

Эстелик калтырасың өчпөс терең.
 Жатсаң да топуракта жарык көрбөй,
 Эл жаттап акыл сөзүң калат өлбөй.
 Арзыгын Адам деген атка, Адам,
 Байлыкка намыс-арды сатпа, Адам!
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УДК 37: 378

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**МАССАЛЫК МААЛЫМАТ КАРАЖАТТАРЫНЫН МЕЙКИНДИГИНДЕГИ
 МААЛЫМАТТЫК САЯСАТ: БОРБОРДУК АЗИЯНЫН МИСАЛЫНДА
 ИНФОРМАЦИОННАЯ ПОЛИТИКА В ПРОСТРАНСТВЕ СРЕДСТВ МАССОВОЙ
 ИНФОРМАЦИИ: НА ПРИМЕРЕ ЦЕНТРАЛЬНОЙ АЗИИ
 INFORMATION POLICY IN MASS MEDIA SPACE: CASE STUDY OF CENTRAL ASIA**

Аннотация: Маалыматтык коопсуздук кеңири масштабда каралат-улуттук, тармактык, корпоративдик же жеке. Алар: өндүрүш жана башкаруу, коргонуу жана байланыш, транспорт жана энергетика, банк иши жана каржы, илим жана билим берүү, медиа. Маалыматтык коопсуздук-бул жалпыга маалымдоо каражаттарында же маалымат чөйрөсүндө адамдын, коомдун жана мамлекеттин турмуштук кызыкчылыктарын коргоо абалы. Жалпыга маалымдоо каражаттары мамлекеттик органдар менен катар маалыматтык коопсуздукту камсыз кылууга, укуктарды эркин жүзөгө ашырууга жана маалымат жөнүндө мыйзамдарда белгиленген милдеттенмелерди толук өлчөмдө аткарууга тийиш. Мында саясий коммуникациядагы маалыматтык агым процесси үзгүлтүккө учурабайт жана бурмаланбайт, анын субъекттеринин укуктары жана кызыкчылыктары бузулбайт. Жалпыга маалымдоо каражаттарынын мыйзамда белгиленген жоопкерчилиги алардын статусун сактоого түрткү берет [1]. Бүгүнкү күндө жалпыга маалымдоо каражаттары жана жалпыга маалымдоо каражаттары эбегейсиз зор күчкө ээ. Азыркы дүйнөдө массалык маалымат каражаттарына ишенбөө мүмкүн эмес. Албетте, мамлекеттик маалыматтык саясатты ишке ашыруу биздин мамлекеттин башкы милдети болуп саналат. Себеби, бул Казакстан Республикасынын тышкы жана ички саясатынын маанилүү компоненти. Казакстан Республикасынын Маалыматтык саясатынын келечегин аныктоо үчүн өлкөнүн жалпыга маалымдоо каражаттарындагы кырдаалды түшүнүү зарыл.

Аннотация: Информационная безопасность рассматривается в широком масштабе - национальном, отраслевом, корпоративном или индивидуальном. Это: производство и управление, оборона и связь, транспорт и энергетика, банковское дело и финансы, наука и образование, средства массовой информации. Информационная безопасность - это состояние защиты жизненно важных интересов человека, общества и государства в средствах массовой информации или в информационной среде. Средства массовой информации наряду с государственными органами должны обеспечивать информационную безопасность, свободное осуществление прав и в полной мере выполнять обязательства, установленные законодательством об информации. При этом процесс информационного потока в политической коммуникации не прерывается и не искажается, права и интересы ее субъектов не нарушаются. Ответственность средств массовой информации, установленная законом, побуждает их сохранять свой статус [1]. Сегодня средства массовой информации и средства массовой информации обладают огромной властью. В современном мире невозможно не рассчитывать на средства массовой информации. Конечно, реализация государственной информационной политики является главной задачей нашего государства. Это связано с тем, что это важная составляющая внешней и внутренней политики Республики Казахстан. Чтобы определить перспективы информационной политики Республики Казахстан, необходимо разобраться в ситуации в средствах массовой информации страны.

