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National idea in the Republic of Kazakhstan: electronic media and information security

Annotation. *The article raises the question about the importance of interaction with the actual interests of society in the development of the national policy of a sovereign state. In the conditions of the existence of a democratic media society, it is necessary to pay attention to the risks that may arise when implementing the concept of information security in the media space of the country. The media should use their own professional tools to implement this concept, being the main non-subjective intermediary between the government and society.*

Keywords: *information security, national issue, information space, electronic media, democracy, media risks.*

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Introduction

Information support of democracy, which requires the achievement of citizens' awareness through a pluralistic presentation of information, the condition of which is tolerance, commitment to achieving national accord and civil peace through an open effective dialogue between the government and the media, the state and society, is possible only if the conditions are met and the rules of information security in society are followed. It is no coincidence that information security is an organic part of the national security of the country [1].

Probably, information security will remain for a long time a relative concept. It would be wrong to say that international relations are only relations between Governments and States. However, both governments and States are the most important actors involved in determining the degree of danger, challenges and threats to information security, in creating a balance of power in the international arena, in preserving the identity of nation-states, in upholding their values, that is, the subjects of most components of national security, including the development of their own unique media system. Information policy is of particular importance due to the fact that it largely determines the course and result of successful modernization in other areas, especially in conditions when Kazakhstan has actively entered the world information space. Without theoretical understanding and the proposal of conceptual solutions, it is impossible to build a competent information policy in the twenty-first century [2].

Problem statement

Information security should be linked to solving the problems of sustainable development of all components of society on a national and global scale. National life and spiritual culture, as well as the culture of interethnic communication, have changed a lot after the state gained independence, since the economic and socio-cultural experience of many nations was in the

process of modernization, the search for models of educational systems and methods of their improvement intensified. In the conditions of democratization and radical renewal of the entire sphere of socio-political and spiritual life, a critical analysis and historical understanding of the past took place. Democracy and glasnost are the basis for the growth of national consciousness, the revival of morality, and national spiritual revival.

Over the 30 years of the existence of independent Kazakhstan, one of the most multinational states on the world stage, the issue of the role of the media, their socio-political significance and place in a multiethnic society, has not only acquired special importance, but also confirmed its permanence, since the processes of forming the national policy of a sovereign state in the context of globalization require constant attention as to the existing model of interaction of electronic media, including television, Internet media and state structures, and to the possibilities of its reconstruction and modernization, taking into account the events taking place in the world and new political realities. The independence of the media from the institutions of power, legislative confirmation of freedom of speech and human rights regardless of nationality and religious affiliation, within the framework of interethnic tolerance is the most important democratic achievement of sovereign Kazakhstan. Summing up the positive results of the formation of statehood, short by the standards of history, but rapid in its active reform, it is necessary to evaluate and investigate the contribution made by the Kazakh mass media to the promotion of socio-political, cultural and moral values, among which the values of interethnic tolerance occupy one of the leading places.

Goals

Research analysis of the role and place of electronic media in the context of their influence on interethnic tolerance and mechanisms for improving national relations on the example of Kazakhstan's experience in implementing national state policy. It is of interest to analyze the ideas of interethnic tolerance in the context of the system-forming features and social position of journalism, an important normative component of the information order in a democratic multiethnic society. The journalistic community and directly THEMSELVES are able to assume the role of communicators of the political national process only in the conditions of the existence of a culture of tolerance. The analysis is able to show the close relationship between the concepts of national and information security, information technology and international risk management.

History

The theoretical development of the problems of tolerance as a value and as a norm of professional culture is the basis for the introduction of a culture of tolerance in journalism and its impact on other social institutions. In accordance with the laws of the functioning of the media of a democratic society, journalism in the modern information market should be a conscious and active mediator of tolerance. And tolerant interaction implies consent and social partnership, which is implemented within the framework of the conceptual requirements of sustainable development as the requirements of the humanization of the modern world. This, in turn, leads to public consent based on free choice, free decision, supported by the relevant legal legislation.

