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T.Kabiyeva ¹, A. Aidar ¹, L.Zor ²¹Kazakh National Academy of Arts named after T. Zhurgenov, Almaty, Kazakhstan;²Nigde Omer Halisdemir university, Nigde, TurkeyKabiyeva2505@gmail.com**REGARDING THE ISSUE OF THE TELEVISION IMPACT ON
SOCIAL AND CULTURAL VALUES DEVELOPMENT IN SOCIETY**

Abstract. The state conducts an intended activity aimed at sociocultural values formation in the minds of people; however, this problem is not surveyed entirely. The theoretical investigations available concerning this subject are mostly fragmented; they do not clarify the relations between the results of the personality cultural formation and the conditions in which the personality is formed.

One of the most powerful tools of forming social and cultural values of the personality is mass media - newspapers, magazines, radio, television, online media, etc. Nowadays, because television forms the reality representation, world cognition by a person is implemented through the TV images experience. All TV programs broadcasting certain life standards, fashion create a kind of culture in the minds of the audience and modern man will strive to comply it.

Consequently, on the grounds that more than 40% of the Kazakhstan people live in rural areas, and the main source of information is television there, the investigation of the television is currently a critical task.

Keywords: culture, social and cultural values, consciousness upgrading, Kazakhstan television, content, ideological and artistic content.

Introduction. The problem regarding construction of identity has always played an actual role in the development of society. However, this problem formulation in different societies was carried out in different ways. The modern Kazakhstan society at its transformation stage acquires a spontaneous character, the personality, independently experiences a great need in the system. This system should include sociocultural values.

Among the ways of forming sociocultural values is the program for the development of the public consciousness upgrading, that is a result of the program article of the Nation Leader N. Nazarbayev “Focusing on the Future: Public Consciousness Upgrading”. In the article, the First President of the country highlighted the key directions of consciousness upgrading of Kazakhstan’s society and each citizen of the republic: competitiveness, national identity preservation, the cult of knowledge and openness of consciousness.

“Solving the tasks set in the Message of the Nation Leader N. Nazarbayev to the people of Kazakhstan “Nurly Zhol - The Path to the Future”, overcoming global challenges, achieving sustainable development requires the development of scientifically based approaches to the formation of a new quality of human capital as a driving force of global development. The policy of modernization of Kazakhstan qualitatively changes the requirements for the functioning of the entire social system” [1].

The formation of social and cultural values of an individual, targeted at humanism, respect, tolerance, and morality, and will provide modern Kazakhstani society to effectively enter the world community and compete on an equal footing in world society. This is the national ideology of our country.

The problem regarding social and cultural values in a person has long been one of the most topical tasks being solved by people throughout the society development. The social and cultural values are not only moral guides for people, but also a measure of the humanity and civilization of society, in which these people live. A society without a verified system of positive social and cultural values in all respects

is destined to lose its former power. Such a society depicts disunity among its members; it is devoid of uniform, basic value systems.

The state conducts an intended activity aimed at sociocultural values formation in the minds of people; however, this problem is not surveyed entirely. The theoretical investigations available concerning this subject are mostly fragmented; they do not clarify the relations between the results of the personality cultural formation and the conditions in which the personality is formed.

“Social and cultural value” term is formed by using terms such as “culture” and “value”. Culture (lat. *Cultura* "cultivation, development") - the achievements of mankind in the course of its development. A significant contribution to the development of the theory about culture was made by scientists S. S. Averintsev, S. N. Avtonomova, A. I. Arnoldov, E. A. Baller, R. Barth, M. A. Batunsky, V. V. Bibikhin, E. V. Bogolyubova, F. Bacon, Yu. R. Vishnevsky, P. P. Gaidenko, G. Hegel, T. Gobbs, L. Ya. Gurevich, P. S. Gurevich, E. Husserl, Yu. A. Zhdanov, D. B. Zilberman, A. F. Zotov, M. S. Kagan, I. Kant, K. Klakhon, L. N. Kogan, et al.

History of origination and development of mass media.