Abstract: Information security is considered on a broad scale - national, industry, corporate or individual. These are: production and management, defense and communications, transport and energy, banking and finance, science and education, mass media. Information security is a state of protection of vital interests of a person, society and the state in the media or in the information environment. The media, along with state bodies, must ensure information security, the free exercise of rights and fully comply with the obligations established by the legislation on information. At the same time, the process of information flow in political communication is not interrupted or distorted, the rights and interests of its subjects are not violated. The responsibility of the media, established by law, encourages them to maintain their status [1]. Today, the mass media and the mass media have enormous power. In the modern world, it is impossible not to count on the media. Of course, the implementation of the state information policy is the main task of our state. This is due to the fact that it is an important component of the foreign and domestic policy of the Republic of Kazakhstan. To determine the prospects of the information policy of the Republic of Kazakhstan, it is necessary to understand the situation in the country's media.

Негизги сөздөр: медиа, саясат, технология, инновация, саясат, интеграция

Ключевые слова: средства массовой информации, политика, технологии, инновации, политика, интеграция

Key words: mass media, policy, technologies, innovation, politic, integration

Introduction. The relevance of the issue of information security for the Republic of Kazakhstan depends on a number of factors. The fact that the country has foreign economic integration in the context of sovereignty and information society increases the requirements for the country's state security system, since the study of national security is ambiguous. On the one hand, it is an integral part of the legal framework of our republic, without which Kazakhstan cannot be a full-fledged subject of international relations, on the other hand, it is the basis of foreign policy and foreign economic activity of our country [2].

Kazakhstan does not yet have a unified approach to the content of the state information

policy and the role of the media in this area;

The media in the country are developing and working on the basis of further improvement. First of all, this is due to the shortcomings that need to be eliminated, as well as the creation of a single information flow that can provide the public with the necessary information, not allowing foreign broadcasters to fill our information space. In order to prevent distortion of information, i.e. disinformation of the population, it is first of all necessary to coordinate the actions of state channels;

The media in the Republic of Kazakhstan are not fully involved in the implementation of the state information policy, as well as in security issues. The solution of this problem could become an effective factor in promoting the interests of the state;

The activities of the domestic media, which are not aimed at consolidating society, can lead to a full-scale information attack on the population, which contradicts the information policy of the state;

Stagnation in ensuring the country's information security and the inability of state bodies to use information resources, in particular the media, to protect national interests;

Many media outlets in the country, which are primarily aimed at attracting capital, are to blame for internal information conflicts, the consequences of which can lead to popular unrest;

Regulatory documents in the field of information and informatization do not define the specific role of the media [3].

At the same time, it should be noted that today the implementation of these tasks, first of all, faces a number of problems due to lack of funding. Another problem is the lack of specialists in the field of journalism who are able to effectively solve information problems both outside and inside Kazakhstan. Finally, as noted in the above conclusions, another component of this set of problems is a weak theoretical study of the fundamentals of information policy and the current state of information security, as evidenced, for example, by a small number of publications on selected topics. Strengthening its information presence in the global information space should be considered as an important component of Kazakhstan's information policy [4].

Successful response to external and internal information threats requires, first of all, internal political stability and social cohesion. However, the current form of Kazakhstan's society is characterized by the fact that the middle class has not been formed, and its existence is the key to stability. Another reason for the division is parochialism and racism, which originated in Soviet times and became widespread among the Kazakh people. Such a state of society weakens resistance to information threats [5].

All this requires the state to strengthen its influence in the information sphere to protect the interests of the state, its integrity and sovereignty. Considering the prospects for the development of the media from the point of view of the formation of the information society, it is necessary to determine the prospects for the development of new information and communication technologies.

The media are the main means of political communication every day with all the consequences that follow from this. The term "political mediation", introduced by J. Zasursky, refers to the process of transition of political life into the symbolic space of the media. In particular, he said that in order to understand the importance of the media as a norm of state policy, it is necessary to pay attention to the analysis of internal technologies for collecting and interpreting information in the media [6].