The latest amendments to the Law on the Media of the Republic of Kazakhstan caused a wide resonance among journalists and the public and served as an occasion for active discussion on the pages of Kazakhstani publications. One of the areas discussed were articles of Law No. 2 and No. 13 concerning forbidden topics. The main claim was a vague interpretation of the concepts that fall under this category. [3]

But basically, the discussion concerned precisely the definitions used and the possibilities

of interpretation when referring to the topic, the concepts themselves used, such as the prohibition of materials based on racial, national superiority, containing a threat to national security and calling for extremism, were fixed at the legislative level since the adoption of the first Law on Mass Media in 1999, p. 3., [4] and constitute one of the foundations of the constitutional system of the Republic of Kazakhstan, enshrined in p. 20 of the Constitution of the Republic [5] and do not cause doubts about their rightness and relevance.

On the basis of the Constitution and regulatory legal acts of the country, as well as the Law on the Assembly of Peoples of Kazakhstan, a unique document was developed - the Doctrine of National Unity. It included five principles of the model of interethnic harmony.

In Russian science, the works of A. N. Nysanbayev, L.S. Akhmetova, L.K. Bokaev, L.M. Ivatova, R.K. Kadyrzhanov, E.T. Karin, B. Kydyrbek-uly, Zh. Nurmukhamedov and others were devoted to the issues of national security, the national idea in the context of interethnic harmony. Among the works of foreign researchers devoted to the problems of the formation of democratic media and their role in the implementation of the state policy of consent, the works of Yu.V. Harutyunyan, Ya.N. Zasursky, E.P. Prokhorov, S.G. Korkonosenko, I.M. Dzyaloshinsky can be distinguished. The historiographical approach to tolerance issues was considered by such authors as S.D. Bakulina, E.L. Tugzhanov, L.A. Prokopenko. In addition, the essence and role of tolerance occupied at one time almost all major thinkers and public figures, including such as Kant and Hegel. The great thinker of the Kazakh people Abai mentioned the need for equal treatment of peoples in his «Words of edification».

Research methods

The principles of cognition of social, scientific, empirical phenomena of the phenomenon of interethnic tolerance in its development and in its interrelation, interdependence with the role of the media in this process from the point of view of theory, practice, ongoing ethnopolitical processes. Logical, substantial, comparative-analytical, cognitive-applied method, as well as empirical method of cognition. First of all, the analysis of primary sources and materials of the media of the Republic of Kazakhstan on issues of ethnopolitical conflicts and methods of interethnic harmony was applied.

Results/discussion

In accordance with research approaches, information security – the ability of the state, society, social group, individual to provide with a certain probability sufficient and protected information resources and information flows to maintain vital activity, sustainable functioning and development, to resist information hazards and threats, negative information impacts on the individual and public consciousness of people, as well as computer networks and other technical sources of information, to develop personal and group skills and skills of safe behavior, to maintain constant readiness for adequate measures in the information confrontation, no matter who imposed it.

This characteristic contains many important provisions that can and should be transferred to journalism, taking into account its specifics. The basis of security is the protection of information interests, rights and freedoms of all social actors, ensuring favorable information conditions for the sustainable functioning and progressive development of the social system while effectively countering destructive information influences, which in a multinational country should primarily include incitement to national discord.

