

AL-FARABI KAZAKH  
NATIONAL UNIVERSITY



INFORMATION  
about publication activity  
DEPARTMENT OF JOURNALISM

№	Наименование публикации	Выходные данные (doi статьи)	Аннотация статьи	Ссылка для цитирования (Ф.И.О., название статьи, название, номер и/или выпуск, том журнала, страницы, doi статьи)
<b>2022 год</b>				
1.	Volunteering from Culture, or Education of Charity through Art among Muslim Students in Russian Turkestan, Turn of the 19th - 20th centuries	DOI 10.13187/BG.2 022.2.824	The practice of organizing and the effectiveness of public charitable forums by Russian Muslims in the Steppe region and Western Turkestan has not previously been specifically studied in historiography. The historical experience of nurturing the skills and traditions of philanthropy among the Muslim youth of the Russian Empire is relevant through the prism of dichotomy: both as adherence to general Muslim practice, and as a real model of socialization and expression of ethnicity through active secular positive behavior. The relevance of humanistic education in the modern globalizing world is beyond doubt; the argumentation in favor of the researched direction consists of authoritative opinions of scientists, psychologists and experts in the field of art history, sociology, cultural studies, history of pedagogy and ethnology. The article provides specific examples of patronage from written sources that have become rare, reflecting the realities of educational and educational practices on the outskirts of	<b>Bylye Gody</b> , 2022, 17(2), pp. 824–833 Mukanova Gulnar K., Abisheva Onal, Batyrkhanova Zhazira

			the state, in such remote regions as Central Asia, the Kazakh steppe, etc. The study examines the influence of the Turkic-language periodicals at the turn of the 19th - 20th centuries. on the readers' self-awareness as a formative tool for the actualization of identity and the institution of charity, in the relationship of historical, cultural, psychological and pedagogical aspects of the topic.	
2.	Public execution as theatricalized means of influencing society: from New Testament times to modern history	<b>ISSN</b> 18410464	The article deals with the theatricalization of public executions and the social mechanism of their impact (including the role of the Church) on society from the New Testament times to modern history. Based on research results, public execution in this period is considered a national festive occasion characterized by theatricality of action and is a socio-cultural phenomenon. In the study, the authors show how government bodies and the Church use public execution as a regulatory function that can be efficient if the masses are involved in this process in one way or another. To do this, the authors systematize the types of public executions for various reasons. An attempt is made, as far as the format of the article allows, to describe the expressiveness in public punitive events and public executions according to their scripted, directorial, theatricalized and entertainment components as a tool in managing the masses. Special attention is paid to the etymologization of public executions, based on research, primarily by Michel Foucault, and biblical descriptions. The article is based on cultural and historical research into the manifestation of the phenomenon of public execution in the history of mankind. The priority in the analysis is given to European countries in the Middle Ages.	European Journal of Science and Theology, October 2022, Vol.18, No.5, 77-89 Natalia Grigorievna Bondarenko, Liliya Beloglazova, Natalia Evgenievna Shafazhinskaya, Elman Said-Mokhmadovich Akhyadov, Alexandr Rozhkov and Natalya Ryafikovna Saenko <a href="http://www.ejst.tuiasi.ro/Files/96/6_Bondarenko%20et%20al.pdf">http://www.ejst.tuiasi.ro/Files/96/6_Bondarenko%20et%20al.pdf</a>
3.	Digital Trust Indicators in Human-Computer Interaction. Lecture Notes in Networks and Systems. Vol. 468	<b>DOI</b> 10.1007/978-3-031-04826-5_24	The problem of digital trust in human-computer interactions is quite topical because of the high level of concern about the impact of intelligent technologies on the transformation of social and professional activities. Identifying the limits of trust in artificial intelligence and digital agents of network interactions is related to social problems, and the prospect of human substitution by smart robots and systems seems to be the most relevant of them. With the intensive development of smart technologies, the problem of trust in digital intermediaries becomes the most acute. The interdisciplinary nature of this problem determines a systematic methodology for the study of digital trust factors. The authors analyze the level of Russians' trust in smart AI technologies development, based on statistical data from regular surveys conducted by the Russian Public	Information Systems and Technologies. World CIST-2022, Vol.1-P.245-255. Springer Barlybayeva S., Shipunova O.,Berezovskaya I.,Pozdeeva E., Evseeva L.