One of the most powerful tools of forming social and cultural values of the personality is mass media - newspapers, magazines, radio, television, online media, etc. The origination of primary ways, means, methods of informing, and then the systems of transmission and distribution became possible upon the occurrence of newspapers, its history is closely connected with the formation of statehood and transformations in the life of society. The world's first newspapers appeared in the era of the Han dynasty in ancient China (206 century B.C.E. - 220 AD). These were newsletters distributed among officials. The newspaper first in the world was *Stolichny Vestnik*, published in China in the 8th century A.D., it was written information about important events and decrees of the emperor. For the newspapers served materials as boards, hieroglyphs were carved on them, and covered with ink. In Europe, the modern newspaper forerunners were information leaflets. These leaflets were published not systematically, they were not divided according to genre content, they did not have a name.

The invention of printing made a significant push to the development of the media (in 1440 years, I. Guttenberg). According to the most prominent theorist of the media, M. McLuhan, it was precisely the wide distribution of large-circulation printed publications, including newspapers, that made it possible to “overcome the difficulties of the ancient feudal and oral society” and led to the development of national languages and states and later on to the industrial revolution.

In the process of trading development, new cities appeared. With the development of cities, information workers appeared. They were specially employed to collect news not only inside one city, but also in other countries. So there were handwritten newspapers about trading, they were sold for a small coin. The word "newspaper" comes from the name of this coin (*gazzeta*). The first newsletter named by word "newspaper" appeared in Germany in 1502 and was called "Neue Zeitung von orient und affgange" (a new newspaper about east and west).

In the course of society development and increased an interest in obtaining information. The information flows development was greatly impacted by political events in Europe. The founder initially of manuscripts, and later the printed newspapers, is considered to be the Jacob Fugger a German banker (1459 - 1525). His newspapers were called “Fugger-Zeitungen) (“Fugger’s Newspapers”).

The first modern newspapers prototype in Russia appeared under the governing time of the King Boris Godunov. The first edition was called "Chimes". These newspapers were considered a secret document. Only the king and his entourage were read aloud. On January 13, 1703, pursuant to the decree of Peter I, the first Russian printed newspaper was published - “Newsletter about military and other matters worthy to be known and memorized that took place in the Moscow State and in other environs of the country”.

Napoleon well understood the power of the press, who said that "three hostile newspapers are more dangerous than a hundred thousand bayonets." As early as 1807, he began an active struggle with the opposition press and by 1811 there were only 4 daily newspapers left in Paris[2].

The national Kazakh press origination was one of the brightest achievements for the Kazakh people. The first mass publications in Kazakh language were issued by the colonial authorities. Upon the administrative reforms conducting in Kazakhstan in the 60s of the XIX century, czarist rule needed newspapers that would explain its policies to people. Newspaper of Turkestan Ualay was one of the first such publications. In 1870, the first issue of this publication was published in the Tashkent city. The

newspaper was published in Kazakh and Uzbek languages. It was the publishing body of the Turkestan Governor-General. In 1888, the second newspaper in the province, Newspaper of DalaUlayat was published. It was a steppe governor-general in Omsk. Newspapers explained the importance of the Russian Empire policy in the province. Notwithstanding the fact that they were informational and reference, it included materials on the history, ethnography and literature of the Kazakh people.

Radio and television as the most powerful informing mass media, appeared in the twentieth century (the beginning of regular radio broadcasting: 1920 in the USA, 1922 in the USSR), (the beginning of regular television broadcasting: 1935 in Germany, 1936 in Great Britain, 1939 in the USA and the USSR).

On the territory of Kazakhstan, the first radio station appeared in 1912, at the time when the line of wireless telegraph started to operate. Tashkent radio station had an important role in the history of radio broadcasting of the republic, that broadcasted to the entire Turkestan region, where lived 1/3 of the population living in the present territory of Kazakhstan. At the same time with the first telecentres starting in 1958 in Alma-Ata, Ust-Kamenogorsk and Karaganda cities, the Republican Directorate of the Kazakh SSR reception network was formed. The years 1970-80 deemed as "golden age" of Kazakh television, were the period of its heyday and rapid development. The television founders on Kazakh land are: K.Sagyndykov, Kh.Abylgain, A.Baizhanbaev, S.Nurgalinov, I.Savvin, V.Prasolov, S.Sharipov, I.Smirnov, V.Nemirsky, N.Kozhasbayev, K. Musin, M. Barmankulov and others. In the footsteps of their mentors, young masters came to television: J. Smakov, J. Nuskabay, S. Orazalin, K. Iginis, S. Karataev, F. Begenbaeva, L. Yesenov, Y. Kasymov, S. Baymoldina, G. Shalakhmetov, S. Ashimbaev, L. Seitov, K. Korgan, N. Imangaliuly, S. Baikhonov, K. Aralbaev, B. Kussanbaev, A. Iskakova.

