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Image media topics in the mass media of the Republic of Kazakhstan

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Introduction

Sovereign Kazakhstan celebrated its 30th anniversary in 2021. Kazakhstan is going through a difficult, truly fateful period since independence. This is the time of radical transformations in the economy, politics, social and cultural life, which of course influenced the mass media development and functioning as one of the most important social institutions in modern society.

“Today we can say with full responsibility: Kazakhstan has successfully completed the transitional stage and is confidently entering a qualitatively new stage of its development” – the First President of the Republic of Kazakhstan Nursultan A. Nazarbayev emphasized in one of his Messages to the people of Kazakhstan (Nazarbayev, 2007). But it is only the beginning of a difficult, historically significant, long way. “Modern challenges and threats urgently require a more dynamic modernization of the entire system of socio-economic and socio-political relations [...] Striving towards those lofty goals that we have set for ourselves will require additional mobilization of efforts and, in many respects, a new, extraordinary attitude and approaches from all public authorities and institutions, business, scientific and expert communities” – Nursultan Nazarbayev said (Nazarbayev, 2007). This remark is entirely applicable to the mass media of the Republic of Kazakhstan.

The mass media perform multifaceted functions: it inform, educate, advertise, and entertain. Obviously, the mass media play an important role in the forming, functioning and evolution of public consciousness in general. Moreover, the

perception and interpretation of the most important phenomena and events taking place in the country and in the world are carried out through and with the help of the media.

Mass media have an ever-increasing influence on both the material-production and the social, political, cultural and ideological spheres of the humanity life in general and each individual person. It is no coincidence that the mass media are called the “fourth power”, and, first of all, because the media through their activities can influence not only other social institutions, but also every member of a society, thereby determining the vector of public opinion and public consciousness development.

Today Kazakhstan is consistently implementing difficult but necessary reforms in all spheres of life. In politics, it is the transition from totalitarianism to democracy, in the economy – from the command-administrative system to market relations, in the spiritual sphere – it is the national culture and self-consciousness revival of all peoples living in the Republic, the preservation and strengthening of interethnic and interfaith harmony and tolerance in society, the formation of a unified citizenship. Such changes in society require a radical reform of the entire system in information support for Kazakhstani citizens and the world community. Of course, all these aspects should be reflected in the mass media of the Republic of Kazakhstan, including the materials aimed at creating an attractive image of the country for both its citizens and citizens of other states. So, now the image media topics in the mass media of the Republic of Kazakhstan have gained in significance.

The purpose of this article is to identify and analyze the base image media topics in the mass media of the Republic of Kazakhstan, since such materials largely determine the media landscape of Kazakhstan and are positioning the country in the international information space.

Object of the research – mass media of the Republic of Kazakhstan.

Subject of the research – the specifics of image media topics.

Literature review

The concept “media topic” is closely related to the concept “media text”, which appeared in the English-language scientific literature in the 90s of the last century (see scientific papers by Teun A. van Dijk (1988; 1989), Alan Bell (1991; 1996), Norman Fairclough (1989; 1995), Roger Fowler (1991), Martin Montgomery (1990; 1992; 1996), and from that time it has become widespread in scientific use for the mass communication texts study. A media text can be considered as a discrete unit of a media stream, which in the modern conditions of the information society is growing more and more and acquires a universal character. Media text is a new communication product and, at the same time, an important factor in the economic development of media culture,

because currently the media text dissemination (in all its varieties) is becoming an integral part of mass communication activities and contributes to the new information space creation.

It is important that the verbal and media components of mass media texts are closely interconnected and are an integral whole. The media text category made it possible to combine various types of media products (from articles in newspapers and magazines, news stories on television to multimedia articles, commentaries and video streaming in the Internet environment).

Of course, in various media texts, verbal and media components are combined in different ways, based on a variety of principles. These differences can be determined both quantitatively (percentage, predominant use or certain components combination), and qualitatively, because the verbal and media components in the media text can be related by relations of addition, amplification, illustration, emphasis, opposition and others. So, the media and verbal components in the media text “form a kind of integrity, an indissoluble unity, which is the essence of the ‘media text’ concept” (Dobrosklonskaya, 2008, p. 30).

