death of Zamanbek Nurkadilov and Sarsenbayev evaluated as an attempt to breach of discipline.

5. The last character of an important event is the ability to identify topics that are being discussed in the media. Some of these topics are for a particular society forever. For example, if we consider it in the global perspective, it is possible to bring the famous “Watergate affair.” In Kazakhstan the media often discussed the matter with the “Nurbank”.

Conclusion.

It is important to note, that cyclic themes are crucial, even if the news program they use does not have great success. Core information lays at the tempo and features the information genre. This is now. The way, when a journalist adapted and interpreted only write about one topic is unprofitable because a journalist who is only in one area is uncompetitive. It is obvious, that each area has its own language, own terminology. But journalists should write text in the easily understood language. During the manufacture of the program, they should try to stick to the rules, which were formed in a few years: truthfulness, completeness of messages, mobility, the relevance of facts, systematization – saving rate issues, the composition of the material event, which is based on real events. But by following the setting journalists must try to save the uniqueness. Because uniqueness is always in trend.

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