Soviet television model impacted the development of Kazakh television. The Soviet television began its operations in the 1930s, has gained great experience. The mastery on the air, the director's decisions, the operator's clarity, all this made us recognize television as a powerful information force. Upon the Soviet Union collapse in 1992, for the purpose of highlighting political, economic and humanitarian cooperation, form a common information space and facilitate international information exchange on the basis of the Agreement of the CIS Member State Heads Mir Intergovernmental TV and Radio Company was incorporated, Gadilbek Minazhevich Shalakhmetov made a great contribution to it.

In the 90s, when Kazakhstan television had to entirely change the activities structure, thanks to the professional leadership, the management system was improved, technological resources were updated, i.e. all measures were taken to ensure compliance of the national channel with modern requirements.

Today, taking into account the historical, social and territorial features of Kazakhstan, television continues to be the most popular media tool.

Television, like no other media, has a social character, which is particularly clearly formulated in the concept of public (television and radio) broadcasting, widely represented in the practice of European countries. BBC (United Kingdom), France Télévision (France), ARD and ZDF (Germany), SVT (Sweden), Yleisradio (Finland) and many other national public broadcasters in their activities remain committed to the values of social integration and social responsibility.

Understanding today's role of television, as the most common way of distributing information, requires knowledge concerning two audiences — the television information creators and those for whom it is intended. In the first case, the audience is a "target" object, in the other, creators who contribute to adapting a mass audience to living conditions in a particular environment, assisting to absorb social experience, social knowledge, broadcasting traditional and innovative values that are important for this environment. For the society full development, both audiences are of great importance as media "gatherings" in which exchanged socially important information.

One of the first researchers of the television role was the Soviet theater critic V. S. Sappak. In his work "Television and we" (1963) [7] Vladimir Semenovich raises questions of the figurative expressiveness of television, its unique possibilities of impacting the viewer. His work is topical today. V.S. Sappak highlights the following specific features of television art:

- Documentary.
- Unconditional. The so-called television realism, as everything that happens on a television screen causes the impression of a real event. This can not be seen in the cinematic story.
- Intimacy. Before the "telecamera". Any person when appears before the audience in the "intimate" details of the person. television screen Such intimacy is due to the great interest of the viewer to the details

about the person, which is shown in large or medium plan. Under the television conditions, the viewer either accepts a person on the screen or does not accept it. This selection is made at the deep inner level, thereby forming an intimate contact.

- Improvisation. Improvisation ensures the viewer to more clearly experience improvisational excitement, as if from his own person.

- The presence-participation effect. This quality involves the viewer in a television program, as in something that is actually happening personally, which has personal significance[3].

The above stated specific features of television are relevant today as well, besides, television remains an insufficiently studied type of creativity. Despite other mass media means, television has a greater impact on the consciousness formation of the audience. In psychologist E. Barolo's analysis, "information entering the consciousness in the form of visible images, directly and without critical analysis, seeps into the most hidden corners of our psyche"[4].

Consequently, on the grounds that more than 40% of the Kazakhstan people live in rural areas, and the main source of information is television there, the investigation of the television is currently a critical task.

In what way the sociocultural values of television viewers are formed?

The key specification of the cultural values transformation of television viewers is highlighted in the research of scientists involved in this issue. According to J. Derrida, the media serve as an "archive of culture" [5]. Such researchers as M. Weinstein, U. Newman, M. Paetau, in their researches wrote about the information technology formation impact on value mechanisms. Nowadays, due to the fact that television forms the reality representation, world cognition by a person is realized through the TV images experience. All TV programs broadcasting certain life standards, fashioncreate a kind of culture in the minds of the audience and modern man will strive to comply it.

As concluded in researches, television encourages the definition of more specific life goals, reinforces the value of traditional and modern values. Television also forms young peoplevocational orientation, accentuates the value of education, affects aesthetic values and an increase in the need for them.

The power of television is growing day by day, that is due to the development of modern ways of information transmission. What is most interesting that television and other media both unite and separate people. As I.S. Kon remarks, mass mediait is an extremely important socialization institution and at the same time the media is not omnipotent, since there is a mechanism for personal and group assessment of the obtained information[6].

