

ANNOTATION

to the dissertation of **Kaliazhdarova Shynar Idryshevna**
«Trends in developing innovative models in Kazakhstan TV channels»
completed for the degree of Doctor of Philosophy (PhD)
majoring in «6D050400 – Journalism»

Relevance of the research topic. The global information process has had a significant impact on the development of national mass media and mass communications. The rapidly developing media industry sector of the Republic of Kazakhstan, has changed in accordance with the fast growth of digital technologies. Their active penetration into the sphere of mass communications had led to the fact that the state began to pay special attention to the regulation of the mass information space.

In 2012, Kazakhstan switched to digital television broadcasting system and adopted a special program in this direction. In the process of transition to the new information technologies, political, economic, technological and creative factors increase the speed of information exchange and contribute to the development of a unique media environment through interactive television, mobile communications and the Internet. Thus, new digital technologies and television systems have created a new information environment.

This research work underscores the emergence of new trends in media production in the process of transitioning to the digital standards in the Kazakh television industry. It is noteworthy that the digital space of the television production development has attracted not only technical innovations, but also creative approach to the television production. Changes in production have led to the transformation of the visual and genre palette of television, which is also considered in this dissertation.

The activity of Kazakhstani TV in the digital environment has not yet received scientific interpretation. Today, new technologies in television are developing rapidly, but the theoretical and methodological foundations of this problem have not been sufficiently studied in Russian science. In the course of the research work, the trends of television production transformation in Kazakhstan in the terms of digital technologies are identified as following: the infrastructure of digital broadcasting, the division into niche channels and segments, the reasons for the appearance of Internet channels. The Kazakh management and marketing model in increasing the creativity of television production is also presented.

In recent years, the number of industrial channels has increased. Such a process is gaining momentum not only in Kazakhstan, but all over the world. However, although their number has increased, it is difficult for them to work regularly in the information market. This kind of problems have been raised in connection with industrial TV channels, and ways to solve them have not been ignored.

The competitive information environment puts Kazakhstan's TV channels the task of matching the trends and requirements of the time. The paper considers ways to create and promote successful television production in the national media market, which, in turn, allowed to make a number of recommendations and conclusions.

Object of research: Kazakhstan's television production during the digital broadcasting period (state and private TV channels).

Subject of research: Preparation and distribution features of television products in the digital age.

Methodological foundations of the study.

The methodological basis of the research was the works of such scientists considering the history, development and formation of Kazakh television journalism, as well as genres and forms of journalism: M. Barmankulov, N. Omashev, B. Zhakyp, K. Tursyn, A. Moldabekov, S. Barlybayeva, K. Kabylgazina, M. Shyndaliev, Zh. Abdizhadilkyzy, N. Shyngysova, A. Kurmanbaeva.

New technologies in TV production and their impact on the creative process were studied by practical scientists such as - A. Beysenkulov, M. Abdraev, U. Esenbekova and researchers as K. Kamzin, K. Mysaeva devoted their works to the issues of communication and interactivity in the media. The study of J. Toybayeva was the source in the field of Kazakhstan's experience in digital television issues.

The works of Russian scientists who studied the problems of TV journalism in the Internet era: V. Tretyakov, Ya. Zasursky, G. Kuznetsov, V. Tsvik, G. Lazutina, G. Melnik and the works of foreign researchers who considered the theory and practice of mass media, including TV journalism: M. Naim, J. Bainbridge, L. Tainan were used in the research paper.

Sources of research work:

The research sources are divided into several parts:

The first group includes scientific papers, interviews, articles by Kazakhstani researchers.

The second group of the sources consisted of scientific papers, articles and publications of foreign scientists, including researchers from Europe, the USA and Russia.

For the third group, materials about television published in periodicals and on information sites, opinions of specialists in the television industry, interviews, information on personal pages in social networks, and the opinion of the audience were taken as a basis.

The fourth group includes the experience of the world-famous TV channels BBC, CNN, ABC, the state national channel «Kazakhstan» and the Agency «Khabar», private TV channels of the country, as well as the world-famous company «Media Metrix», «TNS Central Asia», the National Media Association, «TALAP». The personal experience of the author in the television industry was also used as a source.

Methods of research work. The methods of narrative, historical and comparative analysis, sorting of official documents, selection of bibliography and sources, processing of statistical documents, content analysis, survey, monitoring, typological comparison and scientific conclusions were used in the work.

