

Z.N. Yermaganbetova
A.E. Aitbaeva
A.K. Abdrazakova

Korkyt Ata Kyzylorda University, Kyzylorda, Kazakhstan
*Corresponding author: zuhra_9195@mail.ru

Transformation of the magazine «Aqiqat» («Communist of Kazakhstan») in a new era

Abstract. *In any period, periodicals were able to be a mirror of true life. From the journalistic works published in it, we know the face of that period, the history of the time. The article will talk about the face of the magazine «Aqiqat» («Communist of Kazakhstan») in the years of reconstruction. The author analyzed materials and scientific articles reflecting changes in the development of society at that time, especially in the fields of politics, history, culture, literature, art, etc.*

The research tells about the editors who contributed to expanding the topic of the publication, raising the theoretical and cognitive level, and the outstanding Kazakh writers who actively participated in the magazine and left behind a rich legacy with their exemplary work. The editorial skill of Kakimzhan Kazybayev in enriching the content of the magazine during the years of reconstruction is especially appreciated.

The aim of the scientific research is to determine the role of the publication in the development of Kazakh journalism, which has been forming together with the history of the country. In the years of reconstruction, he paid attention to the specifics of the genre, showing with concrete examples that he gave voice to the actual problems of his period. The author reviews the contents of the party journal of the Soviet period. Conclusions are made about the creative search of the magazine, which has turned to a new direction, to satisfy the needs of the readers.

In the course of writing the article, the methods of studying and systematizing, analyzing, and summarizing theoretical materials were used.

Keywords: *content of magazine, years of reconstruction, writer.*

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Introduction

Revising the history of periodicals, including the history of the national press, in accordance with today's requirements, from the point of view of national interest, will certainly add to our native history. It is clear that using them as a source of historical data allows for a deeper study of Kazakh history in the past centuries. Because one group of written data of today's domestic history is made up of periodicals.

The history of the Kazakh press as an object of research was based on the work of several scientists. Research scientists, conditionally distinguishing the history of the press in the Soviet era into periods, «re-examining the history of the emergence, formation and development of the national press in connection

with the country's independence, clearly depicting its path and various stages are the main prerequisites for using the periodical as a source of the history of our nation in the 20th century. is one of them» [1, p.61]. And A. Akynbekova analyzes the history, idea and content features of magazines published in the Soviet era from the point of view of the independence era [2, p.15]. Over time, the ideological content and material quality of periodicals increased. Newspapers and magazines were distributed with several headings. But most of them worked according to the Soviet ideology until 1991. Even the names were part of the Soviet ideology. However, periodicals were able to breathe with the life of the country and reflect the tone of the era in any period. Among such magazines, we mention «Aqiqat» magazine.

The magazine was first published on September

15, 1921 in Orinbor under the name «Kyzyl Kazakhstan». As an organ of the organization of the Bolshevik Party in Kazakhstan, it appeared in the city of Orinbor in 1921-25, and then in Kyzylorda in 1925-1929. Public figure known as the first editor A. Asylbekov was elected. The magazine managed to become a real mirror of the Kazakh society and the Kazakh land, despite the fact that its opportunities were limited and restricted under the control of strict censorship.

«...Initially, this publication, which draws its channel from «Kyzyl Kazakhstan», published as a body of «politics, education, economy and literature», that is, as a universal magazine, has a special place in domestic journalism. Even in the years when it was published under such bright names as «Village Communist», «Communist», «Bolshevik of Kazakhstan», «Communist of Kazakhstan», its pages published many deep thoughts full of educational analysis of the times, society and people [3]. After the independence of our country in 1991, the publication with a long history determined its future and started publishing new content. Accordingly, it has been published under the name «Aqiqat» since September 1991.

We would say that the specialty of the magazine is that it was a wonderful school for the Kazakh press. This is evidenced by the presence of writers and artists at its head since its first publication. In particular, Kazakh leaders such as A. Asylbekov, E. Aldongarov, N. Kulzhanova, Zh. Saduakasov, who were in charge of the magazine, S. Seifullin, A. Baidildin, B. Mailin, S. Mukanov, A. Elshibekov, who are actively involved in the magazine Writers left behind a rich heritage with their exemplary work.