Support for information security in a democratic state is directly related to stability in interethnic relations. The ethnic groups living in Kazakhstan, for the most part, did not take an

active part in politics, in socio-political life in the pre-perestroika and Soviet times. Today, thanks to an open national policy and in the presence of a multi-ethnic society, the preservation of peace and balance in the national issue becomes not just a task of a sovereign state, but a factor of reliability and political stability in both domestic and foreign policy. In the context of the Kazakh model of national accord, it should be noted that the state is open to dialogue, mediated by the media, the special plasticity of the concept of interfaith consent, the focus of the information field through legislative and legal norms to prevent potential threats and challenges as a preventive counteraction. But the media of the Republic of Kazakhstan should pay attention to the fact that threats and challenges can be both explicit and potential, and latent. Therefore, when preventing conflict-causing risks of the media, it is always necessary to adhere to the fact that in Kazakhstan interethnic, interfaith harmony is a priority direction of the national policy pursued by the state, and issues of national accord are the basis for the sustainable development of the Republic on the way to the number of leading countries of the world [6, p.128].

In these prevailing conditions, with the approval of a new political consciousness and the development of national consciousness, attempts were made to create a theory about a new national idea that could be able to reflect a new level of understanding of the vital priorities of society's development in the changed socio-political conditions and at the same time would be synthesized with the internal, deep foundations of national consciousness, its spiritual basis and mentality.

If we talk about the specifics of the traditional idea as a consistent concept, then first of all it will turn to its own history, in an attempt to analyze, compare, use already existing or proven political technologies and mechanisms for an effective political structure and its implementation. But it is necessary to understand that ideas as such, as well as ideological values, are flexible concepts and may have tendencies to change, while spiritual values are a stable concept. And their combination needs to be able not only to balance, but also to correctly introduce into the information field. The basis for Kazakhstan was largely a liberal idea, containing generally accepted human ideals that guarantee human rights and individual freedom. The Republic's desire for a liberal policy, in turn, forms the concept of state identity, characteristic of many developed countries of the world. And the ethnic diversity of Kazakhstan serves as the basis for prerequisites when the people of the country become a factor of development based on a single idea.

It is the concept of the national idea, designed to consolidate society, that formed the basis of the Doctrine of National Unity of the Republic of Kazakhstan. On the eve of the 25th anniversary of Independence of the Republic of Kazakhstan, a proposal was made not only to finally consolidate the Concept of the national idea of Kazakhstan, but the need for its legal registration. Today Kazakhstan is practically the only country where the national idea of the country has a legal character and has the form of a regulatory legal act. This issue was discussed at the twenty-fourth session of the APK, when the Mangilik El program was adopted, which officially consolidated the most important values and the national idea of the Republic of Kazakhstan [7]. In the year of the 30th anniversary of Independence of the Republic of Kazakhstan, this concept continues to be relevant.

The Television of the Republic of Kazakhstan does not so often raise a separate issue of information security as a national security structure. To a greater extent, Kazakhstan's TV channels focus on spiritual and national revival and the stability of relations. Such as, for example, the coverage by the National TV Channel «Qazaqstan» of the Republican Forum of Imams «Spiritual values are the basis of the unity of society», which traditionally takes place in the capital[8]. To a greater extent, the national issue is addressed on television within the framework of news information and expert opinion in individual programs. At the same time, it should be noted that more attention should be paid to such a topic on television, since recent trends indicate that the national issue is being raised more acutely in the Internet community, and until there is an exact

concept of the responsibility of the Internet space in such serious issues, we risk getting another zone of tension, since the Internet as a whole is a zone of media risks for socially and politically significant issues.

What is the danger of a situation when the factor is overlooked that interethnic relations should be present in the political structure of the state on the rights of a full-fledged level of democratic provision for the life of society? This will inevitably lead to the imperfection of regulatory legal regulation in the field of mass media, the underdevelopment of the mass media system and the weakness of efforts to form a single information space, shortcomings in the organization of international information exchange, integration into the world information space and the promotion of Kazakh media on the world market. Insufficient development of the legal framework, without taking into account the interests of all citizens of the country, regardless of ethnicity, can be considered as a threat to national security if there is infringement of the rights of citizens in the field of information activities, monopolization of the information market, blocking the activities of objectionable media, illegal use of special means of influencing individual, group, public consciousness [9], manipulation of information, disinformation, concealment or distortion of information, imposition of false information.