In media linguistics, there is a generally accepted, sustainable system of parameters that makes it possible to undertake a comprehensive analysis of the media text and give its excellent description. These parameters take into account the peculiarities of the media text production method, the form of its creation, the form of reproduction, the distribution channel, functional-genre specificity and linguistic features, as well as thematic originality. The system of parameters that characterize the media texts specificity is most full represented in the scientific works of Russian researchers – Tatyana G. Dobrosklonskaya and Ya.N. Zasurskiy (Dobrosklonskaya, 2000; 2008; Zasurskiy, 2007).

The text content characteristic is one of the essential parameters of the media texts typological description. It allows us to highlight its thematic dominant, or belonging to one of the stable topics regularly covered by the media – media topics.

Analysis of the information flow content demonstrates the presence of stable thematic structures. All mass media texts, or media content, are naturally organized around them. That holds true for all types of media: from traditional to new media. A stable system of media topics, or regularly reproduced topics, which include, for example, politics, business, sports, culture, weather, news of international and regional life, etc., makes it possible for the media to organize in a certain way, to order the dynamically changing picture of the world. At the same time, the importance of the linguistic and cultural factor should be emphasized, since in the media texts there is the juxtaposition of the linguistic and informational pictures of the world. This naturally manifests itself in a set of the regular thematic components typical for a particular country of a particular culture.

Regularly reproduced topics that reflect the national and cultural specifics of a particular media landscape are called buzz topics, or topics of increased interest (Dobrosklonskaya, 2008, p. 34). The term “buzz-topic” as applied

to the analysis of the media content was first introduced in the book by Tatyana Dobrosklonskaya "Voprosy izucheniya mediatekstov" ["Some aspects of media texts analysis"] (Dobrosklonskaya, 2000). In other words, there are trending topics – ideas, matters that people are currently most interested in. Thus, the terms "media topic", "buzz-topic" and "trending topic" can be used as synonyms.

So, for example, the recurrent topic for the British media is the details coverage of the royal family members and high-ranking politician's private lives. The topic of illegal immigration is a systematically reproduced media topic in the Italian media. The media topic "The Special Russian Soul and Mentality" has become widespread in the Russian mass media recently.

It is known that an image is a purposefully formed picture that highlights certain value characteristics, designed to have an emotional and psychological impact on someone in order to popularize. There are many different definitions of a country's image in the scientific literature. Differences in the interpretation of the term are mainly explained by the fact that different researchers use different characteristics or constituent elements that form the country's image as the basis for their definitions. So, M. Kunczik defines the image as "the cognitive representation that a person holds about a given country" (Kunczik, 2003, p. 412), emphasizes the importance of the country's image cognitive component, which implies high-quality content, the presence of full-fledged cognitive information about a particular country in it. Alexander Buhmann and Diana Ingenhoff talk about the importance of the relationship between the nation and the state in the process of the country's image forming in their article "Advancing the country image construct from a public relations perspective. From model to measurement". They write: "The image object of the country is conceived of as the unity of a nation and its state. By drawing on Smith's concepts (1987), the country can be defined as a named human collective consisting of six generic attributes: a distinct territory or 'homeland', a common history and traditions, a domestic economy, a public culture, a set of common norms and values as well as a sovereign political organization or state" (Buhmann and Ingenhoff, 2015, p. 66). In our opinion, H. Barich and P. Kotler provide the most relevant definition of the country's image. Researchers believe that the country image can be defined as "the sum of beliefs, attitudes, and impressions that a person or group of persons has of an object" (Barich and Kotler, 1991, p. 95), where the object of the image is one or another country. It is the sum of beliefs, attitudes, and impressions, available in a certain group of people about a particular state determines the attractiveness or unattractiveness of the country for this group or even the entire world community.