The purpose and objectives of the research work. The purpose is to determine the role of digital TV channels in the dissemination of information and the features of the digital television broadcasting system development in

Kazakhstan. The analysis of creative and technological changes in the course of adaptation of TV channels to the Internet space is carried out. Taking into account the scientific, theoretical and practical integrity and relevance of the doctoral dissertation, the following tasks were set:

- differentiation of the impact of the rapid scientific and technological development on the telecommunications space;
- transformation processes in the modern television industry: analysis of digital broadcasting infrastructure, industry and Internet channel services;
- identification of creative and technical features of the new formats and innovative projects on television;
- differentiation and systematization of changes in TV journalism forms and genres;
- approbation the reasons for the growth of interactive communication links between the TV program and the audience;
- development the direction of TV journalism – to consider the current situation of marketing communications and management;
- definition and systematization of the development process of industrial bodies- country channels;
- explanation of effective ways to distribute television products in a competitive environment;
- identification the ways of television creativity improvement.

Scientific novelty of the research.

- the trends in the Kazakh television industry development during the period of digital broadcasting have been studied and systematized for the first time;
- changes in the sphere of modern TV journalism are revealed: convergent editorial services, digital technologies, mobile applications, access of channels to the Internet, multiplatformity are differentiated, the products of the TV industry prepared for different platforms are highlighted;
- for the first time, the activity of industry channels in Kazakhstan has become a form of scientific work;
- the impact of digital technologies on television and the audience is structured from a scientific point of view;
- the modern requirements of marketing and management in the television industry are determined, the nature of outsourcing development in television production has been studied;
- about 30 TV programs of the Qazaqstan TV channel new format, the Khabar agency and independent commercial TV channels have been evaluated from a scientific point of view.

Theoretical and practical significance of the study.

The research materials can be used as a theoretical basis for the study of the new directions in the television industry development. Particularly the preparation of educational materials for journalists training in the field of mass media, as well as for the projects development in the creative laboratories of Kazakhstani TV journalists.

As part of the dissertation work (thesis), the textbooks «Televiziyalyk, khabar dayyndau tekhnologiyasy» (2017), «Telezhanyk: tajiribe» (2022) were published and put into practice. The manuals are included in the curriculum of the International University of Information Technologies (Almaty), the specialty: «Digital Journalism», lectures and practical classes are held for the 2-3rd year students (Appendix D). Based on the experimental version of the training materials, several TV projects which were filmed on the IITU TV YouTube channel. They were uploaded to the video platform and showed a high percentage of views.

Provisions submitted for protection:

1. The influence of new phenomena in the information environment of the modern period on the television industry is differentiated. The process of transition to digital technologies has radically changed the face of television, and television has become a multi-channel multimedia.

2. The advantages of the national digital television broadcasting system have been clarified. The digital system opened the way for multi-channel broadcasting and efficient use of the national network resources. New opportunities have appeared for the regional TV audience, the network of TV channels has expanded. Thus, the information inequality between the urban and rural population was eliminated.

3. The impact of new information technologies on society has increased. This can be observed in the fields of politics, culture and education. At the same time, it is determined that television journalism is a tool that not only shows and promotes the national values of each time and period, but also contributes to the formation of new elements of modern culture.

4. The increase in the number of TV channels increased competition, contributed to the formation of industry channels. Internet channels have appeared. Television and the Internet, being competing areas in the media sphere, began to complement each other. In addition, TV channels have started working together with social networks.

5. The change in the information environment has influenced the creative search in TV journalism. As a result, new formats and innovative projects appeared on television.

6. Innovations in television technology have led to a change in the genre and variety of TV programs. TV journalism has risen to a qualitatively new level.

7. The rapid development of the Internet has strengthened the connection of TV channels with the audience. Now the viewer can not only watch the product, but also change its content, become an author and presenter. Social media have become a source of information for TV journalists. Thus, the feedback on television has acquired a new character.

8. Today, television production is becoming the main core of the media business. Competition in this area has intensified the search for ways to organize, manage, improve the quality of content and make a profit. Based on world experience, Kazakh TV channels have implemented outsourcing systems. Domestic TV producers are now competing not only with local TV channels, but also with foreign media, as well as with video platforms.

9. The ways of formation and development of branch TV channels in the media market of Kazakhstan are determined. The number of industry channels in the country has increased. A layer of industry television specialists has been formed and systematic training of industry journalists has begun.

10. New trends in Kazakhstan's TV journalism are considered: mobile Internet, the development of the Internet of Things (IoT), the use of artificial intelligence, big data, virtual technologies, as well as phenomena and trends that will occur in the TV industry in the near future. Predictions were made about the future of television.

Approbation of the work. According to the main content of the dissertation, 16 scientific articles have been published in domestic and foreign publications, 2 textbooks have been prepared. Of these, one article was published in a scientific publication included in the Scopus database, 2 articles were published in foreign scientific journals, 6 publications were published in publications recommended by the Committee for Quality Assurance in the Field of Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan. 7 articles have been published in collections of international scientific conferences.

The manuscript of the dissertation was discussed at the Department of Press and Electronic Media of the Faculty of Journalism of Al-Farabi Kazakh National University and recommended for defense.

The structure of the research work. The research work consists of an introduction, three chapters, a conclusion, a list of references, figures, tables and appendices.