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## **Состояние медиа индустрии в современном Казахстане** **The state of the media industry in modern Qazaqstan**

In the last quarter of the 20th century, mankind entered a new stage of its development - the stage of building a postindustrial, information society, which was caused by the socio-economic revolution taking place in the modern world. It is known that at the base of each socio-economic revolution lie certain specific technologies, production and technological systems and production relations. For a postindustrial society, this role is primarily played by information technologies and computerized systems, high scientific-intensive technologies that are the result of new physico-technical and chemical-biological principles, and innovative technologies based on them, innovative systems and innovative organization of various spheres of human activity. Its final result should be the creation of a new form of organization of the economy - an innovative economy.

Media (from Latin *medium* - intermediary) means a communication between different groups, individuals and (or) delivery of any content products to the audience. Media are numerous and include mass media (newspapers, magazines, books, television, cable networks, radio, cinematography), separate media of information and data (letters, audio and video recordings on any media, CDs), as well as communication systems of society (telegraph, telephone, mail, computer networks). Usually, the term "media" is not used independently, but serves as part of a complexly formed word [1].

The media industry is a modern sphere of human activity, which embodied all the most advanced scientific and technical achievements in the field of information technology. We entered the era of the information society, in which information becomes one of the main resources that determines the development perspectives of our country. Therefore, it is very important to quickly obtain reliable information from various regions that are very far from each other, special processing of data in order to preserve them, and transfer them to specific addressees for decision-making, and to search for the necessary data in the entire information space of modern civilization.

Information technologies, implemented on the basis of new media, determine the future development of the economy, oriented to the modern post-industrial level of developed countries. At the same time, the technological revolution that is developing in our country leads to aggravation of competitive relations, including in the media environment, which causes the urgency of issues of ensuring the competitiveness of the media company in the conditions of a transforming regional media market.

One of the problems of the formation and development of competitiveness of companies in Qazaqstan is the low level of their innovative activity. Plus, considering the fact that competitiveness is the most important indicator showing the place of organization in the business environment, it becomes undeniable that this indicator is an important indicator of its condition.

To effectively implement its activities, in the face of constantly increasing competition, especially in foreign markets, Qazaq companies need to constantly create and update their unique competitive advantages, which are often realized in the form of innovations. In a modern economy, which is based on new knowledge and advanced technologies, innovative quality is enhanced, becoming a key factor in transformation and development.

In the era of new information technologies, the media industry has become one of the most important branches of the world economy and, to some extent, "the engine of progress." It was one of the first among other branches of the economy to react to the challenges of the new time, technological and social, resulting in the transformation of the 90s of the last century, the business has become more complicated, and the traditional business models have been replaced by new, integrated ones. The study and understanding of integrated business processes is important not only for the management of this industry, but also for closely related industries - telecommunications, information technology, the culture and entertainment industry, and also in the context of solving the most important national tasks in the field of national economy management.

The transformation of the industry made absolutely new demands on top management of media companies quite sharply: many managers whose experience was formed in other industries turned out to be unable to manage "creative people", while many top managers of traditional media, being stuck in the stereotypes of the past, could no longer respond to the challenges of the digital age, demanding from them a commercial sense, the ability to adapt business in a rapidly changing environment, evaluate new achievements in science and technology, introduce innovations. The processes of enlargement and diversification in the media environment required from the leaders of companies the ability to predict the financial consequences of various strategic decisions. The rapid growth of demand from the business for knowledge in the management of the modern media industry began. The quality of this knowledge is becoming one of the key factors on which the success of media companies depends and the competitiveness of the national media economy [2].

Prospects for the development of regional media are in the formation of a capable and economically developed media infrastructure that allows to expand traditional ideas about the media system, which the production and distribution of media content. As well as all these factors, the sale of advertising resources become economically independent and at the same time interact closely enough within the media industry, and in relation to other areas of regional business and economy.

Since the mid-90s of the XX century, media economics and management in the field of media business were beginning to be studied and taught in business schools in the US and European countries.

Analysis of the media industry and directions for solving the economic problems of the industry are based on the works of foreign scientists and specialists as M.Price, M.Lambi Nyrn, L.Hant, T.Ged, M.Schmidt, B.Danlop, P.Grienberg, D,Vagner, D.Brown, W.Cowl. The authors analyze both the theoretical issues of competitive relations in the media environment and formulate certain directions for solving the economic problems of media enterprises and mass media.

In our country the study of media economics and media management is in the making.

Modern approaches in the field of the media industry are presented in the works of some Russian specialists like P.Gurevich, I.Meluhin, E.Vartanova etc, also in the materials of publications and speeches of the leaders of major Russian media companies and organizations – P.Petrenko, P.Kryazheva, I.Mishina etc. In these works, can be reflected the features of applying the experience of foreign countries in Qazaqstan's media industry and the practical aspects of the activities of a number of regional and federal media companies.

Media economic research in modern Qazaqstan is constantly faced with one systemic problem - the lack of reliable data on the state of the media industry, and in particular the mass media. This is, first of all, the lack of quantitative indicators of the industry as a whole, as well as the sectors forming it and many enterprises. An important reason for this is the quite deliberately and simultaneously spontaneously maintained opacity of the media industry, which in turn is due to the lack of a tradition of public reporting and the existence of informal economic relations. But even if the problem of low information transparency were completely solved at the level of individual enterprises, it would be very difficult to draw up an accurate picture of the development of the entire media industry in figures for a number of purely formal reasons.

Industry statistics can be successfully managed if the industry itself exists. But for any account it is also extremely important that the existence of a real correspond to the existence of a nominal. Of course, the key problem for the industry in Qazaqstan is not the illegality of business, but confusion in the sectoral identification of existing economic agents. Identification means a system of clear unified administrative and legal criteria, according to which the group of companies of interest can be identified as an independent entity [3].

Developing, but significantly inferior to Western countries in terms of volume, the Qazaq advertising market determines the level of development of the mass media. Its uneven distribution and concentration around the capital media resources affects the insufficiently high profits of regional media companies, which are forced to ensure the effectiveness of their activities in conditions of limited advertising resources.

In the field of mass media and entrepreneurship associated with them, there are a number of old problems associated with the specifically historical practice of the emergence and functioning of the industry in Qazaqstan. Its current state is difficult to system analysis using traditional scientific methodology. The branch from the formal point of view is extremely blurred, the statistical account of media holdings is hampered by the lack of clear legal criteria for their identification. The

information available in various sources about the media industry is extremely fragmented, and these data cannot be generalized, including because of the not settled conceptual categorical apparatus [4].

Adapting to the rapidly changing external environment, media companies should increasingly integrate, create and reconfigure internal and external competencies. And the opportunity to do it better than competitors is nothing but a manifestation of the dynamic abilities of the company, as an important element of the resource concept, which is today on the first place of strategic management. The use of analytical models currently being developed by scientists within the framework of the resource concept can be extremely effective in developing new strategies by media company executives. And modern media companies can become the source of the most important empirical material, thanks to which it is possible to put forward new hypotheses and offer new elements of the theory of strategic management, for example, strategic rationing of the return on capital invested in a media company.

### **Literature**

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