Ethnic themes in electronic media are not only able to reveal various aspects of this topic, not just to inform the population, but also to form its moods and perceptions. And here the technologies of information wars, the manipulative techniques used to influence consciousness are able to present and interpret ethnic information in such a way that tolerance or intolerance of the voiced information will depend on it and stable positions, ideas, views of society on national accord, international peace or ethnic conflicts will begin to form.

The transmission of these views to the mass consciousness through the media, thus, also acquires the character of tolerance or conflict. Moreover, sometimes the conflict is veiled. For example, such a headline «Turkic satellite: why Kazakhstan is pursuing Russian militias» of the material published on <https://life.ru/p/1366462> . In fact, we are talking about the events in the Donbass and the position and views of Kazakhstan on the participation of Russian militias in military operations are analyzed, the material is submitted with the appropriate tags, but if you pay attention only to the headline in the news feed selection, you may get the impression of a frankly negative subjective opinion of the author, who focused on the national issue. In the same vein, you can pay attention to the title of the material of the Kazakh edition already [Altyn-orda.kz](https://altyn-orda.kz): «A professional surgeon, returning to his historical homeland due to ignorance of the Russian language, is forced to work at the bazaar» (<https://inbusiness.kz/ru/news/russkoyazychnyevystupili-protiv-kazahskogo-nacionalista>) Although there is some analysis of the current economic situation and the situation in healthcare in the material, to a greater extent the information is presented in such a way that the impression of a situation can be created, when a highly qualified specialist was infringed in his rights only because belonging to the titular nation did not give him the opportunity to master the language of interethnic communication. In this case, there would be a violation of the legislation of the state, but the legal aspect in the material is hushed up and with a journalistic approach, taking into account the principles of journalism, one can note the one-sidedness of the submitted material, which may well be the reason for creating a negative mood of the mass audience.

In terms of interaction between the media and state authorities, and in relation to issues of interethnic harmony, this aspect is a unifying factor for both subjects, it is worth paying attention to the parameters of their intra-subjective relationships, to the systems of human worldview and worldview, to the parameters of moral and spiritual development and civic responsibility. Since from subjective relations in this regard, the structure of the question passes into the structure of the study of the object. And accordingly, it should be remembered about the revision of the concepts of the methods of study, and at the same time ways to overcome possible emerging crises that can

affect the policy of the state, in confirming the legitimacy of which the media usually play a significant role.

Nevertheless, it is necessary to give a clearer definition of the concept of a single legal space in which the media operate. After all, certain standards and relations in the information sphere are linked to ensuring the constitutional rights of citizens to information and meeting their information needs. The expansion of the flow of information and its diversity, the increasing filling of the information space with publications and materials that are pluralistic in nature and positions, of course, contributes to this, but requires a separate look at the so-called unified information policy, since the abundance of information offered to the audience does not mean that its needs for information and awareness are actually provided[10]. Of course, the presence of complete legislation, uniformity and consistency of execution of all laws throughout the territory of information dissemination, accessibility to citizens of legislative concepts that ensure their rights, creates a unified front of functioning for the media. By analogy with a single legal space that preserves the optimal observance of law and order, we can also talk about a single information space in relation to the field of journalism and the uniqueness of this concept lies in the fact that it is in matters of interethnic tolerance for the media that the same level of a single space comes, which is practically impossible outside of it due to the large variety of modern information flows and opportunities to transform them into new genres and types of work with a modern mass audience.

