

ISSN 2224-5294

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ
ҰЛТТЫҚ ҒЫЛЫМ АКАДЕМИЯСЫНЫҢ

Абай атындағы Қазақ ұлттық педагогикалық университетінің

Х А Б А Р Л А Р Ы

ИЗВЕСТИЯ

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН
Қазақстан Республикасының
Ұлттық ғылым академиясының
Абай атындағы Қазақ ұлттық педагогикалық университетінің

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
Abay kazakh national
pedagogical university

SERIES
OF SOCIAL AND HUMAN SCIENCES

5 (327)

SEPTEMBER-OCTOBER 2019

PUBLISHED SINCE JANUARY 1962

PUBLISHED 6 TIMES A YEAR

ALMATY, NAS RK

Б а с р е д а к т о р

ҚР ҰҒА құрметті мүшесі
Балықбаев Т.О.

Р е д а к ц и я а л қ а с ы :

экон. ғ. докторы, проф., ҚР ҰҒА академигі **Баймұратов У.Б.**; тарих ғ. докторы, проф., ҚР ҰҒА академигі **Байпақов К.М.**; филос. ғ. докторы, проф., ҚР ҰҒА академигі **Есім Г.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА академигі **Қирабаев С.С.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Қошанов А.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Нәрібаев К.Н.** (бас редактордың орынбасары); филос. ғ. докторы, проф., ҚР ҰҒА академигі **Нысанбаев А.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сәбікенов С.Н.**; заң ғ. докторы, проф., ҚР ҰҒА академигі **Сүлейменов М.К.**; эк. ғ. докторы, проф., ҚР ҰҒА академигі **Сатыбалдин С.С.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Әбжанов Х.М.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Әбусейтова М.Х.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Байтанаев Б.А.**; филол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Жақып Б.А.**; фил. ғ. докторы, проф., академик НАН РК **Қалижанов У.К.**; филол. ғ. докторы, проф., ҚР ҰҒА академик **Қамзабекұлы Д.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қожамжарова Д.П.**; тарих ғ. докторы, проф., ҚР ҰҒА академик **Қойгелдиев М.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Құрманбайұлы Ш.**; тарих ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Таймағанбетов Ж.К.**; социол. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Шәукенова З.К.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Дербісәлі А.**; саяси. ғ. докторы, проф., **Бижанов А.К.**, тарих ғ. докторы, проф., **Кабульдинов З.Е.**; фил. ғ. докторы, проф., ҚР ҰҒА корр. мүшесі **Қажыбек Е.З.**

Р е д а к ц и я к е ң е с і :

Молдова Республикасының ҰҒА академигі **Белостечник Г.** (Молдова); Әзірбайжан ҰҒА академигі **Велиханлы Н.** (Азербайджан); Тәжікстан ҰҒА академигі **Назаров Т.Н.** (Тәжікстан); Молдова Республикасының ҰҒА академигі **Рошка А.** (Молдова); Молдова Республикасының ҰҒА академигі **Руснак Г.** (Молдова); Әзірбайжан ҰҒА корр. мүшесі **Муратов Ш.** (Әзірбайжан); Әзірбайжан ҰҒА корр. мүшесі **Сафарова З.** (Әзірбайжан); э. ғ. д., проф. **Василенко В.Н.** (Украина); заң ғ. докт., проф. **Устименко В.А.** (Украина)

«Қазақстан Республикасы Ұлттық ғылым академиясының Хабарлары. Қоғамдық және гуманитарлық ғылымдар сериясы». ISSN 2224-5294

Меншіктенуші: «Қазақстан Республикасының Ұлттық ғылым академиясы» РҚБ (Алматы қ.)

Қазақстан республикасының Мәдениет пен ақпарат министрлігінің Ақпарат және мұрағат комитетінде 30.04.2010 ж. берілген № **10894-Ж** мерзімдік басылым тіркеуіне қойылу туралы куәлік

Мерзімділігі: жылына 6 рет.

Тиражы: 500 дана.

Редакцияның мекенжайы: 050010, Алматы қ., Шевченко көш., 28, 219 бөл., 220, тел.: 272-13-19, 272-13-18,
<http://soc-human.kz/index.php/en/arhiv>

© Қазақстан Республикасының Ұлттық ғылым академиясы, 2019

Типографияның мекенжайы: «Аруна» ЖК, Алматы қ., Муратбаева көш., 75.