Research materials and methods. «Aqiqat» magazine is a chronicle of the country's history. That is, we can say that we are a witness of the turmoil and upheaval experienced by the country, a turbulent century, mixed with joy and sorrow. Even those historical milestones are visible from its changed names.

In 1986-1989, when the publication was published as «Communist of Kazakhstan», the well-known publicist, writer, public figure Kakimzhan Kazybaev worked as an editor.

Leadership of the dark house of the Kazakh press, such as «Communist of Kazakhstan», requires not only the skill of a journalist with a quick pen, quick thinking, but also social and political leadership. Kakimzhan Kazybayev, who was able to see this demand from the heights, used his life experience, knowledge and intelligence to form an organized team,

to enrich the content of the publication, to expand its topic, and to raise its theoretical and cognitive level. Publicists such as A. Akhmetov, B. Baimakhanov, O. Batyrbekov, T. Kyzykbaev, K. Sultanov, T. Ydyrysov, B. Tolepbaev, Zh. Aupbaev, who knew how to group ideas from a scientific point of view, began to work in the publication. «Don't judge the article based on the author's fame, but evaluate it based on the benefits it gives to the reader and the people» was formed. All this broke the image of the fortress called kasandik in the theoretical and political journal, which appeared in the intervening period before the turbulent period of independence. The slanderous works of some loud leaders and scientists, who were riding on the shoulders of journalists, were boldly blocked [4, p.5]. The editorial team headed by him was not only a propagandist of the party and the communist ideology, but spoke on all issues related to reconstruction. Problem articles on ecology, land, labor and life of herders, rational use of natural resources, art, and labor were published on the magazine's pages.

Even in the years when it appeared under the name «Communist of Kazakhstan» its pages published deep thoughts full of analysis of lessons about the times, society and people.

Also, you can find a lot of new ideas about patriotic education, interethnic relations, production, social policy, science and education issues, which will impress the reader. The publication strove to summarize valuable experiences and research accumulated in the process of reconstruction and renewal and bring it to the public. «Social policy - everything is for people», «Field of science and knowledge», «Agrarian industrial complex; the articles presented under the heading «experiences and problems» aim at this goal. If we focus on the topics, headings, genres and content of the materials published in the magazine, we will make sure that there are not a few problematic articles, interviews, essays, debates, conversations at the «round table», reflections on the pressing issues of our time.

Results and discussion. During this period, he focused on the following urgent issues: accelerating housing construction, improving the supply of food to the population, increasing the production of mass goods, improving international relations, thinking in a new way, and working in a new way. In the magazine, the district and regional party committees, where life is really boiling due to reconstruction, are playing to the tune of an old song, instead of guiding people to new research, they tire people with meetings, they are inclined to the style of administration, instead of improving political leadership, they focus on economic

issues, reduce paperwork and make decisions instead of engaging in real work. There is no lack of materials that point to his tendency to stop, instead of keeping a watchful eye on the shots, he keeps changing them. For example, «How is the reconstruction going?», «House - 91: a real step», «The new system has a lot to offer», etc. touches on these things.

Especially we realized that he paid a lot of attention to the topic of science and art, literature and culture. S. Negimov's «Work on Folk Prose», B. Ibraimov's «Good Quest in Literary Research» (1986, No. 9), T. Balakaev's «Contribution to Military Science» (1987, No. 4), A. Kekilbaev's «The Ideal of an Artist in Harmony with Time» (1987, No. 11), B. Zholamanov's «Opera art is waiting for a breakthrough» (1986, No. 4) critical materials are highly appreciated by readers.

In the «Problem Raised by the Reader» section, «Places that touch the Shepherd's soul» (1989, No. 1), «Do we know how to calculate labor resources?» (1989, No. 5), «Who is there to intercede for Burabay?» (1989, No. 9), «Passes are not easily taken» (1987, No. 10), «Why don't the club fires shine?» (1987, No. 6), «Some problems of studying the history of Kazakhstan» (1987, No. 10), «Data from an unpublished letter» (1987, No. 10). The problematic articles raised serious issues.

For example, «Who can intercede for Burabay?» In the article, the author openly says that the lake and spring, pine and birch, mountain and ridge, the air and the land of the land of Burabay, a native of Arka, where the forest is burning, the lake is rising, and the spring is taking water, are disappearing before our eyes. In connection with the raised issues, in subsequent issues of the magazine, under the heading «After the criticism of the Communists of Kazakhstan», there are regular answers from relevant places.