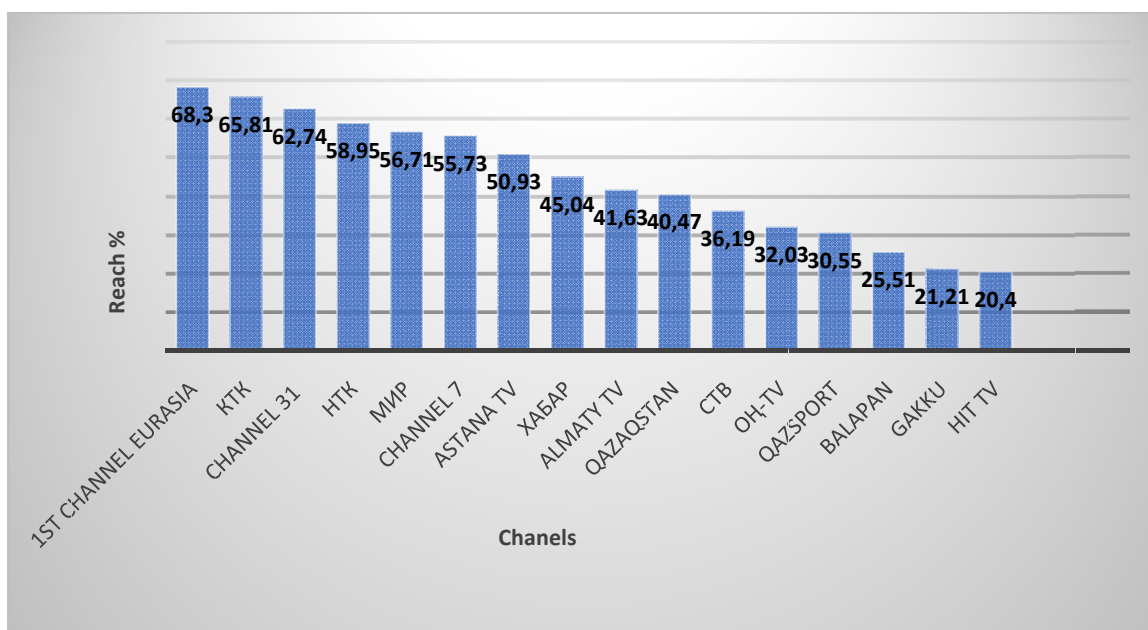
B. S. Gershunsky, dealing with development of the key directions of pedagogical forecasting, included in the list of problems in need of research, "the pedagogical functions of the mass media, press, shows, etc." [7].

Today's Kazakhstan society requires from a person not only thorough professional skills and high culture, also the ability to live, coexist in society. The main indicators of an individual personal development can be deemed their attitude to values, humanism, creativity, activity, self-esteem, independence in judgments. Of course, these qualities shall be formed under the impact of various factors, including television impact. Providing convenience for the qualitative development of television, as one of the most widespread type of media, is increasingly seen in various State programs, such as the State Program for Improving the Quality of Media Activities, as a powerful tool in implementing the basic principles for developing a democratic society. In the State program "Information Kazakhstan - 2020" a set of measures and proposals for the Kazakhstantelevision broadcasting upgradinghas been highlighted, the target indicators are:

- the domestic TV production volume will be 60% of the airtime;
- the number of domestic feature films released- 10%;
- the volume of television production by placing an order among private television channels on the condition of co-financing - at least 15;
- filming at least 20 domestic television series per year;
- transfer of 60% of content to outsourced state-run television channels[8].

The measures taken by the state prove that the Kazakhstan government pays great attention to develop national television content, since the education of Kazakhstan's society is impossible without moral education and strengthening the identity of an individual with national values.