Today, the media is a tool for the implementation and further development of information policy. It is necessary to try to apply the law on the freedom of citizens' access to information of

state and regional authorities through measures that clearly show the responsibility of the authorities, as well as for its successful implementation, first of all, to solve the problem. Public influence on the media. Then it is necessary to stop the process of dehumanization of information.

The information itself becomes the subject of a struggle to determine its social significance. Today, the struggle is dominated by the media themselves, as they have their own opinion and opinion. At least the journalists know what "News" is.

It is known that the interaction of phenomena forms a system. The information process is also a system. Thus, according to the researcher of information problems Yu. Sherkovina, each information process represents both structural and functional integration of several systems into one communication chain. In fact, the concept of "system" can be applied to different dimensions of the information process. According to some studies, the fundamental links between foreign and domestic political propaganda should be analyzed according to the following formula: media owner (communicator) - social order - audience orientation [7].

The media owner (communicator) is the first and guiding link in the mass communication system. In the context of state information policy, the role of the communicator is the state. This practice is used everywhere.

Traditional media structure in modern Kazakhstan. Periodicals occupy a special place in it. However, the position of magazines always depends on the socio-political situation in the country [8].

The analysis of the Kazakh periodicals leads us to the conclusion that the country has the necessary pluralism to represent the situation in all its aspects. Then this process creates a unified information policy aimed at identifying the causes of threats and eliminating them as soon as possible in the interests of society and the state.

Summarizing all of the above, it can be concluded that the state information policy includes issues related to the activities of the media, elements of protecting the rights of citizens and organizations to publicly available information through all mass media guaranteed by the Constitution of the Republic of Kazakhstan. The State information policy is a set of political, legal, economic, socio-cultural and organizational measures of the state aimed at ensuring the constitutional right of citizens to access information. It reflects and takes into account the interests of citizens, public associations, central and local authorities, state bodies and commercial structures [9].

The implementation of the Digital Silk Road in the near future involves two initiatives, including a number of measures - expanding the coverage of communication networks and strengthening cybersecurity.

Expanding the coverage of communication networks and ICT infrastructure (information and communication technologies).

The expansion of communication network coverage includes the development of broadband access infrastructure to global data transmission networks with channel protection and prevention of information security incidents [10].

Provision of broadband and Internet access based on fiber-optic communication networks, as well as satellite technologies in rural areas of the Republic of Kazakhstan is a priority. For these purposes, one of the priority projects is to provide communications by building networks in more than 1,200 rural settlements under the public-private partnership scheme.

The expansion of Internet access may become more attractive for telecom operators as big data technologies develop. Processing and analyzing arrays of online users allows you to understand

in detail, among other things, the preferences and capabilities of users (individuals and companies), as well as the dynamics of the Subscriber market, the life cycle and the influence of external factors [11].

However, with the development of big data technologies, coordination, integration and the general direction of efforts are very important. Thus, individuals, as well as the state, which has a large amount of data on the corporate sector, play an important role in the development of big data. Consolidation and development of the state's efforts will be facilitated by the creation of a technological center for big data analysis - a single "data collection point" and ensuring reliable operation, storage, and preservation of national and state information resources, including on the basis of existing initiatives [12].

In order to increase the transit potential of the country, the program will develop comprehensive partnerships with telecom operators in neighboring countries, creating a modern industrial and large-scale transport infrastructure capable of providing telecommunications traffic to China, the Russian Federation and Central Asia.

Ensuring information security in the field of information and communication technologies.

Strengthening cybersecurity within the framework of this program is aimed at increasing the stability of information systems of the Republic of Kazakhstan, protecting ICT chains and overall improving information security, starting with hardware and creating a culture of safe behavior of citizens and companies in public access to the network.

The initiative includes the creation of operational information security centers and information security incident response services, as well as the creation of research laboratories and data analysis and collection centers.

