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### **The history of the formation of industry publications in the Kyzylorda region**

**Abstract.** *Today, a sufficiently developed reader chooses a publication that provides informative and expert information according to his interests, tastes, culture and level of education. In recent years, we can see that the demand for industry journalism has increased more than universal journalism. That is why it is one of the most important issues to differentiate mass media in our country and region and consider effective ways to increase the number of readers. The author points out that the market of modern periodicals is filled with newspapers and magazines of different directions, topics, formats, sizes, and regional industry press occupies a special place among this diversity. It is clearly shown that it is the main source of information in the districts and regions, a center of socio-cultural relations, coordinating the life of the local population and forming public opinion.*

*The article examines the originality, formation, development history, functional purpose of the modern regional press, and defines and analyzes the current face of the press in the Syr region. It is shown by examples that the regional press plays a great role in strengthening and improving the independence of the state.*

*Based on the fact that the periodical press is going through a period of complex transformation, the author of the article concludes that in order to effectively implement their activities, regional publications need to stimulate the civil activity of regional readers, in addition to showing the truth and increasing the quality of information products.*

**Keywords:** *region, industry publication, competition, newspaper, history.*

**DOI:** <https://doi.org/10.32523/2616-7174-2023-145-4-125-133>

**Introduction.** In addition to economic, political and legal institutions, there is a great demand and demand for the media in the exchange of information. This is due to the fact that it is impossible to imagine the political, social, spiritual and economic life of the country without the daily dissemination of real information.

The press appeared in life and went through stages of growth, development and completion until today, when it reached a professional level. Today it is impossible to predict the future of periodicals, because the rapid development of digital technologies has created a large competitive environment. newspaper production environment, it can only compete if it satisfies the demand for real, expert, informative information.

Russian researcher I. V. Pyanzin «This is a socio-political local newspaper for a mass audience. It is published to meet the social, industrial and spiritual needs of that region, region, district» [1], he describes to the regional press.

The regional press plays an important role in strengthening and expanding state independence. Of particular note are the activities carried out in the field of national language and religion, land, demography, economics, propaganda, defense of the idea of the country's independence, uncompromising struggle on the front of ideology.

Today, A. Baitursynov's opinion is that «A newspaper is what serves the people, the essence of this is that educated, self-confident people, leaders who have seen a lot, read a lot, come to the people through the newspaper, show the way, show the way, give direction» has become a reality [2, p. 82].

In the history of the Kazakh press, the proportion of regional and trade publications is high. Although trade publications do not directly participate in public activities, they have their own unique features in shaping public opinion and developing the national culture of the Kazakh people.

«The circulation of industry publications is much smaller than that of other publications, and their readership is stable. Age, gender, education, profession, religious position, etc. readers of industry publications. socio-demographic features are also taken into account. Due to this feature, Western scientists single out the industry press as a group and mass press» [3, p. 17], saying that industry publications, in addition to improving the quality of information products, in order to effectively implement their functions, involve the audience in solving the main problems of the region, shows that it is necessary to stimulate civic activity.

Today, a fairly advanced reader chooses a publication that provides informative and expert information in accordance with his interests, tastes, culture and level of education. In recent years, we see that the demand for sectoral journalism has grown more than for general journalism. Therefore, one of the most important issues is the differentiation of the media in our country and region and the consideration of effective ways to increase the number of readers. Today, along with all-Russian publications, publications on industry topics are in demand, especially business, culture, literature, science, education, law, sports, etc. Demand for periodicals in the region has also increased.

Studies on the history of periodicals by H. Bekkhozhin, U. Sukhanberdiyeva, T. Kozhakeev, K. Aldabergen, Zh. Nuskabayuly, F. Orazaev, S. Kozybaev, K. Sak and historical memoirs «Tar zhol, Taigak keshu» by S. Seifullin we know each other through. That is, we are saturated with a lot of information about the history, formation and development of the first Kazakh newspapers, the uniqueness of each publication in raising its topic, the skill of the publicists who served. And we should mention the work «Zhyl kustary» by the scientist T. Kozhakeev [4, 116 p.] who for the first time conducted a study on trade publications. «Especially valuable is the history of our newspapers and magazines, published in the first years of Soviet power and for almost half a century being a needy, mournful, rational thinker of the people. It is a great duty to study their path correctly and pass it on to the next generation without distorting it» [5, p. 30], the scientist came to the conclusion that publications published at that time also have their own history, and each period should be properly assessed.