			Opinion Research Center (VCIOM), as well as on a pilot survey of youth groups in a Russian university. In this study, the authors assume that digital trust implies a sufficient level of confidence in people, processes, and technology to build a secure digital world. Indicators of trust in network interactions are examined through attitude towards the digital environment and behavior in it, conditions of the digital environment reliability, and user experience correlated with the digital environment perception. To achieve the goal, the authors consider the impact of specific Internet practices on the formation of digital trust. Five scopes of application of smart technologies with high trust levels are identified within the human-computer interaction. © 2022, The Author(s), under exclusive license to Springer Nature Switzerland AG.	
4.	An Examination of the Use of Fake Names Among Central Asian Journalists	<b>DOI</b> 10.1080/23736992.2022.2158830	This article examines byline issues and journalism ethics in an Asian context, with particular focus on how journalists invent and subsequently publish articles under various non-existent authors. The study took place between April and August 2022 in Kazakhstan, Kyrgyzstan and Uzbekistan, where ethical misbehavior in journalism is normalized and academic institutions in the region fail to develop students' ethical approach to journalism. It is well known that journalists write about politically sensitive issues under pseudonyms or other names in authoritarian contexts, but this study adds to scholarship exploring why and under what circumstances journalists in an Asian context use non-existent authors even when writing on nonsensitive and trivial matters. The findings suggest that journalists choose to and/or are forced to publish articles using multiple pseudonyms by political, economic, and individual circumstances. The findings are discussed in relation to the theory of deontological ethics. © 2022 Taylor & Francis Group, LLC.	Journal of Media Ethics. Exploring Questions of Media Morality. Journal of Media Ethics, Volume 37, Issue 4 (2022) Kurambayev B., Myssayeva K
5	Going native: Prospects of native advertising development in the ASEAN and BRICS countries Mind and Society, 2022	<b>DOI</b> 10.1007/s11299-022-00289-5	Native advertising is the most effective tool to deal with the refusal of Internet users to perceive advertising messages that determine its originality and novelty. The purpose of the study is to analyze the prospects of development of these markets and their current status, marketing research companies. The result shows that the markets of the ASEAN countries and similar economies like Kazakhstan are characterized by a hardly predictable but rather big domestic advertising market, which is expected to become as big as the BRICS market in the next 10 years, as well as get ahead of it. The biggest changes are noted in China, where the native advertising market has	Noda, L., Kolosova, O., Levoshich, N., Zatsarinnaya, E. <a href="https://www.scopus.com/record/display.uri?eid=2-s2.0-35125621742&amp;origin=resultlist&amp;sort=plf-f">https://www.scopus.com/record/display.uri?eid=2-s2.0-35125621742&amp;origin=resultlist&amp;sort=plf-f</a>

			won an extra 30% of the total digital advertising market for the last 5 years. The lowest growth rate of the native advertising market is noted in Brazil, India and South Africa (12.92%, 17.53% and 17.96% of the total online market, respectively). Prospects for further research are based on the possibility of using the results in the analysis of regional features of native advertising in the media of other countries in a comparative aspect, taking into account a system of criteria: socio-political situation, cultural traditions, economics, education, and media. © 2022, The Author(s), under exclusive licence to Springer-Verlag GmbH Germany, part of Springer Nature.	
6	Crisis with Undefined Delayed Damage: Definition and Communication Strategy	<b>DOI</b> 10.1109/ComSDS55328.2022.9769115	The article is devoted to the definition and the parameters of a crisis with indefinite delayed damage/ The authors suggest the concept and propose recommendations for crisis communication strategies from the perspective of a case of oil spill in the Russian Arctic caused by the accident at Norilsk-Taimyr Energy Company's TPP-3 on May 29, 2020	Gavra, D.P., Proceedings of the 2022 Communication Strategies in Digital Society Seminar 2022, ComSDS 2022, 2022, pp. 43–47 <a href="https://www.scopus.com/authid/detail.uri?authorId=56748045000">https://www.scopus.com/authid/detail.uri?authorId=56748045000</a>
7	The Network Demediatization of a Significant Information Occasion: The Nobel Case of Dmitry Muratov	<b>DOI</b> 10.1109/ComSDS55328.2022.9769120	The article is devoted to an empirical study of the mechanism of demediatization in relation to a specific case the reaction of the Russian mass media and users of social networks to the awarding of the Nobel Peace Prize to the editor-in-chief of Novaya Gazeta Dmitry Muratov. The concept of demediatization is defined. The concepts of administrative and narrative tracks of demediatization are introduced. Possible discursive strategies of narrative demediatization are indicated. The authors conduct empirical verification of hypotheses about the ontology and tools of local demediatization using the example of online discussions around the status of the Nobel Peace Prize 2021 and the status of nominees. The authors demonstrate the implementation of the process of demediatization in a network environment through communicative practices that are opposite to mediatization. The chronological framework of the study is from 8.10.2021 to 08.01.2022. The empirical database includes 7521 messages in 817 electronic media and posts in social networks: Vkontakte (30740), Facebook (10134) Telegram (6639) collected using the monitoring and analysis system of social networks, mass media, blogs, forums, sites with reviews Semanticforce.net. The processing of the collected material was carried out by analyzing the identified assessments of the situation in posts and comments	Gavra, D.P. Proceedings of the 2022 Communication Strategies in Digital Society Seminar 2022, ComSDS 2022, 2022, pp. 190–194 <a href="https://www.scopus.com/authid/detail.uri?authorId=56748045000">https://www.scopus.com/authid/detail.uri?authorId=56748045000</a>