Discussion. The state's infrastructural efforts in this area will be formalized in the form of the creation of the National Information Security Coordination Center of the Republic of Kazakhstan. The main functions of the Center are ensuring and improving the information security of informatization facilities, as well as creating a single platform for making management decisions based on comprehensive monitoring of the information security status of informatization facilities.

In order to cooperate with a comprehensive and unique study of cybersecurity issues, the state will provide material and organizational support for the creation of laboratories for the study of malicious code, information security tools and testing laboratories for testing compliance with information security requirements [6].

The basis of information management of the state, the creation of an open society is a set of information resources obtained and accumulated in the process of development and practical activities of people necessary for their multipurpose use in public production and management. Information resources as material resources determine the economic, political and military power of the state. Information resources can be objects of renewable import-export, competition, as well as objects of political and economic expansion.

The provision of information in special emergencies plays a strategically important role in the information management of the State. In exceptional cases, the state information policy in the field of information management is understood as a special policy of information support for public authorities, subjects of information policy [13].

It is advisable to form a coordinated information policy of public authorities in the interests of improving the activities of public authorities of the Republic of Kazakhstan to counteract the actions of information and psychological aggression and operations of information and psychological impact; direct provision of information of public importance to the population

through the mass media to increase public confidence in the government and prevent manipulation of public opinion about the government through non-governmental or other mass media and organizations; It is also important that this concept of information society formation is adapted to the dynamic, sometimes unexpected impacts of modern factors of geopolitical competition, globalization and acute forms of information warfare

In this regard, the state policy in the field of mass media should be firmly based on the ideas and practices of political, ideological, cultural pluralism. It should be assumed that all possible points of view are not only possible, but should also be presented to the public, accessible to all segments of society and thoroughly discussed in order to find a common solution.

Not all social forces and their ideological representatives have the opportunity to create their own media, and materials presented in other media are often not accepted. However, it is not enough to recognize the equality of other forces and their positions without active interaction with them. This will require a spirit of constructive interaction, but it will take a lot of effort to create a sense of cooperation between people who share many things, both in real life and in the future. Thus, the national information policy includes a provision on the need for an active public dialogue with the media and various social groups on various favorable issues.

There are different ways of conducting a dialogue. An open dialogue is to formulate your position as fully as possible and justify it with the hope that other participants will be open. The hidden principle is to monologue your point of view while ensuring its full legitimacy. Hidden forms of dialogue include "dialogue-monologue". This is a "retaliatory step" and a "dialogical monologue" made under the influence of opponents without clear indications of their position. In this sense, the arguments and proposals of the opponents that need to be taken into account are clearly formulated, but it is indicated that we are talking about a partial and insignificant change in their position.

The media, which conduct an open dialogue, strive to find a solution, a consensus that will benefit everyone, and are not afraid to face each other or even disappear. Of course, we need a clear and comprehensive analysis of the problem situation.

The information space at the state level, in which the processes of information interaction (information processes) take place, is, first of all, a set of overlapping information spheres of government and civil society, local self-government.

Modern trends in the development and improvement of information and communication technologies in the near future will be integrated into traditional media and to a certain extent will provide direct access to publicly available information resources in real time using a single integrated audio, video and digital data transmission channel. computer systems and mass information exchange and mass communication networks. The science of convergent journalism is already emerging. It provides for the full integration of traditional media into computer systems.

Thus, the most important role of traditional mass media in public life today is the formation of public awareness, informing the public about the activities of the government and its institutions, reflecting the public reaction to the decisions and actions of the government, political, socio-economic and cultural ideas are gradually moving into such systems and networks, ensuring the dissemination of knowledge.

Such a transition will solve a number of problems that traditional media face today as an important social institution, including the preservation and expansion of independent sources of information, pluralism of opinions, freedom of dissemination and consumption of information, monopolization of the media, power elites and the influence of the conjuncture. corporate

communities in the field of information will reduce public distrust of the media. However, a number of other issues are becoming more complicated [14].