Russian scientists A. Trofimov, A. Kachkaeva, O. Voronova and others. It is clear from the research that Russia attaches great importance to enhancing the social role of the local, that is, the regional press. Since 2005, Russian scientists have begun to study the history of the formation and development of regional periodicals. For example, T. G. Ryabova: «The local press is a huge resource, not only informational, but also organizational». Where the local press is popular, telling about the affairs, as a rule, the settlement itself develops more intensively. And, in turn, there is an inverse relationship: in a dynamically developing area, citizens are more interested in information» [6, p.117].

The newspaper actually forms public opinion in the area of its distribution, is, among other things, a conductor of official information from the authorities" [7, p. 40], which indicates that regional publications are an important social institution.

The history of the regional industry publications, which we have taken as the object of research, coincides with the years when the city of Kyzylorda was the capital of the country. In

1925, as the capital of the country, writers, journalists' organizations and unions began to move to Kyzylorda. The name of the association was Kazakh Proletarian Writers' Association. For example, in the February 1, 2021 issue of the «Akmeshit Aptalygy» newspaper, under the title «Kazakh publications from the Syr region», researcher S. Taiman's scientific article mentioned the newspapers and magazines published in the city of Kyzylorda between 1925 and 1929. At the same time, the author gives an example of the data in the archive of the President of the Republic of Kazakhstan, file 141, list 1, case 367, page 20. Despite the financial difficulties, the number of newspapers published in Kazakhstan reached 31, and the archive documents also show that 13 of those 31 newspapers were published in the Kazakh language.

In the summer of 1925, in connection with the transfer of all republican newspapers to the new capital - Kyzylorda, from July 20, 1926 to February 12, 1929, the first trade newspaper in the Syr region dedicated to agriculture, «Aul Tili», was published [8].

Since this is a trade publication, it is devoted to agriculture, and the first issue was distributed on 4 pages and in 1500 copies. The newspaper was an organ of the Syrdarya Committee. This publication is intended to inform peasants and workers, to influence their participation in the management of the country.

Researcher K. Aldabergen provided information about this edition in his works. number 129 was published, it was discontinued on February 12, 1929.

It is not wrong to say that the foundation of women's journalism originated in the Syr region. Because the capital of the country was the city of Kyzylorda, the first women's magazine «Women's equality» was published under the editorship of Sara Yesova. The main goal of the magazine, which was published since January 1926, was to raise the issue of women's equality, to promote literacy and to make them active members of society. The journal was closed in 1934 by the decision of the regional committee of the BK(b)P of Kazakhstan, and its editorship merged with the journal «Village Communist». Later it appeared again under the name «Women of Kazakhstan».

In Kyzylorda, in 1929-1932, the magazines «Aiel tendigi», in 1926, «Zhyl kusy» in 1927 and «Densaulyk Zholy» in the Kazakh language, devoted to health issues, were published. Here, in the process of considering the history of the formation and development of the regional press, we found out that the first name of the newspaper «Tolkyn», which is now the main publication of the Aral district, was «Fishermen».

Syr region is a part of Baitak Kazakh land. This place is a region with its own character of nomadic culture since ancient times. Asan Gobr, riding on his horse, said: «It is a vast settlement, and its feet are slippery. If I settle on the Karatau, if I spend the winter along the Syr, it is only right to settle there»[9].

Here, the vast majority of the population in the Aral Sea region is engaged in fishing, and at a time when fishery activities are in full swing here, we believe that it is natural that the name of the newspaper published in the region should be called «Fishermen».

The first issue was published on November 7, 1930. This publication disseminated information as an organ of the Aral District Party Committee and the District Executive Committee of the K(b)P of Kazakhstan at that time.