It should be recalled that some researchers distinguish between external and internal image in the structure of the country's image: "The internal country's image is the perception of citizens about themselves and their place in the world, while the external image is focused on the ideas about the country that have developed outside the national cultural field and determines its reputation" (Pupkova, 2015); "the internal image is built on self-esteem, but it is supplemented by the projection of internal perception outside the national-state

community (what «we» want and consider it necessary to tell about ourselves to «others»)" (Semenenko, 2008, p. 10).

Another scholars believe that the so-called internal image of the country should be correlated with the concept of "national identity" (the country identity) (see scientific papers by Buhmann and Ingenhoff, 2015; Smith, 1991; Kunczik, 2001; Fan, 2009; Dinnie, 2008; Rusciano, 2003; Rusciano et al., 1997 and other), because national identity is completely determined by the citizens of the country. It contains the citizen's views about themselves and their place in society. F.L. Rusciano pays special attention to the fact that the country's image is conceptualized as a perception by a foreign public, while the country's identity refers to the self-perception of the country's citizens, to self-identification (Rusciano, 2003). In essence, summarizing the above, Buhmann and Ingenhoff emphasize: "Therefore, when speaking of the country image, we refer to the perception of a country that exists among its foreign publics (out-group), while country identity is conceptualized as the – domestic self-perception existing among a country's domestic public (in-group)" (Buhmann and Ingenhoff, 2015, p. 74). In our opinion, this position is quite legitimate and appropriate.

"Image is the most economical way of generating and recognizing complex social reality. Image is the result of information processing, so help on this path, consciously or unconsciously, is supported by every person [...] The image creates political movements and countries, it also degrades them" – G.G. Pocheptsov writes (Pocheptsov, 2001, p. 118). So, to create an attractive image of the state, joint efforts of political leaders, government officials, employees of Embassies and Diplomatic missions, scientists, journalists and ordinary citizens of the country are required.

The result

In the years that have passed since the Republic of Kazakhstan gained sovereignty, the concept of information export within the framework of information security of the state and society doctrine has not yet been fully formed in the country. Ultimate goal – the formation of a positive country's image in the global information field is not being carried out. It must be admitted, that government structures did not pay enough attention to such an important, strategic issue, with the exception of a few successful PR-actions.

The audience, including the Kazakhstan one, trusts foreign sources of information more. Often, negative image stereotypes are formed in such information resources. To control information flows, it is necessary to predict and prevent events. To do this, it is necessary to attain small and large information victories regularly. Most states can do this. Kazakhstan also has great intellectual potential to prove its worth in practice.

But it must be remembered that the formation of the country's image is a complex and rather lengthy process that requires a lot of effort.

It should be emphasized that the basis for a positive image of the state should be exclusively honest and objective information capable to reconstruct a real picture of events and the situations that is happening in a particular country.

According to our observations, at present, in the mass media of Kazakhstan the regularly reproduced topics have formed. These media topics “work” on the country’s image. In our opinion, there are the following media topics: 1) The Unity of peoples in Kazakhstan and tolerance; 2) The idea of Eurasianship; 3) N.A. Nazarbayev – the First President of Kazakhstan; 4) Multiculturalism in Kazakhstan society; 5) The Trinity of the languages Concept; 6) Tourism; 7) Investment attractiveness of the country.

