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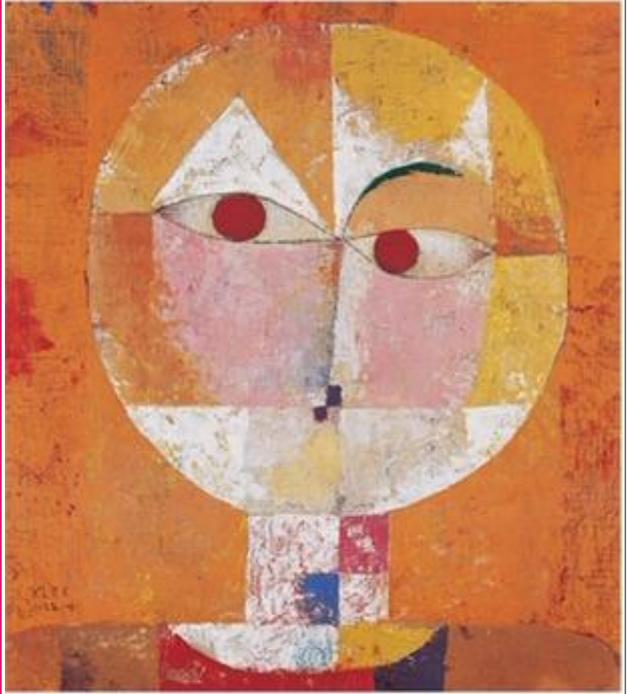
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Main methods of the impact of the kazakhstan russian-language media on modernization

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Abstract

The study aims to investigate the main methods of impact of the Kazakhstan Russian-language media on modernization of public consciousness via comparative qualitative research methods. As a result, the methods that affect the modernization of public consciousness can also be attributed to the imaginary choice. The essence of the impact is based on the fact that readers are informed about two opposed ways to solve the problem or two positions on one issue. In conclusion, the Patriotic act and the idea Mangilik El (Eternal country), as well as the program Rukhani Zhangyru aimed at the modernization of public consciousness.

Keywords: Discourse, Media, Public, Consciousness, Influence.

Principales métodos del impacto de los medios de comunicación rusos de Kazajstán en la modernización

Resumen

El estudio tiene como objetivo investigar los principales métodos de impacto de los medios de comunicación rusos de Kazajstán en la modernización de la conciencia pública a través de métodos comparativos de investigación cualitativa. Como resultado, los métodos que afectan la modernización de la conciencia pública también pueden atribuirse a la elección imaginaria. La esencia del impacto se basa en el hecho de que los lectores están informados sobre dos formas opuestas de resolver el problema o dos posiciones sobre un tema. En conclusión, el acto patriótico y la idea de Mangilik El (país eterno), así como el programa Rukhani Zhangyru, dirigido a la modernización de la conciencia pública.

Palabras clave: discurso, medios, público, conciencia, influencia.

1. INTRODUCTION

The mass media discourse of Kazakhstan as the leading type of institutional discourse represents complex dynamic multilevel structure with a huge language potential of impact on public consciousness. Respectively, the research of Russian-language media of RK and their influence on the modernization of public consciousness represents scientific value not only for linguistics, but also for other industries of humanitarian, public knowledge. The formation of information civilization and globalization increase the

importance of the role of public consciousness in all spheres of life. Significant changes in the socio-political, economic, socio-cultural life of Kazakhstan determine the inevitability of the transformation of the system of values of the individual and society.

Modernization of national consciousness for our country is a fundamental and large-scale work, on which the future of the state depends, the implementation of its most ambitious programs, including one of the key ones, for the entry of our country into the thirty developed countries of the world. The need for fundamental changes in the spiritual consciousness of society is stated in the program article of the first President of our state NAZARBAYEV (2017) “A Look into the future: modernization of public consciousness”, which was published on April 12, 2017. He proposes to take a step towards the future, to change public consciousness to become a United Nation of strong and responsible people.

To date, the role of the Internet media in modern communication and information space is leading, along with the print media of Kazakhstan (electronic versions), we have considered the electronic media discourse of Kazakhstan for 2012-2019. We conducted a content analysis of a number of Kazakh news portals and sites: bnews.kz, tengrinews.kz, inform.kz, zakon.kz, assembly.kz etc., as well as electronic versions of printed mass media in Kazakhstan: np.kz, kazpravda.kz, qazaquni.kz, exclusive.kz etc.