We can see that the publication published in 1930 under the name «Balykshylar» changed to «Ekpindi balykshy» in 1932. Since 1939, «Ekpindi balikshy» has been called «Socialist Aral» in a new way. It is worth mentioning that several newspapers were published in the district even at this time. In the years before the Great Patriotic War, the newspapers «Priyaralskaya Pravda» (later «Aralskaya Pravda») and the mass-circulation newspapers «Aral balikshy», «AralskyRybak», «Mayak» became the favorite publications of the Aral residents at that time [10, p. 43]. A. Konyratbayev, K. Zhantayuly, K. Sarsembayev worked as editors for the newspaper every year. The circulation of the newspaper reached 6300 in 1932 and 3564 in 1939. The newspaper consisted of the international situation, party history, economic sections. Another regional press, which has its place in history, is the newspaper «Kurishshiler» of the Shieli region, which was headed by Zh. Altybaev in 1948-1951. In the years before the Great Patriotic War, the newspapers

«Priyaralskaya Pravda» (later «Aralskaya Pravda») and the widely circulated «Aralsky Rybak», «Aralsky Rybak», «Mayak» became the favorite publications of the Aral people of that time.

Analyzing the name and main topics of these two periodicals published in Aral and Shieli districts, we can see that at first they existed as a regional branch publication, and later it became a district publication. Full information about these periodicals in the region can be found in the scientific articles of the researcher G.Sh. Ashirbekova.

Scientist T. Kozhakeev, who studied the theory and types of genres, drew attention to the importance and significance of the history of the press: «The history of our newspapers and magazines, which were published in the first years of the Soviet government and have been the bereavement, mourners, and rational thinkers of our people for nearly half a century, is especially precious. . Pointing out that it is a great duty to properly study their path and pass it on to the next generation without distortion» [p. 4,30], he warns that the publications published during the Soviet period also have their own history and says that each period should be given its due value.

**Research materials and methods.** Although the history of the regional periodicals has been established, the periodical press of the period of independence still requires a special study.

The history of the regional press begins with the newspaper «Syr Boyi». The first issue was published on July 1, 1929. The issue dated February 17, 1931 states: «Syr Boyi» is a newspaper published in the middle part of the districts that make up the former Kyzylorda district, which continuously records the types of economy in all districts, the course of political campaigns»[10]. But scientist-researcher T. Kozhakeev notes: «At first, «Syr Boyi» was a peasant newspaper, so it wrote a lot about the economy, issues of the economy, caring for animals» [4, 15 p.].

In January 1932, it was renamed «Lenin tuyi», in March 1938 – «Lenin zholy», and in September 1991 – Syr Boyi. To date, the publication has a 94-year history. A few years later, the readership of the publication was formed, which will make a century, permanent authors among the readers were determined, the newspaper, which has become a mirror of the region, contributes to the development of the information world with his unique voice.

Decree on the eradication of illiteracy issued on January 26, 1919 «Mugalim», «Bastauysh mektep», «Zhana mektep», etc. demanded regular publication in industry publications of articles on the process of opening schools, the process of writing textbooks, teaching in schools with a new curriculum, the quality of textbooks for elementary grades, the progress of the work of the «Eradication of Illiteracy» organizations, the provision of schools with the necessary equipment, the training of educated teachers [11, p. 142].

This document, which influenced the publication of a large number of periodicals in the field of education, also contributed to the emergence of special trade publications at the beginning of the 20th century. For example, «Kazakhstan Mektebi» - a scientific and pedagogical journal of the Ministry of Education of the Kazakh SSR, published monthly since August 1925, 1925-1933 «Zhana mektep», 1933-1938 «Auyl mugalimi», In 1939-1941 and 1946-1956 it was called the «Khalyk mugalimi». Since 1960, it was revived as the «Kazakhstan mektebi» [12, p.45].

The scientist T. Amandosov, who contributed to the study of Kazakh journalism, expressed the opinion that: «... the newspapers «Kazakhstan mugalimi» and «Kazakh Literature» are considered national newspapers...» [13, p. 62].

In the post-independence period, we see an increase in the number of trade publications in the field of education and science in the region. The newspapers in this area are headed by the informational and methodological newspaper «Ustaz uni», published in May 1991 [14, 9 p.]. The name of Salakhmet Nagmetullaev is especially mentioned as the first editor of the branch newspaper of this period [15].