First of all, this concerns the balance of national security interests in the field of information and freedom of information dissemination, as well as protection from disinformation and dissemination of information that violates the foundations of the constitutional order, moral and spiritual foundations of society. .

The most important factor in ensuring sustainable development in a modern state is the strengthening of all types of public production infrastructure. The information and communication infrastructure of the state occupies a special place among the large-scale infrastructure of modern public production, as it plays a key role in the organizational and technological ensuring the unity and integrity of the country's information space, as well as its integrity. Successful integration into the global information space.

Currently, the market of information products and services is one of the most profitable and dynamically developing sectors of the world market. The geopolitical importance of this market will continue to grow not only economically, but also with the transition to the information society, developed countries are actively competing, and it is obvious that their status in the world community largely depends on the market situation and role.

In general, a systematic approach to public information policy as a multifunctional complex task of public administration in the formation and development of a unified structure of public administration as the main systemic factors of its implementation determines:

- the role of the media in the system of information legislation;
- scientific, technical and industrial complex of the information industry;
- a system of mass information education and training, training and retraining of professional journalists.

Conclusion

These are the main conclusions that can be drawn from the system, which includes specific mechanisms, tools and methods aimed at combating various information threats. As mentioned above, the concepts of "information policy" and "information security" still need to be studied, especially due to insufficient attention in modern scientific literature.

The importance of information support of foreign policy through the media should not be underestimated. In this context, every citizen of our country should have a clear idea of how to achieve the achievements of the Republic of Kazakhstan in foreign policy, how our national interests are protected, and today these interests are largely satisfied in the international arena.

Summarizing all the above, we conclude that this direction of state policy today is one of the priorities of the domestic and foreign policy strategy of the republic, since the effectiveness of information security largely determines the place and role of any state in world politics.

In this context, the Republic of Kazakhstan has undertaken a number of efforts aimed at strengthening participation in the global information space. The analysis of these actions in this paper allows us to draw the following conclusions.

The state information policy of Kazakhstan is currently aimed at creating and maintaining a favorable image of the Kazakh state. For this purpose, the activities of the structures of the foreign policy and foreign economic apparatus (diplomatic and consular missions, information centers, etc.) are used, which not only fulfill their direct duties, but also promote Kazakhstan's traditions and cultural values, as well as a democratic, secular, rule-of-law state based on interests [2].

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УДК 37: 378

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**БОРБОРДУК АЗИЯДАГЫ БИЛИМ БЕРҮҮ ИЗИЛДӨӨ САЯСАТЫН
БАШКАРУУНУН ЗАМАНБАП КӨЙГӨЙЛӨРҮ: КАЗАКСТАН МЕНЕН
КЫРГЫЗСТАНДЫН ТЕМАТИКАЛЫК ИЗИЛДӨӨСҮ
СОВРЕМЕННЫЕ ПРОБЛЕМЫ УПРАВЛЕНИЯ ОБРАЗОВАТЕЛЬНОЙ
ИССЛЕДОВАТЕЛЬСКОЙ ПОЛИТИКОЙ В ЦЕНТРАЛЬНОЙ АЗИИ:
ТЕМАТИЧЕСКОЕ ИССЛЕДОВАНИЕ КАЗАХСТАНА И КЫРГЫЗСТАНА
MODERN ISSUES OF EDUCATION RESEARCH POLICY MANAGEMENT
IN CENTRAL ASIA: CASE STUDY KAZAKHSTAN AND KYRGYZSTAN**

Аннотация: Жогорку билимдүү адистер, айрыкча менеджерлер башкаруу процессин изилдөөгө, уюштурууга жана анын натыйжалуулугун жогорулатууга, "Менеджмент" деген негизги теориялык түшүнүктөрдү өздөштүрүүгө, мазмунун, практиканын зарылдыгын туура түшүнүүгө жана иш жүзүндө колдонууга даяр болууга мүмкүнчүлүк алышат. Заманбап