2. MATERIALS AND METHODS

It is believed that the methods of verbal influence on consciousness are the same in the activities of all media. Expressing subjective-evaluative attitude to the content of the statement, the language of the media has an impact on the recipient by two groups of means: artistic-figurative and manipulative. Zelinsky studying the impact of media on mass consciousness offered a vast classification of ways of mental consciousness manipulation which number is applicable also in respect of modernization of public consciousness (SALEMGAREEVA, 2007).

So, an important role is played by the principle of top priority. An essence of this method – use of features of mentality which takes on trust information arriving the first. In printed and electronic media this way is applied, for example, in the form of a first priority of the corresponding rubrication, arrangement of material on the front page, in the left top corner, etc. On April 12, 2017 article of the Head of state of Kazakhstan directed to the modernization of public consciousness was published. To keep and increase cultural and cultural values – here the main objective of work on the program article of president Bolashakkaa Bagdar: Ruhani Zhangyru (VANDIJK, 2005).

3. DISCUSSION

Kazakhstan entered the new historical period. The purpose is known – to enter into thirty developed states of the world. Ruhani Zhangyru's program is a new approach to the solution of tasks. The prospect is a modernization of public consciousness, involuntarily like a pride of our beautiful Republic of Kazakhstan. But most of all it attracts that our President lays great hopes on the younger generation in the article who are necessary to build the new future of the country (KUBRYAKOVA, 1997).

In our opinion, it is necessary to carry a method which it is accepted to call initiation of information wave or a trend of material (our term) to methods of the impact of the Kazakhstan Russian-language media on modernization of public consciousness. Its essence in consideration of the same problem, question in all media throughout the long period. This inclusiveness, globality allows to affect effectively public consciousness and to transform it. For example, in connection with the introduction of the idea Mangilik el application of this method and representation of the corresponding concept as it shows the material studied by us, is productive. The wide circulation of the idea, its constant discussion in media - transfers, headings, information on the held events - put the corresponding positive concepts and installations in consciousness (KARA-MURZA, 2004).

Closely related to the previous method is the method of approval of the imaginary majority (GAVRILOV, 2012), based on the fact that the human psyche allows the Commission of any action after the approval of the majority. Thus, the idea of transition to the Latin alphabet in the Kazakh media has received universal support and approval. Kabyzbek Toretaiuly, a member of the Union of writers and journalists of Kazakhstan:

– This issue has been discussed in society for a long time, definitely, the Latin alphabet is needed, because it is the language of the Internet. I believe that this is done in a timely manner. Today, scientists, poets, writers, all the intelligentsia have gathered, and we will come to some general consensus. In this matter, there are some nuances: The Latin alphabet has several options. We stopped at the Latin alphabet of 25 letters. Option of 25 letters, we believe more optimal, but there is another option of 28 letters, and even of 33. It is necessary to consider this issue slowly, as they say, so that tomorrow they do not say: OK, we missed it, did not finalize. No need to hurry. There are some discussions that for the time being the Russian-speaking population will write in Cyrillic, perhaps it is also necessary that everyone was comfortable, and eventually life will show (CHALDINI, 2000: NOOR ET AL, 2018: MONDERNA & VOINAROVSKA, 2019).

Even before the statement of the President of Kazakhstan, some media persons of our country began to try to write posts in the Kazakh

language using the Latin alphabet in social networks. One of them is an actor, Director Nurtas Adambayev. The artist admitted that he is for the Latin alphabet. I believe that writing in Latin in Kazakh is much more convenient. This is understandable: in the current version in the Kazakh alphabet 42 letters, and in Latin – 25. The whole world is going to simplify languages. I think we need to choose the easiest and most convenient option. We are not going to reinvent the wheel or discover a new planet. Our neighbors – Uzbekistan, Turkmenistan – have long switched to the Latin alphabet. They have all successfully passed. In the transition to the Latin alphabet, I think, there will be no negative moments, since all this has already been tried by others. I believe that this is a necessary process. The sooner we do it, the better for all of us, – said Nurtas Adambayev (inforburo.kz)

The method of using opinion leaders or referring to authorities allows to manipulate the mass consciousness based on the category of authority or authority of opinion. As a rule, most people rely on the opinions of authoritative, famous people and trust them, for example, such is often a reference to the words of the President of Kazakhstan: The Service of our ancestors to this idea saved our land at all times from invaders. For, as noted in the presidential address, only if we preserve the continuity between the deeds of our heroic ancestors, the achievements of the present and the bright future of future generations, we can become a manglik el (qazaquni.kz).