In 1996, the religious and educational newspaper «Nur» was published. Full information about the history of the publication is analyzed in the scientific article by A. Abdirazakova "Republican spiritual and educational newspaper «Nur»: the history of formation, stages of development and thematic features of religious issues." From 1997 to 2012, its editors were Amanzhol Sakypuly, Sabyrkhan Nadirbaev, Saktagan Esmakhanuly, Kairbek Otyzbaev. In the

publications *Imandy kyz, aiaulyana*”, “*Syr sukhbat*», «*Balalarga arналған бет*», «*Koterinki konil*», «*Din zhane densaulyk*», «*Zhyr Zhaukhar*», «*Bile zhureik*», «*Sauapty is*», «*Pikir,koz karas*», «*Abailanyz*», «*Imam minberi*», «*Zhurekke zhakin sauaby mol sozderdi aitalyk*», «*Kyzykty zhaittar*» headlines penetrate the hearts of readers [16].

The publication «*Syr School*» published for teachers on June 27, 1998 by Makhmutbai Amireuly, a member of the Writers' Union of Kazakhstan, a well-known writer in the region, with the slogan «*Education is a lamp of life, education is a ray of hope*», has its own characteristics. «*Methodology*», «*Experience*», «*Ulagat - from the teacher*», «*School and family*», «*Let me tell you a secret*», «*Zhansaray*», «*the permanent headings «Thought.Opinion.Suggestion*», he published materials with the content corresponding to the name.

Ali Musilimov, who was the head of the education department at that time, had a special influence on the publication of the newspaper. Raikul Baynazarova, the chairperson of the regional education and science workers trade union committee, financially sponsored the publication of the first issue of the newspaper. District education departments also contributed to increasing the circulation of the newspaper. Sh. Darmagambetov, A. Zhanaev, T. Zhunisov, M. Nurkhanov, T. Abdieva, G. Akbergenova, U. Berdybekova, A. Raykulova contributed to the quality publication of the newspaper's works in different years. In 2008, the circulation was: 4728 copies.

The publication deals with important issues such as school life, breath, social condition of teachers, quality of education, problem of methodical skills, education of young generation, methods of forming good qualities in students, peculiarities of awakening talent in students.

On June 27, 1998, Makhmutbai Amireuly, a member of the Union of Writers of Kazakhstan, a well-known writer in the region, publishes the newspaper «*Syrmektebi*» for teachers. The publication in the field of education has been continuously published for 11 years and has made a great contribution to the development of the regional periodical. In the headings «*Tanym*», «*Adis*», «*Adisteme*», «*Tazhiribe*», «*Sheberlik*» the publication contains informative publications that contribute to the motivation of teachers and students, specialists in the field of general education.

From September 2, 2009 to 2020, an 8-page sports, historical and educational newspaper «*Syr Sporty*» is being published. Initially, it spread to the territory of the Kyzylorda region in the amount of 500 pieces, and in recent years - in the amount of 2000 pieces. In the publications «*Sport- densaulykkepili, elnamysy*», «*Sport degen bir sikyr*», «*Suinshi!*», «*Velosport*», «*Sport zhuldyzdary*», «*Kasipkoi boksta ne zhanalyk?*», «*Ayakdop*», «*Gibrat*», «*Sportsanlagy*» within the headings promoted the experience, skill, uniqueness of the sport and the achievements of the representatives of the sport. The only sports publication in the region, the newspaper «*Syr sporty*» has its place in the promotion of sports events in the field, and the importance of the newspaper in disseminating news that is inaccessible to republican publications was very great.

Among industry publications, the «*Ustaz Martebesi*» newspaper, which is regularly published to this day, has become a reliable platform for the exchange of experience among representatives of the education sector. About 400 issues of the publication have been published, satisfying the needs of the audience and not disregarding topical problems in the field of education. From his publications it is clear that he is trying to find a solution to the problems he raises, and in most cases defends the rights of teachers and students. The materials published under the permanent headings «*Maman minberi*», «*Ustaz mereyi*», «*Mektep maktanyshy*» clearly confirm our above opinion.