Of course, it is not wrong to say that the materials presented in the heading «Our spiritual treasure» are one of the topics that readers are looking forward to. G. Belger's «Some problems of the art of translation» (1987, No. 5), A. Kaidarov's «Let's portray life honestly» (1987, No. 1), M. Karataev's «Source of creative inspiration» (1986, No. 6), A. Mambetov's «The core of art is the reality of life» (1986, No. 10), K. Muhamadzhonov's articles «The artist's status is in constant search» (1986, No. 11) are thought-provoking texts based on key conclusions in the field of literature and art.

The well-known writer, translator, G. Belger said that translation is the only necessary tool to bring people closer together, to strengthen friendship and spiritual enrichment for the sake of inter-national and

international significance when our culture is growing, will have a style of representation, actions, behavior. It is necessary to try to convey the vocabulary describing such national features with the artistic means of that nation. The main final principles of artistic translation require the translation to be as close as possible to the artistic qualities of the original» - he warns that attention should be paid to national uniqueness [5, p.27].

At this point, the magazine was headed by Kakimzhan Kazybaev. Political ideological individuality of the editor is the main condition for his fruitful work. This is not enough, the editor is primarily an organizer [6, p.23]. If an editor should be a well-educated, cultured, and humble journalist with strong theoretical training, Kakimzhan Kazybaev has these qualities in full [7, p. 112]. He came to the magazine with a new approach and fresh ideas.

Looking at the content of the materials, it can be seen that they have worked in a new way in accordance with the spirit of the times and made an effort to portray the changes that are flourishing in our republic, to develop publicity, criticism and mutual criticism, to strengthen relations with local reporters and readers. The staff of the magazine visited various districts and labor collectives and held open discussions before the public about the reorganization of the magazine's work, increasing the activity of employees, and what issues should be paid attention to. «Publicist's concern», «The problem raised by the reader», «Public opinion», «The reader asks a question», «What do you think, reader?» the headlines appeared as proof of that. It is known that there is no publication without a reader and no reader without a publication. And it is difficult to find a way to a reader without a publication that cannot tell the truth. This can be seen through the reader's conference and external meetings held by the editor and the editorial team, which aims to communicate with the reader.

Readers' conference on the theme «There will be no typhoid» (1989, No. 1) includes Zhambyl, Shymkent, East Kazakhstan, Atyrau, Pavlodar, and Taldykorgan regions. Readers have given the following suggestions and opinions about the progress of the magazine. For example, librarian M. Kuanysheva (East Kazakhstan region): Is it because I am close to literature, when I pick up the next issue of «Communist of Kazakhstan» I immediately look for the headings «Our spiritual treasure», «Publicist's excitement»...

After that, you will go around Almaty a lot, that is, remote regions will be forgotten. R. Dauletov (Atyrau region) said that we would like to know the news in

these, saying that the magazine writes deeply and consistently about the reconstruction, renewal, and publicity of the society, and introduced the readers to the materials on the culture of criticism in the party organizations, on the implementation of criticisms, previously in the press. recommends the need to suppress unpublished archival data.

The next reader is the school director of Zhambyl region, Talas district Sh. Kyrkabakov: «The magazine's round table discussions on international and patriotic education, interethnic relations, as well as individual articles on education and culture came from our minds. However, they rarely write about the implementation of school reform in local areas, and pay little attention to rural culture. It is clear that this kind of open communication with the readers will benefit the magazine a lot. So many valuable suggestions, valuable opinions, each of them seems to be the backbone of the next topic.

One of the good searches for the purpose of enriching the content of the publication is «What do you think, reader?» we would say that it is an external moment of the magazine on the subject. For a writer, the reader's opinion is a source of new ideas. The cause of original works, advanced ideas. The magazine invites its readers to comment on the articles published on its pages. Undoubtedly, such discussions are especially beneficial for the magazine in order to expand the range of topics presented in it, strengthen connection with life, and improve the content of the materials. From this point of view, it is not difficult to understand that «Communist of Kazakhstan» tried his best to overcome the high taste of the reading public, went to new research and endeavors. The intention to organize an external edition of the magazine was probably born from this purpose. Such steps are necessary to find out what is the ideological and theoretical level of the published material, its successes and failures, to observe what people want to read, to further improve the work of the magazine and bring it as close to life as possible.