Ayagan B., Director of the Institute of state history:

The President spoke about the need to adopt a single standard version of the Kazakh alphabet in the new schedule by the end of 2017 with the help of scientists and the General public. Starting in 2018, the country will start training personnel for teaching the new alphabet and preparing textbooks for secondary schools. Public consciousness requires not only the development of principles of modernization, but also specific projects that could respond to the challenges of the time. And we, too, will contribute to this case (liter.kz).

Yerden Kazhybek, Director of the Baitursynov Institute of linguistics: the head of State announced the Beginning of a political decision on this issue in his Strategy Kazakhstan-2050 in December 2012, in which he pointed to the need to switch to the Latin alphabet since 2025. This means that from now on in all areas we will begin the transition to the Latin alphabet. It means that by 2025 we should start publishing office work, periodicals, textbooks and everything else in Latin. This period is not far off, so we should not lose time and now we need to start this work. The President noted that we are starting this large-scale work now, and instructed the Government to develop a clear schedule for the transition of the Kazakh language to the Latin alphabet (PINCHUK, 2013).

The way of repetition - the most common and has a simple mechanism of action: multiple repetitions of any information contributes to the fact that it settles in memory.

The method of creating problems and suggesting ways to solve them is also used. The problem is designated, and then the author brings to the variant of its decision, for example: Explication of threats and problems on globally oriented purposes of the people of Kazakhstan alienates national consciousness from its own essence even more, and the people from the power, devalues already scarce opportunities on formation of the atmosphere of deep community of life in all its directions. Civil society is not much closer to participating in the governance of the state, where corruption, greed and immoral acts have become the order of the day.

Today it is clearly recognized that it is the spiritual foundations of national consciousness that create an advanced way of social life and an innovative economy. Our people have not stopped looking for the promised land, as the Asan Kaigy, judging by the increased level of migration from the country to developed countries abroad. Our citizens have not stopped fighting for the rights and freedoms of the individual and the liberal democratic project, as did the leaders of the Alash Horde. Our patriots do not cease through science, art and other creative activities to serve humanity as Korqyt, for the glory of the immortality of the Kazakh people. And we all did not stop to think about whether we are people from the point of view of Abay (qazaquni.kz).

In this micro text, the first part is the definition of the problem, and the second is the summing up of the need to implement the

national idea of Mangilik El. One of the methods of influence used in modern journalistic practice, which also affects the modernization of public consciousness, is resonance creation or, as we define it, method of image. Its essence is that the predisposition of the majority of people to react sharply to various racial, national and religious situations is used.

So, for the modernization of public consciousness in Kazakhstan, the media focus on close ties with the Kazakh concepts of Mangilik El, Ruhani Zhangyru with the development of society and its prosperity in the future. Thus, these concepts associated in the minds of the people with the history of the Kazakh people, thanks to the media, are beginning to be perceived as important elements of the future of the nation, its national culture and receive a positive response in society. Mangilik El, Ruhani Zhangyru are not just Kazakh lexemes and phrases with a certain national and historical context, but become a symbol of a bright economic future of the state and the prosperity of the Kazakh culture. Based on the resonance they have formed a new image. This can be seen in the following examples: Mangilik El – nation of the United future; Mangilik El – a way to the future, Mangilik El –Mangilik til.

The methods that affect the modernization of public consciousness can also be attributed to the imaginary choice. The essence of the impact is based on the fact that readers are informed about two opposed ways to solve the problem or two positions on one

issue, but one of the points of view is presented in the most favorable light, so that it was accepted by the audience. In the case of the modernization idea, Mangilik El uses an additional rhetorical technique, which we have defined as strengthening the sense of self-responsibility or (figuratively): Who, if not us? for example: Today, our factor of unity is the state language, and we must set an example for all in the conduct of language policy, to show respect for the language, to strive to know it deeper (ibirzha.kz).