Thus, the political significance of the nation is great for a number of reasons. By its nature, it is a very stable centuries-old community with its own, different from others, rich historical and cultural heritage, a community that gives a person a sense of belonging to his native land, his place in a homogeneous linguistic community, belonging to an ethnic group allows a person to find himself in the chain of many generations, belonging to a nation unites a person with individuals close to him in a number of signs, and as a result, separates from others, identifying his involvement in an ethnic group, the subject becomes a member of the national-state community, leading the struggle for their national-state self-determination. Based on this, the relationship between the national idea and power can be both direct and indirect, and the options largely depend on the ethnic composition of the country, the culture of the relations that have developed there and the ideology prevailing in the country. Accordingly, the authorities can take into account the national idea and solve life issues from the standpoint of national exclusivity, national superiority, national identity, protruding the rights of one ethnic group and underestimating the rights of another, for example, with the policy of extremism or chauvinism, suppression of the national interests of non-titular nations within the framework of militant nationalism and respect for all rights and peoples with the policy of internationalism.

The forms can be different and the implementation of these forms largely depends on the authorities[11]. The national problem is primarily the idea of the fate of an ethnic group. Any nation arises and is established within the framework of a territorial complex, therefore, the first and main irritant of national feelings is the problem of territory. If, for a number of historical reasons, the titular ethnic group had to accept representatives of other peoples on its land or experience annexation problems, then the territorial issue becomes extremely painful.

The second irritant is the problem of language and culture. It is they who, for socio-political reasons, either accelerate or complicate the promotion of the titular ethnic group to the role of the leading force of a multinational society. The third irritant may be the problem of political equality of national groups. As a rule, it is associated with their representation in government and management bodies, primarily in parliament, ministries, departments. Any attempt to infringe upon the political freedom of an ethnic group or a national group creates an atmosphere of tension in interethnic relations and forms possible hotbeds of political instability.

The phenomenon of national accord is directly related to globalization and the

development of national consciousness. The development of the system of international relations, namely the globalization of the economy, international behaviors imposed by world players, interventionist aspirations of practical policies to a greater extent limit the national mentality, often destroy national identity, traditions, culture, foundations.

Considering that Kazakhstan has been actively implementing the policy of linguistic trinity for a long time, especially focusing on the state language, namely Kazakh, a large number of reforms are being introduced to promote it, which is actively covered by current publications. However, it is impossible not to touch on the social aspect. Conflicts often arise between the Russian-speaking and Kazakh-speaking population, which leads to active discussions, polemics, and sometimes even to court proceedings. On the part of the media, an attempt is being made to objectively inform citizens about the events related to the state language, but still pro-state mass media cover this issue much more often than independent ones.

It can be noted that when more pressing issues are raised, it is often, if the picture is created by the average reader, then it is vague, in the absence of a clear structure and analysis of the issue of information security in relation to coverage of national conflicts in Kazakhstan. To solve this problem, it is necessary to develop an analytical direction that will help to convey information critically to all social strata, and such a measure is less likely to lead to contradictions in society. And they can reach significant sizes, given the speed of distribution and the increase in information channels in the modern media market. Tolerance, coupled with the right technologies for creating a picture of the world, not only helps to maintain or create a positive image of representatives of different ethnic groups, but also can arouse interest in their culture, history, traditions.

Let 's compare two materials: «Unity and diversity are two halves of creative nation-building...» (<https://zviazda.by/ru/news/20210329/1617037067-knyaz-mirzoev-edinstvo-i-mnogoobrazie-dve-poloviny-sozidatelno>), where the hero of the publication is a well-known scientist, a Kurd by nationality, gives a detailed interview, where he touches on issues of Kurdish history, national policy of the Republic of Kazakhstan, social issues. The material presents interesting information, facts and arguments, cultural and scientific issues that may interest a wide audience. In another article, «Kurds are planning a mass departure from southern Kazakhstan» (<https://iwpr.net/ru/global-voices/kurdy-planiruyut-massovyy-otezd-iz-yuzhnogo-kazakhstana>), we are talking about events after the 2008 conflict, but the title seems to suggest that the problem continues to persist. In addition, in the material itself, social problems are also raised behind the information description, some analysis of the situation is carried out, as if confirming that the conflict in any case could not be motivated only by everyday problems. In such a presentation, there is usually no place for appealing to history or creating an actively positive image.