Conclusion According to the TNS Central Asia research of (the company was founded in September 1997, is a leading research company in the field of media research and advertising, as well as marketing research in Kazakhstan), the coverage of TV channels for February 2019 is as follows:



The top ranking 7 programs for the week (February 2019) are:

Program	TV channel	Rating
KTK News	KTK	6,01
Breaking newson 1 st Channel Eurasia (superimposed title)	1st channelEurasia	5,86
Brave heartcartoon (D)	Channel 31	5,20
Business in Kazakh manner in Africa (Kazakhstan) movie	KTK	5,09
Wild-4 televisiondrama	1st channelEurasia	4,94
Gulchataitelevisiondrama	1st channelEurasia	4,54
Informburo (rus/kaz) finger-speech	Channel 31	4,44

Source: TNS CentralAsia

So, according to the researchers review, preference is given to American action movies and foreign “soap operas”, as well as pop starsconcerts makes up 2/3 viewed TV programs of Kazakhstani people at the leisure time. This is to say that, compared with the developing and educating component, the audience is more attracted to the television entertainment part. Whereby, interest in educational programs is drastically reduced, especially among young people. In order to upbringing society members of high spirituality and aesthetic values system, it is necessary to increase the number of domestic educational programs with a series of programs devoted to historical events, scientific discoveries, intellectual games.

For the purpose of strengthening the sovereignty of the country, it is necessary to ensure reducing the volume of foreign content not exceeding 20 percent, and 80 percent of television production should be domestic. At the time of developing programs, it is important to take into account the peculiarities of the mind set, as well as the Kazakhstani audience traditional moral principles. It is required to pay much attention to the ideological and artistic content of television programs, as it is this program that makes it possible to most effectively activate a person as an individual, to develop spiritual and moral feelings, that is, to form high social and cultural values.

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ТЕЛЕВИЗИЯНЫҢ ҚАЗАҚСТАНДЫҚ ҚОҒАМДАҒЫ ӘЛЕУМЕТТІК-МӘДЕНИ ҚҰНДЫЛЫҚТАРДЫҢ ҚАЛЫПТАСУЫНА БЫҚПАЛЫ

Аннотация. Қоғам санасында әлеуметтік-мәдени құндылықтарды қалыптастыру мақсатында мемлекет көптеген қызмет атқаруда. Алайда, бұл мәселе толыққанды зерттелмеген. Бұл бағыттағы теориялық зерттеулерде тұлғаның мәдени қалыптасуының нәтижесімен тұлғаның қалыптасатын ортаның байланысы нақтыланбаған.

Қазіргі күні тұлғаның әлеуметтік-мәдени құндылықтарының қалыптасу құралы ретінде бұқаралық ақпараттар құралдарын атауға болады. Атап айтқанда: газеттер, журналдар, радио, теледидар, интернет-басылымдар т.б.

Қазақстан халқының 40% ауылдық жерде мекендегеніне байланысты теледидар ақпараттың негізгі көзі болып табылады. Бүгінде көрермендер теледидарда көрсетілген өмір стандарттары мен тұлға бейнелері негізінде өз саналарында мәдениет үлгісін қалыптастырады және сол үлгіге сай болуға талпынады. Сондықтан бүгінгі таңда телевизияны жан жақты зерттеу өзекті болып табылады.

Түйін сөздер: мәдениет, әлеуметтік-мәдени құндылықтар, рухани жаңғыру, қазақстандық телевизия, контент, идеялы-көркемдік мазмұн.

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К ВОПРОСУ О ВЛИЯНИИ ТЕЛЕВИДЕНИЯ НА ФОРМИРОВАНИЕ СОЦИОКУЛЬТУРНЫХ ЦЕННОСТЕЙ КАЗАХСТАНСКОГО ОБЩЕСТВА

Аннотация. Государством осуществляется осознанная деятельность в направлении формирования в сознании людей социокультурных ценностей, однако, данный вопрос мало изучен во всей своей полноте. Имеющиеся в этом направлении теоретические исследования нередко имеют фрагментарный характер, без уяснения связей между результатами культурного формирования личности и теми условиями в которых формируется личность.

Мощным инструментом формирования социокультурных ценностей личности выступают средства массовой информации - в совокупности газеты, журналы, радио, телевидение, интернет-издания и т.д. На сегодняшний день благодаря тому, что телевидение формирует репрезентацию реальности, познание мира личностью происходит за счет переживания ТВ-образов. Все телевизионные программы транслирующие определенные эталоны жизни, моду, создают в сознании зрителей некий образец культуры, которому современный человек будет стремиться соответствовать.

Таким образом, исходя из того, что больше 40% жителей Казахстана проживают в сельской местности, где основным источником информации является телевидение, изучение телевидения в настоящее время является актуальной задачей.

Ключевые слова: культура, социокультурные ценности, модернизация сознания, казахстанское телевидение, контент, идейно-художественное содержание.

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