In today’s world, shaken by interethnic and interreligious conflicts, maintaining stability and interethnic harmony remains one of the most important tasks for any state. It is no accident that the media topic “The Unity of peoples in Kazakhstan and tolerance” has remained one of the priorities for the Kazakh media during 30 years. The Day of the Kazakhstan Peoples Unity has been annually celebrated in the Republic since 1996. The systematic reproduction of this media topic made it possible to form in the world an idea of Kazakhstan as a state in which more than 140 nationalities and ethnic groups live in peace and harmony. So, for example, this media topic is regularly reproduced by the KazInform International News Agency: “Obzor: Yedinstvo mnogonatsionalnogo Karagandinskogo kraya – osnova dostizheniy i progressa” [“Overview: The unity of the multinational Karaganda region is the basis of achievements and progress”] (KazInform, 30.11.2016); “Fotovystavku ko Dnyu yedinstva naroda Kazakhstana organizovali v biblioteke Almaty” [“Photo exhibition dedicated to the Day of the Kazakhstan Peoples Unity was organized in the Almaty library”] (KazInform, 26.04.2021); “Svetlana Kim: Yedinstvo naroda Kazakhstana – klyuchevoye slovo v Poslanii Prezidenta” [“Svetlana Kim: The unity of the Kazakhstan people is the key word in the President’s Address”] (KazInform, 01.09.2021); “Opyt Kazakhstana v preduprezhdenii mezhetnicheskikh konfliktov unikalen i vostrebovan – ekspert” [“Kazakhstan’s experience in preventing interethnic conflicts is unique and demanded – expert”] (KazInform, 15.10.2021); “V Zhambylskoy oblasti sohranyaetsya mezhnatsionalnaya stabilnost – Berdibek Saparbayev” [“Interethnic stability remains in Zhambyl region – Berdibek Saparbayev”] (KazInform, 15.10.2021); “Nursultan Nazarbayev prizval vospityvat v molodyozhi terpimost i tolerantnost” [“Nursultan Nazarbayev called to raise forbearance and tolerance among young people”] (KazInform, 29.04.2019) and others. Note that the last example refers to two media topics simultaneously – “The Unity of peoples in Kazakhstan and tolerance” and “N.A. Nazarbayev – the First President of Kazakhstan”.

The First President of Kazakhstan, Nursultan Nazarbayev, was heading the country since its inception as an independent state (December 16, 1991) for nearly 30 years (until March 20, 2019). And over the years, his figure has become significant not only for the country, but also for the entire world community. The Nursultan Nazarbayev name has become associated with Kazakhstan and the country’s achievements. After his resignation as President, Nursultan

Nazarbayev continues active political and public work. Thus, a lot of media materials are still dedicated by the First President of Kazakhstan. First of all, we note that a huge number of various materials about Nursultan Nazarbayev are presented in three languages (Kazakh, Russian, English) on his official website – “Official website of the First President of the Republic of Kazakhstan – Elbasy Nursultan Nazarbayev”. On this website you can find information about his biography and life path, about international recognition, about the Office of the First President, about the work N.A. Nazarbayev in the Security Council of the Republic of Kazakhstan, in the Assembly of the Kazakhstan Peoples, in the “Nur Otan” Party, as well as his interviews, speeches, messages and news about all the events in which he took part. Another mass media of the RK play an equally important role. Media topic “N.A. Nazarbayev – The First President of Kazakhstan” is regularly reproduced in newspapers, information and analytical portals, Information Agencies, on radio and television of the country: “Elbasy vstretilsya s predsdatelem Milli Mezhlisa Azerbaydzhana” [“Elbasy met with the chairman Milli of the Azerbaydzhane Mezhlis”] (“Khabar”, 29.09.2021); “Chem zaymyotsya Sovet mudretsov SBMDA, glavoy kotorogo mozhnet stat Nursultan Nazarbayev” [“What the CICBMA Council of Wise Men will do, which Nursultan Nazarbayev may become the head of”] (“Kazakhstanskaya Pravda”, 12.10.2021); “»On mnye ochen ponravilsya« – rezhissyor Oliver Stoun o Nursultane Nazarbayeve” [“»I really liked him« – filmmaker Oliver Stone about Nursultan Nazarbayev”] (“Express-K”, 06.07.2021), “Nazarbayev obratilsya k uchastnikam plenarnogo zasedaniya OON (video)” [“Nazarbayev welcomed participants to the plenary session of the UN General Assembly (video)”] (NUR.KZ, 08.09.2021); “Nazarbayev obratilsya s predlozheniyem k turkskim stranam” [“Nazarbayev made a proposal to the Turkic countries”] (“Tengrinews”, 31.03.2021) and others.

Today, the topic of spiritual culture has become one of the priorities on the modern Kazakhstan television broadcasting.