Consider another text, its composition and content:

Today, Kazakhstan faces many global challenges. How we react to them depends not only on our lives, but also on the lives of generations of future citizens of the country. The world is transforming. Everything changes. In the world, there is a completely new configuration of relations between people. The real struggle for survival begins. The competition includes the most ordinary people. The future of Kazakhstan will depend not on how much oil, tanks or funds we have in the national Fund, but on whether our Kairats and Asels will be able to create products better, better, more creative than Vanya, Hansa, John or PU and Hu. It will depend on our ability to create the conditions under which the most talented people will aspire to Kazakhstan, not from it. And it will happen very soon.

We understand our shortcomings; we understand our strengths. We have a chance to get ahead. That is why the President is talking

about the window of opportunity. We either use it or we do not. It is up to us to decide and act. But it is impossible to ensure a qualitative breakthrough of the country forward only by the efforts of the government. The whole society should work for this, each of us. Otherwise, it will not work. And how to include society in this process? Who should do this? The patriot Act can become just a document, and can become the beginning for awakening of our society, its mobilization for ensuring national breakthrough in development. And if there is even the slightest chance that the second will happen, we must take advantage of it (sayasat.org).

The fragment begins with the problem statement. Then follows the transition to we (Who, if not we?!) and the responsibility we for the future life and well-being of the country. This is followed by the deployment of the problem, an indication of the changes that are taking place, in which the struggle for survival is intensifying. And again sounds responsibility we (our maps and sat) for future actions. The subsequent content of the text is based on binary, opposition, which also contributes to the strengthening of the role of we and the impact on public consciousness:

- The future of Kazakhstan will depend not on how much oil we have, tanks or funds in the National Fund, and whether our Kairats and Asels to create products better, better, smarter-than Vanya, Hans, Jonah or Pu Hu.

- It will depend on our ability to create such conditions under which the most talented people will seek to Kazakhstan, not from it.

- We understand our shortcomings; we understand our strengths.

- We either use it or we do not.

- But it is impossible to ensure a qualitative breakthrough of the country forward only by the efforts of the government. The whole society should work for this, each of us.

- The Patriotic Act can become simply the document, and can become the beginning for the awakening of our society, its mobilization for ensuring national breakthrough in development.

Таким образом, воздействующая сила данного текста основывается как на манипулятивном методе воздействия на массовое сознание «мнимый выбор», так и на собственно лингвистических средствах: повторе личного местоимения «мы», «наш», риторических вопросах, синтаксическом параллелизме, анафоре, эпифоре и предложениях с градационно-сопоставительными, противительными и разделительными союзами. Thus, the influencing force of this text is based both on the

manipulative method of influence on the mass consciousness of imaginary choice, and on the actual linguistic means: the repetition of the personal pronoun we, our, rhetorical questions, syntactic parallelism, anaphora, epiphora and sentences with gradation-comparative, adversative and alternative conjunctions.

The next method - simplification - allows to inspire the audience with the main idea thanks to the short, energetic and impressive form – the form of approval. This form excludes all possible discussions, forcing the audience to accept the described fact as a given.

4. CONCLUSIONS

Key parameters of personal child development can be considered, its orientation to universal values, humanity, intelligence, creativity, activity, self-respect, independence in judgments (ABISHEVA ET AL., 2018). This literary movement was prompted by conscious memes to overthrow traditional methods and present a new form of expression of the senses of time (ABISHEVA ET AL., 2018).

The Patriotic act and the idea Mangilik El (Eternal country), as well as the program Rukhani Zhangyru aimed at the modernization of

public consciousness, thanks to the media, are beginning to be perceived as important elements of the future of the nation, its national culture and receive a positive response in society. Mangilik El, Rukhani Zhangyru are not just Kazakh lexemes and phrases with specific national-historical content, but also become a symbol of the bright economic future of the state and prosperity of Kazakh culture.

The main methods that have a positive impact on the modernization of public consciousness in the Russian-language discourse of the media in Kazakhstan include: the principle of priority, initiation of the information wave or trendiness of the material, approval of the imaginary majority, use of opinion leaders or reference to authorities, repetition, creation of problems and the proposal of ways to solve them, method of image, imaginary choice, simplification, method of semantic manipulation, method of reference to historical facts, reference to time, expert opinion, bilingual repetition effect.

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