Главный редактор

Почетный член НАН РК
Т.О. Балыкбаев

Редакционная коллегия:

докт. экон. н., проф., академик НАН РК **У.Б. Баймуратов**; докт. ист. н., проф., академик НАН РК **К.М. Байпаков**; докт. филос. н., проф., академик НАН РК **Г.Е. Есим**; докт. фил. н., проф., академик НАН РК **С.С. Кирабаев**; докт. экон. н., проф., академик НАН РК **А.К. Кошанов**; докт. экон. н., проф., академик НАН РК **К.Н. Нармбаев** (заместитель главного редактора); докт. филос. н., проф., академик НАН РК **А.Н. Нысанбаев**; докт. юр. н., проф., академик НАН РК **С.Н. Сабиткенов**; докт. юр. н., проф., академик НАН РК **М.К. Сулейменов**; докт. экон. н., проф., академик НАН РК **С.С. Сатубалдин**; докт. ист. н., проф., академик НАН РК **Х.М. Абжанов**; докт. ист. н., проф., чл.-корр. НАН РК **М.Х. Абусейтова**; докт. ист. н., проф., академик НАН РК **Б.А. Байтанаев**; докт. фил. н., проф., чл.-корр. НАН РК **Б.А. Жакып**; докт. фиол. н., проф., академик НАН РК **У.К. Калижанов**; докт. фил. н., проф., академик НАН РК **Д. Камзабекулы**; докт. ист. н., проф., академик НАН РК **Д.П. Кожамжарова**; докт. ист. н., проф., академик НАН РК **М.К. Койгельдиев**; докт. фил. н., проф., чл.-корр. НАН РК **Ш. Курманбайулы**; докт. ист. н., проф., чл.-корр. НАН РК **Ж.К. Таймаганбетов**; докт. социол. н., проф., чл.-корр. НАН РК **З.К. Шаукенова**; д. фил. н., проф., чл.-корр. НАН РК **А. Дербисали**; доктор политических наук, проф., **Бижанов А.К.**; доктор ист. наук, проф., **Кабульдинов З.Е.**; доктор фил. н., проф., член-корр. НАН РК **Қажыбек Е.З.**

Редакционный совет

академик НАН Республики Молдова **Г. Белостечник** (Молдова); академик НАН Азербайджанской Республики **Н. Велиханлы** (Азербайджан); академик НАН Республики Таджикистан **Т.Н. Назаров** (Таджикистан); академик НАН Республики Молдова **А. Рошка** (Молдова); академик НАН Республики Молдова **Г. Руснак** (Молдова); чл.-корр. НАН Азербайджанской Республики **Ш. Мурадов** (Азербайджан), член-корр. НАН Азербайджанской Республики **З.Сафарова** (Азербайджан); д. э. н., проф. **В.Н. Василенко** (Украина); д.ю.н., проф. **В.А. Устименко** (Украина)

Известия Национальной академии наук Республики Казахстан. Серия общественных и гуманитарных наук. ISSN 2224-5294

Собственник: ООО «Национальная академия наук Республики Казахстан» (г. Алматы)

Свидетельство о постановке на учет периодического печатного издания в Комитете информации и архивов Министерства культуры и информации Республики Казахстан № **10894-Ж**, выданное 30.04.2010 г.

Периодичность 6 раз в год

Тираж: 500 экземпляров

Адрес редакции: 050010, г. Алматы, ул. Шевченко, 28, ком. 219, 220, тел. 272-13-19, 272-13-18,
<http://soc-human.kz/index.php/en/arhiv>

© Национальная академия наук Республики Казахстан, 2019 г.

Адрес типографии: ИП «Аруна», г. Алматы, ул. Муратбаева, 75

Chief Editor

Honorary member of NAS RK
Balykbayev T.O

Editorial board:

Doctor of economics, prof, academician of NAS RK **Baimuratov U.B.**; doctor of history, prof, academician of NAS RK **Baipakov K.M.**; doctor of philosophy, prof, academician of NAS RK **Esim G.E.**; doctor of philology, prof, academician of NAS RK **Kirabayev S.S.**; doctor of economics, prof, academician of NAS RK **Koshanov A.K.**; doctor of economics, prof, academician of NAS RK **Naribayev K.N.** (deputy editor-in-chief); doctor of philosophy, prof, academician of NAS RK **Nyssanbayev A.N.**; doctor of law, prof, academician of NAS RK **Sabikenov S.N.**; doctor of law, prof, academician of NAS RK **Suleymenov M.K.**; doctor of economy, prof, academician of NAS RK **Satybaldin S.S.**; doctor of history, prof, academician of NAS RK **Abzhanov H.M.**; doctor of history, prof, corresponding member of NAS RK **Abuseitova M.H.**; doctor of history, prof, academician of NAS RK **Baitanaev B.A.**; doctor of philology, prof, corresponding member of NAS RK **Zhakyp B.A.**; doctor of philology, prof, academician of NAS RK **Kalizhanov U.K.**; doctor of philology, prof, academician of NAS RK **Hamzabekuly D.**; doctor of history, prof, academician of NAS RK **Kozhamzharova D.P.**; doctor of history, prof, academician of NAS RK **Koigeldiev M.K.**; doctor of philology, prof, corresponding member of NAS RK **Kurmanbaiuly Sh.**; doctor of history, prof, academician of NAS RK **Taimaganbetov J.K.**; doctor of sociology, prof, corresponding member of NAS RK **Shaukenova Z.K.**; doctor of philology, prof, corresponding member of NAS RK **Derbisali A.**; doctor of political science, prof **Bizhanov A.K.**; doctor of History, prof **Kabuldinov Z.E.**; doctor of philology, prof, corresponding member of NAS RK **Kazhybek E.Z.**

Editorial staff:

Academician NAS Republic of Moldova **Belostechnik.G** (Moldova); Academician NAS Republic of Azerbaijan **Velikhanli N.** (Azerbaijan); Academician NAS Republic of Tajikistan **Nazarov T.N.** (Tajikistan); Academician NAS Republic of Moldova **Roshka A.** (Moldova) Academician NAS Republic of Moldova **Rusnak G.** (Moldova); Corresponding member of the NAS Republic of Azerbaijan **Muradov Sh.** (Azerbaijan); Corresponding member of the NAS Republic of Azerbaijan **Safarova Z.** (Azerbaijan); Associate professor of Economics **Vasilenko V.N.** (Ukraine), Associate professor of Law **Ustimenko V.A.** (Ukraine)

News of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanities.
ISSN 2224-5294

Owner: RPA "National Academy of Sciences of the Republic of Kazakhstan" (Almaty)

The certificate of registration of a periodic printed publication in the Committee of information and archives of the Ministry of culture and information of the Republic of Kazakhstan N **10894-Ж**, issued 30.04.2010

Periodicity: 6 times a year

Circulation: 500 copies

Editorial address: 28, Shevchenko str., of. 219, 220, Almaty, 050010, tel. 272-13-19, 272-13-18,
<http://soc-human.kz/index.php/en/arhiv>

© National Academy of Sciences of the Republic of Kazakhstan, 2019

Address of printing house: ST "Aruna", 75, Muratbayev str, Almaty

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.191>

Volume 5, Number 327 (2019), 218 – 221

УДК 378.148

A.Zh. Shaikenova, T.A. Morozova

North Kazakhstan State University named after Manash Kozybaev

aisulu_04_09@mail.ru, t.a.morozova1980@mail.ru

**MEDIA EDUCATION AS THE KEY FACTOR OF MEDIA LITERACY
FORMATION IN SOCIAL INSTITUTIONS IN THE REPUBLIC OF
KAZAKHSTAN**

Abstract. Media literacy and media education today are relevant topics not only in Kazakhstan, but throughout the world. It is necessary to take into account the phenomenon of the development of network communities, which is a social fact that requires further reflection and empirical study. However, it can be argued that the formation of a network community based on specialized Internet services (chats, forums, etc.) is based on the interest of its participants in a fairly constant and regular interaction. Kazakhstan is keeping up with the modern world in developing the theory and practice of new media technologies. Our tasks today are issues of media literacy in the first place, children and youth.

Keywords: media literacy, media education, media technology, media literacy.

INTRODUCTION

There are completely new technologies in these areas that almost no one knows. They just appeared and immediately captured the minds of many millions of people. Now everyone knows about the phenomenon of Arab revolutions. The issues of media education in Kazakhstan today are most likely debatable in nature among scientists, bloggers, members of social networks, advanced in the field of new technologies of people. Everyone understands that this is necessary. However, they do not pay much attention to such issues so far.