In the Concept of Cultural Policy in the Republic of Kazakhstan (2014), national television is defined as the leading form of cultural communication. The document emphasizes that television should be focused on broadcasts of the basic spiritual values of society. In view of potentially vast impact on the formation of the worldview and cultural mentality, national television needs a common cultural concept. The channels “Bilim zhene Medeniyet”, “Balapan” have a huge potential to transmit in a new modern format the cultural wealth array, a variety of forms and directions of world art, the best national traditions and spiritual guides. It is necessary to use scientific achievements and discoveries, information about unique monuments of archeology, history and culture in the broadcast content” (Kontseptsiya kulturnoy politiki Respubliki Kazakhstan, 2014).

Already now this task is being successfully solved by the “Qazaq TV” channel – the first national satellite TV channel of the Republic of Kazakhstan. “Qazaq TV” is the part of the Khabar Agency, one of the largest media holdings in the country. The channel began broadcasting on October 25, 2002 under the name

“CaspioNet”. Taking a course to promote the country’s image, on September 1, 2012, the channel was renamed “Qazaq TV”. In October 2016, after the merger of the content channels “Qazaq TV” and “Bilim zhene Medeniyet”, the channel continued broadcasting under the common brand “Qazaq TV”.

“The channel is available for viewers from 118 countries, 4 continents through the HotBird 13B, Galaxy 19, Eutelsat 36B and MEASAT 3A satellites. Channel content is 100% domestic production. The total audience of “Qazaq TV” currently is more than 300 million viewers. The programs of the channel are presented in several thematic areas and cover such spheres as culture, traditions, history, tourism and investment opportunities in Kazakhstan” (“Qazaq TV”, 2021).

The channel’s broadcasting network contains the programs dedicated to the culture and traditions of Kazakhstan’s peoples (“Focus on Culture”, “Culture Talks”, “Art Global”, “Important Dates in Kazakhstan”, “KazArt”, “Folk Art”, “Art of Making”, “Connecting Cultures”), country history (“Altyn Orda”, “Ken Dala”, “Our Common Victory”, “Enigma of the Great Steppe”, “Reflections on history”), education and science (“Book Club”, “From Antiquity to Modernity”, “Talk to Nature”), tourism (“Across the Kazakh Land”, “Welcome to Kazakhstan”, “Hello, Kazakhstan!”, “Outdoor Kazakhstan”), economy and attractive investment opportunities (“The World of Startups”, “Made in Kazakhstan”, “Impactful with Lyazzat Shatayeva”), as well as special projects (“Coronavirus. Impact on Business”, “Experts Talk”, “Documentary”, “Next Generation”) and news stories about politics, business, society, Hi-tech, etc.

As we can see, most of the presented media topics relate to the topic of culture and national traditions or are directly related to it. For example, the program “Hello, Kazakhstan!” is a cycle of stories about daily immersion in the culture and life of Kazakhstan, an opportunity to look at the beautiful surroundings of our country, familiar to all the Kazakhstan people, through someone else’s eyes. The heroes of the program are foreigners living in Kazakhstan and discovering the diversity of cultural, linguistic and everyday aspects of the country’s life. The “Book Club” program is a television blog about Kazakh literature; it provides reviews of the most outstanding works of Kazakh classics, as well as information about popular literary projects and current trends in the book industry. The program “Impactful with Lyazzat Shatayeva” consists of interviews with politicians, diplomats, government officials, and representatives of international organizations, artists and public figures on topics related to current affairs, international relations, politics, economy, business and culture.

On this television channel, the theme of culture is organically combined with the media topic “The Trinity of the languages Concept”, since many programs raise issues related to the development and strengthening of the state language, preservation of national languages, use of the Russian language in the society, learning foreign languages, as well as issues of language policy in general. Moreover, “Qazaq TV” forms its content in accordance with the Languages Trinity Policy implemented in Kazakhstan. It is significant that the editors of the TV channel emphasize the role and importance of the English language

for the implementation of its mission in the global information space: “Full English soundtrack will allow the channel to expand to a foreign audience and more effectively acquaint the world with our unique country, its culture, history, tourism and investment attractiveness” (“Qazaq TV”, 2021).