The first publisher and editor-in-chief of the publication, which has proven itself as a competitive publication among regional industry publications, is the Candidate of Philology Nurlan Kobegenuly. The peculiarity of the newspaper is that each page is devoted to one topic, and materials in that direction are grouped together. The topic is described from different angles, all the important issues are raised. For example, let's analyze issue №2 of 2011, the first page contains information on events in the field of education in the republic and region. The second page of the newspaper was called «*New century - new demand*» and «*12-year education system*

has many bright sides», «Inadequacy in the education system is an unsolved problem...», «Is the child ready?» such works have been published. An interview with Askar Ensepov, the head of the Kyzylorda branch of the National Testing Center at that time, was published on the third page of «Bilimdy myndy zhygady». All children are created for happiness, «Teaching is tireless», «The field is wide for the artist», «Education is from the willow cradle», «The pen is power» and problem articles related to the education of the young generation and thoughts expressing the author's and reader's point of view. Volumes were published.

This practice of the publication has been preserved to this day, which probably indicates the consistency and content of the materials. On the pages of the newspaper, he tries to voice all the problems of education, science, and education, and to achieve a solution to the problem. It is also pleasing to see that the materials of the newspaper are written correctly in terms of spelling and orthography.

From 2008 to 2014, the environmental and social publication «Tabigat tynysy» was published in Kazakh and Russian. The newspaper regularly published such headings as «Masele», «Kogam», «Kiyanat», «Zhan saulygy», «Korshagan orta». The publication urged its readers to treat nature and the environment with understanding, often raising the issue of cleanliness.

From 2009 to 2014, the publication «Zhan men Daru» was published as a professional, scientific, public, information and educational publication of medical workers in the Kyzylorda region in the field of healthcare. The publication under the slogan «Densaulyk-adamga silagan tabigattar tuy» contains comprehensive information about useful tips, scientific research, the work of medical workers, the difficulties they face and shortcomings.

Between 2010 and 2016, the newspaper «Syr psikhologiya alemi» was published, albeit irregularly. However, this publication is mainly limited to copying other publications and providing advice.

In the history of regional newspapers, there are about 50 publications that were published in a short period of time and only a few issues were published. Of course, it cannot be said that they fulfilled all the requirements for a periodical publication, that they had a strong informational power and that their publications contributed to the formation of public opinion.

**Conclusion.** In the course of reviewing regional publications, we will be aware of the spirit of society at that time. We can turn it into a source of information that provides valuable information about the past of that period. We believe that the details of works published in regional publications differ in their variety, and specialists in various fields can use this information and apply it to their research object.

After 1991 («Zhyl kustary»), a study on the history of regional periodicals under the authorship of N. T. Shingisova and S. Zh. Sadykov, in 2015 a textbook «Onirlik merzimdi baspasoz zhaneulttyk ideiya» (Regional Periodicals and the National Idea) was published [16]. the processes of development of the regional press, its features, the main issues of the regional media market will be considered. Although regional publications have been reviewed in the referenced work, the history and development of each publication has not been fully explored. However, researchers give a correct assessment of the specifics and development of general regional periodicals, as well as the topics raised in it.

Since 2014, scientific articles by individual authors on the history of regional periodicals have been published. Based on such research by researchers Tayman S., Ermaganbetova Z., Ashirbekova G., Abdrazakhova A., Oralova G., in 2021, the 5th volume of a collective author's collection entitled «Syr zhurnalistikasynyn tarikhy» (The History of Journalism of Syr) was published in the Syr region.

In the 4th volume of this research work, periodicals published in the region in the first years of independence, i.e. in the period 1991-2018, were grouped under the headings «Paida oilamai ar oilagan», «Zhogary zhane orta oku oryndarynyn khabarshylary men pedagogikalyk basylymdar» (Pedagogical publications of higher and secondary educational institutions), «Kanatkakty basylimdar» [17].

This paper analyzes the history of scientific, literary and educational journals in the region and the features of the materials they publish.

«When there is nothing permanent in the world, the most important value remains faith. Decision makers not only care about their fellow citizens, but also understand that they are also a natural part of this community, and look at everything from the point of view of common interests - there is an opportunity to take a great leap of faith» [18], as the fourth industrial revolution showed, inexhaustible creativity is a property of every person. It is necessary, that is, we must know that modern journalists have an increased social responsibility to present the moral world to the society of readers and convince them that their future will be bright.

Modern newspapers and magazines, including regional press, lack critical materials on new topics. It is very important that failure in any area poses a challenge and contributes to a positive outcome. That is, it is true that a newspaper will be in demand by readers only if it is effective. The newspaper must ensure that the issue it raises is brought to legal conclusion and informs its readers about the final result.