The problem of media education and media education in Kazakhstan, as elsewhere, has two directions.

1. Media education at universities in faculties and departments of journalism. There are two branches here:

- a) student and master's environment;
 - b) advanced training of journalists, media community workers and public relations.
2. Media literacy of a society.

And here there are, in my opinion, mandatory divisions into:

- a) teaching in the teaching environment of universities and school teachers;
- b) training of the Kazakhstani community as a whole;
- c) the education of children in schools and secondary schools.

We have a large layer of Kazakh media space. There cannot be mechanical translations of textbooks into the Kazakh language. We need our original Kazakh textbooks, created on the basis of the study of the Kazakh media space, including electronic, using IT technologies and new challenges of the time.

MAIN PART

It is necessary to note the communicative function of network technologies, which ensures the continuity of information exchange, in the sphere of which all accumulated scientific, professional, cultural information, knowledge and skills of specialists of all sectors and spheres of life, intellectual, moral and cultural development of each individual person, that is, and makes up the intellectual capital of the nation.

Speaking about the relevance of the scientific and practical study of the problems of media education, it should also be mentioned that in order to realize the opportunities provided by information and communication technologies for the implementation of the priority goals of the development of modern society, the United Nations Educational, Scientific and Cultural Organization (UNESCO) established the Information for All Program, the implementation of which is not possible without the formation of a high degree of media literacy in Kazakhstan society.

Media education (media education) in the modern world is considered as a process of personality development using and on the material of mass media (media) with the aim of creating a culture of communication with the media, creative, communicative abilities, critical thinking, the skills of full perception, interpretation, analysis and evaluation of media texts, learning various forms of self-expression using media technology. Skills acquired as a result of this process are called media literacy.

As noted in UNESCO materials: "Media education is associated with all types of media (print and graphic, sound, screen, etc.) and various technologies; it enables people to understand how mass communication is used in their societies, to master the abilities of using media in communication with other people; provides a person with knowledge of how:

- 1) analyze, critically interpret and create media texts;
- 2) determine the sources of media texts, their political, social, commercial and / or cultural interests, their context;
- 3) interpret media texts and values distributed by the media;
- 4) select appropriate media for the creation and distribution of their own media texts and gaining an audience interested in them;
- 5) get the opportunity of free access to media, both for perception and for products.

Media education is part of the fundamental rights of every citizen of any country in the world to freedom of expression and the right to information, and is a tool for supporting democracy. Media education is recommended for implementation in the national curricula of all states, in the system of additional, non-formal education and training throughout a person's life.

Speaking about media education, you need to keep in mind that it affects almost all types of education: mental, moral, aesthetic, legal, environmental, etc. Obviously, the basic functions of the individual are the creative development of social experience and the inclusion of a person in the system of public relations are the basis for the implementation of the program "Intellectual nation", and social experience is acquired by a person along with other sources and through the media. Thus, media education can be carried out at all stages of development of the younger generation, as well as in subsequent periods of human life.

Determining the significance of the project on a national and international scale, it should also be mentioned that in order to realize the opportunities provided by information and communication technologies for realizing the priority development goals of modern society, UNESCO has established the Information for All Program. Since 2013, Kazakhstan has also launched the implementation of the new state program "Information Kazakhstan - 2020", the purpose of which is to create conditions for the transition to the information society, the implementation of which, in turn, is not possible without the formation of a high degree of media literacy in Kazakhstani society.

Media education can be divided into the following main areas:

- 1) media education of future professionals - journalists (press, radio, television, the Internet), filmmakers, editors, producers, etc.;
- 2) the education of future teachers in universities, pedagogical institutes, advanced training of teachers of universities and schools in the relevant courses in media culture;
- 3) media education as part of the general education of schoolchildren and students studying in ordinary schools, secondary special educational institutions, universities, which, in turn, can be integrated with traditional disciplines or autonomous (special, optional, circle, etc.);
- 4) media education in institutions of additional education and leisure centers (cultural centers, centers of extracurricular activities, aesthetic and artistic education, clubs in the community, etc.);
- 5) remote media education of schoolchildren, students and adults using television, radio, the Internet system;

6) independent / continuous media education (which theoretically can be carried out throughout a person's life).