Conclusion/opinion

The role and significance of the influence of electronic media is determined primarily by the fact that society at the present stage has a more flexible perception of the created picture of the world due to the possibilities of information technologies and is in the position of regulated socio-economic and political behavior due to the expansion and change of formats of technogenic information flows[12]. When there is a question of maintaining stability and balance in a multinational state, promoting issues of spiritual, moral, and civic values of the whole society as a single organism of its country, it is worth paying close attention to these aspects.

Technologies of propaganda and promotion of ideas, including the national idea «Mangilik El» as a state ideology, the program «Rukhani Zhangyru» - a look into the future" as a system of spiritual values should be implemented through electronic media, which should build their policy on the basis of mutual respect of all ethnic groups, preservation of identity and formation of

ethnopolitics of the peoples of Kazakhstan, preservation and development of ideas of tolerance, as there is no other way in the modern civilized world, and the idea, policy, practice of tolerant pluralism is vital for humanity.

With regard to the ways of developing national stability and interethnic harmony in the Republic of Kazakhstan, it can be concluded that the media of the Republic of Kazakhstan should adhere to the postulates forming the ideas of civil patriotism within the framework of a single national idea, taking into account the socio-cultural integration of Kazakh society, highlight the specifics of the interpenetration and mutual enrichment of national cultures and traditions of ethnic groups of the Republic of Kazakhstan, promote the creation and support of favorable conditions for the development of peoples and their interests, taking into account their specifics, adhere to the regulatory and legislative acts regulating interethnic relations in the state.

The impact on the accepted foundations can be based on behavior, constructive in the first place, if they have a firm legal, moral position, or destructive, which may not serve for the already existing picture of the worldview, but may well become the ideal basis for creating a new picture loyal to the manifestations of destructive intolerance. In this regard, information flows are particularly sensitive to the technologies of information transmission by electronic media.

Accordingly, in a multinational state, such as Kazakhstan, the trust of ethnic groups in the government and the level of presence in the general legal society will be higher, the more timely and legitimate the processing of important issues and the adoption of political decisions will be. In this case, the competent use of information technologies comes to the aid of state structures, which can create a solid basis for controlling and solving emerging ethnopolitical risks and are able to have an effective impact on ethnopolitics through electronic media.

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Қазақстан Республикасындағы ұлттық идея: электронды БАҚ және ақпараттық қауіпсіздік

Аңдатпа. Мақалада егемен мемлекеттің ұлттық саясатын құруда БАҚ-тың қоғамның өзекті мүдделерімен өзара іс-қимылының маңыздылығы туралы мәселе көтеріледі. Демократиялық қоғамда ақпарат құралдары елдің медиа кеңістігінде ақпараттық қауіпсіздік тұжырымдамасын іске асыру кезінде туындауы мүмкін тәуекелдерге назар аударуы керек. БАҚ өздерінің кәсіби құралдарының көмегімен билік пен қоғам арасындағы негізгі субъективті емес делдал ретінде осы Тұжырымдаманы жүзеге асыруы керек.

Түйін сөздер: ақпараттық қауіпсіздік, ұлттық мәселе, ақпараттық кеңістік, электронды БАҚ, демократия, медиатәуекел.

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Национальная идея Республики Казахстан: электронные СМИ и информационная безопасность

Аннотация. В статье поднимается вопрос о важности взаимодействия СМИ с актуальными интересами социума при конструировании национальной политики суверенного государства. В условиях существования демократического общества СМИ необходимо обратить внимание на те риски, которые могут возникать при реализации концепции информационной безопасности на медийном пространстве страны. СМИ должны с помощью собственных профессиональных инструментов реализовать данную концепцию, являясь основным не субъективным посредником между властью и социумом.

Ключевые слова: информационная безопасность, национальный вопрос, информационное пространство, электронные СМИ, демократия, медиариски.

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