Regional media inform about the life of the region and serve as a mirror of the Syr region to strengthen and enhance the independence of the country, in particular, promote and protect the ideas of the national language and religion, land, demography, economy, independence of the country, the formation of spiritual values and perform a special function in the irreconcilable struggle on the ideological front.

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### **Қызылорда облысындағы салалық басылымдардың қалыптасу тарихы**

**Аңдатпа.** Бүгінде қабілет-қарымы жеткілікті дәрежеде дамыған оқырман өзінің мүддесі, талғамы, мәдениеті мен білім деңгейіне сай танымдық, сараптамалық ақпарат беретін басылымды таңдайды. Кейінгі жылдары әмбебап журналистикадан гөрі салалық журналистикаға деген сұраныстың артқанын байқауымызға болады. Сондықтан да еліміздегі, өңіріміздегі бұқаралық ақпарат құралдарын осы тұрғыдан саралап, басылым оқырмандары санын көбейтудің тиімді жолдарын қарастыру да маңызды мәселелердің бірі болып отыр.

Автор қазіргі мерзімді басылымдардың нарығы күн өткен сайын әртүрлі бағыттағы, тақырыптағы, форматтағы, көлемдегі газеттер мен журналдармен толығып отырғандығын, осы әртүрліліктің ішінде өңірлік салалық баспасөз ерекше орын алатындығын көрсетеді. Бұл аудандар



мен облыстардағы ақпараттың негізгі көзі, әлеуметтік-мәдени байланыстардың өзіндік орталығы, жергілікті халықтың өмірін үйлестіру және қоғамдық пікір қалыптастыру қызметін атқарып отырғандығы айқын көрсетіледі.

Мақалада қазіргі өңірлік салалық баспасөздің өзіндік ерекшелігі, қалыптасу, даму тарихы, функционалды мақсаты қарастырылады және Сыр өңіріндегі салалық басылымдардың бүгінгі бет-бейнесі айқындалып, талдау жасалады. Өңірлік баспасөз мемлекет тәуелсіздігінің нығаюы мен көркею жолында үлкен роль атқаратындығы мысалдар арқылы көрсетіледі.

Мақала автор мерзімді баспасөз күрделі трансформация кезеңін бастан өткеруде екендігін негізге ала отырып, өңірлік салалық басылымдар өз қызметін тиімді жүзеге асыру үшін тек шындықты көрсетуден және ақпараттық өнімнің сапасын арттырудан басқа, аймақтық оқырмандардың азаматтық белсенділігін ынталандыру қажет деген тұжырым жасайды.

**Түйін сөздер:** өңір, салалық басылым, бәсеке, газет, тарих.

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### **История формирования отраслевых изданий в Кызылординской области**

**Аннотация.** Сегодня достаточно развитый читатель выбирает издание, предоставляющее познавательную и экспертную информацию в соответствии с его интересами, вкусами, культурой и уровнем образования. В последние годы мы видим, что спрос на отраслевую журналистику вырос больше, чем на универсальную журналистику. Поэтому одним из важнейших вопросов является дифференциация средств массовой информации в нашей стране и регионе и рассмотрение эффективных путей увеличения числа читателей.

Автор указывает, что рынок современной периодической печати наполнен газетами и журналами разной направленности, тематики, формата, размера, и особое место среди этого многообразия занимает региональная отраслевая пресса. Отчетливо показано, что она является основным источником информации в районах и областях, центром социокультурных связей, координирующим жизнь местного населения и формирующим общественное мнение.

В статье рассматриваются своеобразие, история становления, развития, функциональное назначение современной региональной прессы, определяется и анализируется современное лицо прессы Сырского региона. На примерах показано, что региональная пресса играет большую роль в укреплении и совершенствовании независимости государства.

Исходя из того, что периодическая печать переживает период сложной трансформации, автор статьи делает вывод о том, что для эффективной реализации своей деятельности региональным изданиям необходимо, помимо показа истины, стимулировать гражданскую активность региональных читателей и повышение качества информационных продуктов.

**Ключевые слова:** регион, отраслевое издание, конкурс, газета, история.

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