Media education is closely connected not only with pedagogy and art education, but also with such branches of humanitarian knowledge as art criticism (including film studies, literary criticism, theater studies), cultural studies, history (history of world art culture and art), psychology (psychology of art, artistic perception, creativity) etc. Meeting the needs of modern pedagogy in the development of personality, it expands the range of methods and forms of conducting classes with students. A comprehensive study of the press, cinema, television, video, the Internet, the virtual world of a computer (synthesizing the features of almost all traditional mass media) helps to fix such significant shortcomings of traditional art education as a one-sided, isolated study of literature, music or painting, separate consideration form (the so-called "expressive means") and content in the analysis of a particular work.

Media education provides a methodology for conducting classes based on problematic, heuristic, game and other productive forms of training that develop the individuality of the student, the independence of his thinking, stimulate his creative abilities through direct involvement in creative activity, perception, interpretation and analysis of the structure of media text, assimilation of knowledge about media culture. At the same time, media education, combining lectures and practical classes, is a kind of inclusion of students in the process of creating works of media culture, that is, it immerses the audience in the internal laboratory of the main media professions, which is possible both in the stand-alone version and in the process of integration into traditional educational subjects.

The prospectivity of the study is determined precisely by the fact that conducting a comprehensive interdisciplinary study in the field of media education is associated with a whole range of promising socio-historical trends in the development of Kazakhstani society, including the formation of an intellectual nation, further reform of the Kazakhstani education system and the formation of research universities in accordance with leading world standards, ensuring information security of the Republic of Kazakhstan.

The strategy of modernization of domestic education is aimed at developing key competencies in the intellectual, socio-political, communication, information spheres. A competency-based approach that focuses on the effectiveness of education does not lie in a certain amount of knowledge acquired by a schoolchild or student or in the amount of information acquired, but in the ability of a "person to act in various problem situations".

CONCLUSION

However, the experience of domestic and foreign media education demonstrates the enormous potential of media pedagogy (the development of creative abilities, independent thinking, imagination), which can be fully disclosed in various and diverse forms. This study will be the starting point for a number of subsequent scientific research in this area, will allow us to compare the development trend of similar processes in the future, and will become an indicator for determining the level of development of media education in Kazakhstan.

This study is the starting point for a number of subsequent scientific research in this area, will allow us to compare the development trend of similar processes in the future and will become an indicator for determining the level of media literacy development in Kazakhstan. The materials obtained during the study are the methodological basis for further developments in this field. Undoubtedly, each of these stages can be implemented independently, however, in this case, media education will most likely be one-sided. So in one case, information will come to the fore, in another case - critical thinking, and in the third - practical skills.

А.Ж.Шайкенова, Т.А.Морозова

Северо-Казакстанского государственного университета имени Манаша Козыбаева

МЕДИАОБРАЗОВАНИЕ КАК ОСНОВОПОЛОГАЮЩИЙ ФАКТОР ФОРМИРОВАНИЯ МЕДИАГРАМОТНОСТИ В РАЗЛИЧНЫХ СОЦИАЛЬНЫХ ИНСТИТУТАХ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация. Медиаграмотность и медиаобразование сегодня актуальные темы не только в Казахстане, но и во всем мире. Необходимо учитывать и феномен развития сетевых сообществ, являющийся социальным

фактом, требующим дальнейшего осмысления и эмпирического изучения. Однако можно утверждать, что в основе формирования сетевого сообщества на базе специализированных Интернет сервисов (чаты, форумы и пр.) лежит заинтересованность его участников в достаточно постоянном и регулярном взаимодействии. Казахстан идет в ногу в современном мире в разработке теории и практики новых медиатехнологий. Нашими задачами являются сегодня вопросы медиаграмотности в первую очередь детей и молодежи.

Ключевые слова: Медиаграмотность, медиаобразование, медиатехника, медиаграмотность,

А.Ж.Шайкенова, Т.А.Морозова

Манаш Қозыбаев атындағы Солтүстік Қазақстан мемлекеттік университеті

**МЕДИБІЛІМ БЕРУ ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
ӘРТҮРЛІ ӘЛЕУМЕТТІК МЕКЕМЕЛЕРІНДЕ МЕДИАСАУАТТЫЛЫҚТЫ
ҚАЛЫПТАСТЫРУДЫҢ НЕГІЗГІ ФАКТОРЫ РЕТІНДЕ**

Information about authors:

Shaikenova Aisulu Zhaksylykovna - Candidate of philological Sciences, North Kazakhstan state University named after Manash Kozybayev, Petropavlovsk, Pushkin street, 86, aisulu_04_09@mail.ru, <https://orcid.org/0000-0002-1148-6179>

Morozova Tatyana Aleksandrovna - Senior lecturer of the Department of Journalism, North Kazakhstan state University named after Manash Kozybayev, Petropavlovsk, Pushkin street, 86, t.a.morozova1980@mail.ru, <https://orcid.org/0000-0001-7808-1232>

REFERENCES

- [1] Akhmetova L.S., Verevkin A.V., Lifanova T.Yu. MEDIA EDUCATION AND MEDIA LITERACY: THEORY, METHODOLOGY, PRACTICE (Tutorial) // Scientific Review. Abstract journal. 2016. No. 5. S. 89-91;
- [2] URL: <http://abstract.science-review.ru/ru/article/view?id=738> (accessed: 09/11/2019).
- [3] Barthes, R. (1964). Elements de Semiologie. Communications, 4, 91-135. 2. Bazalgette, C. (Ed.) (1992) Media Education Worldwide: UNESCO, 256 p.
- [4] Media education integrated with basic: The experience of organizing experimental research work of the staff of the school 858 South Ossetia, Moscow / Ed. L.S. Zaznobina. M.: Publishing House of the Southern District of Moscow Education, 1999. 173 p. 25.
- [5] Media education // Russian Pedagogical Encyclopedia. T.1 / Ch. ed. V.V.Davydov. M. : Big Russian Encyclopedia, 1993. S.555.
- [6] Amerzhanova D.A., Zayakina A.V., Shaimagambetova A.Ch., Rakhimova G.A., Esenova G.Zh. Investigating climate investment in the republic of kazakhstan and evaluation of the volumes and structure of investments in the real economy sector. N E W S OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN SERIES OF SOCIAL AND HUMAN SCIENCES Volume 4, Number 326 (2019), 74 – 80, ISSN 2224-5294 <https://doi.org/10.32014/2019.2224-5294.139>

**Publication ethics and publication malpractice
in the journals of the national academy of sciences
of the republic of Kazakhstan**

For information on Ethics in publishing and Ethical guidelines for journal publication see <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

Submission of an article to the National Academy of Sciences of the Republic of Kazakhstan implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <http://www.elsevier.com/postingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, including electronically without the written consent of the copyright-holder. In particular, translations into English of papers already published in another language are not accepted.

No other forms of scientific misconduct are allowed, such as plagiarism, falsification, fraudulent data, incorrect interpretation of other works, incorrect citations, etc. The National Academy of Sciences of the Republic of Kazakhstan follows the Code of Conduct of the Committee on Publication Ethics (COPE), and follows the COPE Flowcharts for Resolving Cases of Suspected Misconduct (http://publicationethics.org/files/u2/New_Code.pdf). To verify originality, your article may be checked by the originality detection service Cross Check <http://www.elsevier.com/editors/plagdetect>.

The authors are obliged to participate in peer review process and be ready to provide corrections, clarifications, retractions and apologies when needed. All authors of a paper should have significantly contributed to the research.

The reviewers should provide objective judgments and should point out relevant published works which are not yet cited. Reviewed articles should be treated confidentially. The reviewers will be chosen in such a way that there is no conflict of interests with respect to the research, the authors and/or the research funders.

The editors have complete responsibility and authority to reject or accept a paper, and they will only accept a paper when reasonably certain. They will preserve anonymity of reviewers and promote publication of corrections, clarifications, retractions and apologies when needed. The acceptance of a paper automatically implies the copyright transfer to the National Academy of sciences of the Republic of Kazakhstan.

The Editorial Board of the National Academy of sciences of the Republic of Kazakhstan will monitor and safeguard publishing ethics.

Правила оформления статьи для публикации в журнале смотреть на сайте:

www.nauka-nanrk.kz

<http://soc-human.kz/index.php/en/arhiv>

Редакторы *М.С. Ахметова, Т.А. Апендиев, Д.С. Аленов*
Верстка на компьютере *А.М. Кульгинбаевой*

Подписано в печать 10.10.2019
Формат 60x881/8. Бумага офсетная. Печать – ризограф.
10,8 п.л. Тираж 500. Заказ 5.