“Qazaq TV” – information and educational TV channel – the only one in our country broadcasts in five languages (Kazakh, Russian, English, Kyrgyz, Uzbek), 18 hours a day provides up-to-date and objective information about Kazakhstan and events taking place in the world. For almost twenty years, the channel has been successfully fulfilling its main task – it creates the most complete and objective picture of Kazakhstan as an independent state with the most sustainable development, a stable political system, a favorable investment climate and a distinctive multinational culture.

It should be noted that in all types of media, image media topics work both for the external and internal image of Kazakhstan, more precisely, for the formation of national identity, which, of course, contributes to the formation of public opinion and, accordingly, public consciousness. It is also important to emphasize that at present, the active development and use of new information, computer, digital technologies, as well as the strengthening of globalization processes have radically changed the country and world information space. Today, almost any information about a particular country is available for the world community. And in this case, the boundaries between materials on image media topics and publications aimed at the national identity developing are blurred. In the modern period, citizens of all countries are active participants in various social networks. Also, they can, without any restrictions, use the content of traditional media from different countries posted on the Internet, visit information portals, websites of TV channels, radio stations, newspapers and magazines, communication platforms, etc. The so-called “internal” media topics (corruption, social problems, economic crisis, various kinds of internal conflicts, etc.) become the subject of foreign audience’s interest, and, of course, influences on country’s image in the international arena. For example, one of the regularly reproduced topics in the mass media of the Republic of Kazakhstan is the topic of corruption and the fight against it. So, on “Azattyq” radio the material “Prosto nuzhna politicheskaya volya. Pochemu v Kazakhstane ne rabotayet ni odna strategiya borby s korruptsiyey” [“We need political will. Why not one anti-corruption strategy works in Kazakhstan”] has been published (“Azattyq”, 24.12.2020). International Information Agency “KazInform” also systematically publishes information related to the problem of corruption in Kazakhstan: “Byvshego vitse-ministra finansov Kazakhstana osudili na 4 goda za vzyatku” [“Former Vice-Minister of Finance of Kazakhstan convicted of bribery for four years”] (23.09.2021), “Vneshniy analiz korruptsiionnyh riskov v gosorganah provodyat v Nur-Sutane” [“External analysis of corruption risks in government agencies is carried out in Nur-Sultan”] (22.09.2021), “Pochti 80 del za tri s polovinoi goda nanpravleno v sudy po faktam korruptsii v sfere ekologii” [“Almost 80 cases in three and a half years were sent to courts on the facts of corruption in the ecology field”] (27.09.2021), “Predprinimateli

zhaluyutsya na deystviya nalogovyh organov v Nur-Sutane” [“Entrepreneurs complain against tax administration actions in Nur-Sultan”] (24.09.2021) and others (KazInform, 2021). Of course, these materials in the media negatively affect the image of Kazakhstan and significantly reduce the investment attractiveness of the Republic’s economy for foreign investors. At the same time, it must be recognized that this kind of “internal” media topics contribute to the formation of an adequate perception by the foreign audience of the real situation in Kazakhstan at the present time.

The information picture in Kazakhstan has changed dramatically due to the events that took place in the country in January 2022. The main media topic has become the topic of protests in Kazakhstan and related media topics – the terrorist attack and the Almaty tragedy. Since January 2, 2022, almost all media materials of the Republic of Kazakhstan are devoted to this issue. Materials about peaceful rallies, the protest movement, bandit and terrorist attacks on peaceful cities, about victims of violence were published in Kazakhstan’s newspapers, websites, and social networks, aired on radio and TV channels. The “24 Khabar” TV channel covered the situation in Kazakhstan from the first days of the protest movement. The materials of this TV channel acquired particular importance in the period from January 5 to January 10, 2022, during the escalation of peaceful protests into terrorist attacks by gangster groups on the cities of Kazakhstan and, first of all, on Almaty. For several days, “24 Khabar” TV channel was almost the only source of information for Kazakhstanis and the world community.

There is no doubt that the tragic January events in Kazakhstan had a negative impact on the image of the Republic as a country with a stable political and economic system, attractive for international investment. And now we have evidence to suggest that this will find reflection in the content of publications related to the media topic “Investment attractiveness of the country” in the near future.