			(negative, positive, neutral) using the methods of lexico-semantic analysis.	
8	Analysing Russian Reaction to 2021 U.S. Capitol Riots	<b>DOI</b> 10.1177/00027642221078767	On January 6, 2021, the United States Capitol in Washington, D.C. was attacked by a mob of supporters of President Donald Trump. More than 70 countries and international organisations expressed their concerns over the 2021 United States Capitol attack and condemned the violence. While governments around the world have expressed outrage and sadness over rioting that engulfed the U.S. Capitol, some media (for example, VOA) reported that 'Russia took a different view -- namely, vindication with a bit of gloating' under the headline 'As US Reels From Capitol Violence, Russia Enjoys the Show'. What was Russia's reaction to the events in Washington? Russian high-ranking politicians responses to the U.S. Capitol rioters were widely quoted in English-speaking media. But the angle offered for foreign audiences did not always coincide with the media narrative developed for domestic consumption. This paper examines media interpretation of the U.S. riots which was offered by the Russian media for Russian-speaking audiences. The paper follows the discourse of pro-Kremlin media during the period of 1 month after the protests began, analysing discursive frames which represented different interpretations of the events, particularly within the context of comparing the suppression of opposition protests in Russia with the prosecution of the U.S. Capitol rioters. © 2022 SAGE Publications	Gavra, D.P. American Behavioral Scientist, 2022 <a href="https://www.scopus.com/authid/detail.uri?authorId=56748045000">https://www.scopus.com/authid/detail.uri?authorId=56748045000</a>
	Mediatization and demediatization in the digital environment: the case of k. Bogomolov's conservative manifesto "The abduction of Europa 2.0."	<b>DOI</b> 10.30547/vestnik.journ.3.2022.6086	The article is devoted to the theory of mediatization of local newsworthy events with value-political content in a digital society and an empirical study of the processes of mediatization-de mediatization in relation to a particular case, namely the reaction of social network users to the publication of the Manifesto "The Abduction of Europa 2.0." by Russian theatre and film director Konstantin Bogomolov (February 10, 2021). The authors show the transformation of the processes of political agenda setting on social networks in the conditions of the expansion of influencers and traffic monopolists of various scales. They discuss the category of mediatization, highlight the levels of mediatization, and show the possibility of implementing mediatization processes at the micro level. The concept of a cultural and aesthetic incident as a reason for mediatization is introduced, the factors influencing the mediatization potential of such an incident are specified. The concept of de mediatization is introduced and its characteristics at the macro and micro levels are described. Empirical	Gavra, D.P., Bykova, E.V. Vestnik Moskovskogo Universiteta. Seriya 10. Zhurnalistika, 2022, 2022(3), pp. 50–86

		<p>verification of hypotheses about ontology and tools of local de mediatization is carried out on the example of network discussions around K. Bogomolov's Manifesto "The Abduction of Europa 2.0." The study shows how the network community transferred the incident discussed to the trajectory of de mediatization, blurring the value narrative and bringing down the discussion to the mundane level. The empirical basis was the original text of the Manifesto, published on the website of Novaya Gazeta and distributed on social networks Instagram/Facebook<sup>1</sup>/Twitter<sup>2</sup> (blocked in Russia by court order). YouTube social network users' comments were analyzed for the period from 10.02.2021 to 10.03.2021. The processing of the material collected by the hashtags #Bogomolov #Manifest with the help of the continuous sampling method was carried out by lexico-semantic analysis of the identified value narratives in posts and comments and a comparative analysis of the semantics of the identified narratives. © 2022, MSU Publishing House. All rights reserved.</p>	
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