The rhetoric of the media topic “N.A. Nazarbayev – the First President of Kazakhstan” has changed significantly. Currently, it can be defined as reflexive, negative. This is evidenced, for example, by the following publications: “Nuzhno uhodit’ vovremya. Razrushennaya reputatsiya Nazarbayeva, shansy Tokayeva i «lovushka» dlya avtokrata” [“It is necessary to leave on time. Destroyed reputation« of Nazarbayev, Tokayev’s chances and «trap» for autocrat”] (“Azattyq”, 13.01.2022); “Gde Nazarbayevy? V poiskah eks-prezidenta i chlenov yego semyi” [“Where are the Nazarbaevs? In search of the ex-president and members of his family”] (“Azattyq”, 12.01.2022); “Otozvan pozvolyavshiy OAE privatizirovat’dve GES dokment – proyekt svyazyvali s Nazarbayevym” [“The document that allowed the UAE to privatize two hydroelectric power stations was withdrawn – the project was associated with Nazarbayev”] (KazTAG, 12.02.2022) and etc.

I am sure that these media topics require more detailed additional analysis and should be the subject of a special research.

Conclusion

So, image media topics are a kind of “intersection point” of the internal and foreign policy interests of the state, their image component. Depending on which image a certain media text is aimed at (image of the country or national identity), the accents and priorities in its content change while keeping its main content unchanged. At the same time, our observations have shown that under certain conditions, almost any media topic can become an image and affect the country’s image in both positive and negative aspects.

The public, and the international community in particular, needs to streamline the endless sea of information, and every organization, including the political system and the state, is interested in ordering this information in a certain way, primarily in its own favor. And if that does, a recognizable positive image of the country is formed in the mass consciousness, which undoubtedly becomes of paramount importance for creating a favorable investment climate, international tourism, cultural and scientific exchange. All this, in turn, will “work” for the further development and strengthening of the country’s attractive image.

In our opinion, image media topics largely determine the media landscape of the Republic of Kazakhstan and are an important condition for the country’s integration into the world cultural, economic and information space.

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Summary

This article aims to analyse and discuss the main image media topics in the media of the Republic of Kazakhstan since such materials largely determine the media landscape of Kazakhstan and are positioning the country in the international information space. The analytical-synthetic method is the methodological basis for the research.

Additional methods were also used: comparative and inductive-deductive methods, synthesis, generalization, interpretation, analysis of scientific literature, journalistic and scientific articles, as well as content analysis and elements of meta-analysis. The author focuses on the fact that image media topics should be distinguished from media topics aimed at the formation of national identity. At the same time, it is emphasized that under certain conditions, almost any media topic can become an image and affects the country's image in both positive and negative aspects. These issues are considered in the context of the strengthening of globalization processes.

Tematyka wizerunku w środkach masowego przekazu Republiki Kazachstanu

Streszczenie

Celem niniejszego artykułu jest przeanalizowanie i omówienie głównych wizerunkowych tematów medialnych w środkach masowego przekazu Republiki Kazachstanu, ponieważ właśnie takie materiały w największym stopniu wyznaczają medialandszaft Kazachstanu i pozycjonują kraj w międzynarodowym obszarze informacyjnym. Podczas badania autorka korzystała głównie z metody analityczno-syntetycznej. Jako dodatkowe metody zostały wykorzystane: stosunkowo-porównawcza i indukcyjno-dedukcyjna, metoda syntezy, uogólniania, interpretacji, analizy literatury naukowej, publicystycznych i naukowych artykułów, a również analiza treści i elementy metaanalizy. W artykule akcentuje się, że wizerunkowe tematy medialne warto odróżniać od tych, które są skierowane na kształtowanie tożsamości narodowej. Przy czym podkreśla się, że pod warunkiem zachowania pewnych zasad dowolny wizerunkowy temat medialny może przetworzyć się w image'owy, który zdolny jest wpływać na image państwa zarówno pozytywnie, jak i negatywnie. Prezentowane w artykule kwestie należy rozpatrywać w kontekście wzmocnienia współczesnych procesów globalizacji.