Publicistics - creating the history of the era, portraying the various events of life, connecting the past with the present, the present with the future, unfolds the whole truth of existence in front of the masses. It is constantly developing, progressing, and searching. That's why the content and form of presenting events and phenomena is being improved in accordance with the times.

Research scientist Temirbek Kozhakeev: «Publicism expresses the opinion that a significant event that takes place in real life moves the opinion about the facts and contributes to the formation of a

correct concept about it [8, p.112].» Therefore, the skill of a publicist is not limited to providing the reader with the phenomena of life as they are, but a more serious and constructive thought with social significance is required from him. If so, we can see that the contribution of the editor of the publication is significant in the effectiveness and influence of the journalistic publications published in the magazine.

The peculiarity of publicism, in most cases, depends on the problem, topic raised by the publicist, the attention of the reader, listener, and viewer. In the magazine, the section «Public opinion» (1989, No. 5) with the purpose of presenting the current thoughts of the readers, which concerns them, attracts attention. Public opinion should be published in republican publications. The public knows more than ever what is happening in the life of the country. Guilt is a lesson, regret is a lesson. That is, it has a mobilizing force. In this direction, Sh. Zharylgapov's «Words about words», A. Korabelnikov's «Why was the factory stopped?», S. Baimenshin's «Eternal problem of our eternity», S. Baikhodzhaev's «It was a thought in the forest» articles of language, education, education, production conditions. discusses key issues.

In particular, publicist S. Baizhanov's previously unpublished book «What's the point of turning enemies into enemies?» (1989, No. 5) provides some data. The letters of E. Bekmakhanov, a well-known historian who defended his doctoral thesis at the Moscow Academy of Sciences at the age of 31, to his wife Halima Bekmahanova and the secretary of the Central Committee of Kazakhstan Zh. Shayakhmetov were published there. In the letter of the historian from Bodaybo, Irkutsk region, written to Zh. Shayakhmetov on November 4, 1953: «The investigation materials from the beginning to the end consisted entirely of reviews of my publications entitled «Kazakhstan in the 20s-40s of the 19th century». No matter how much I tried in various ways, I did not have the courage to slander individual honest people...

I am asking for your help to objectively solve my fate. I grew up under your eyes, you know my past and present very well. Who needs to turn me into an enemy[9, p.32]», he spreads before you the bitter truth of the period with plenty of rights.

We believe that the sharp writing of such issues in the party journal is the result of the editor's correct guidance of the editorial team and the importance of ensuring that each issue appeals to the reader.

There were intelligent materials about A. Baitursynov, M. Zhumabayev, Zh. Aymaulytov, the pride of our people and our national culture, who were subjected to repression and suffered innocently. Apart

from that, you can find a lot of thought-provoking and educational things for the reader.

The articles presented under the heading «Review of the press» review the work of regional newspapers and highlight their shortcomings.

The issue of history was not left out of the magazine's pages. In the interview «Depth and justice are needed in the study of history», it is important to talk about the fact that the dark pages of Kazakh history are not properly discussed about the «white ones», individual historical events and phenomena are still not given a fair and objective assessment. B. Almagambetov's «The name of the country is remembered» and T. Syzdykov's «Bright side of the struggle for freedom» were written on the basis of historical facts and evidence.

One of the positive things of the publication at this point is that it organizes discussions about journalism, the state of journalism today, and their personal works, and shows its progress on its pages.

Publicistics - helps to accelerate social and economic development of our society, to shape people's consciousness. At this point, the fundamental basis of the publicist's creativity is his civil position. What should publicists do in comprehensively portraying life, criticizing shortcomings and gaps, revitalizing the human factor, and what are the ways to strengthen the toxicity, effectiveness, and objectivity of journalism? In order to get answers to these questions, the magazine organized a round table discussion with the title «The duty of journalism - to be in tune with the breath of the era». A group of publicists S. Maulenov, A. Nurshaiykov, M. Alimbaev, K. Isabaev, M. Sundetov, A. Seydimbekov presented their thoughts on key issues. The essence of the mentioned thoughts is that the readers need works that are expressive, have a clear language, have a broad topic, stimulate the mind, encourage the readers and call them forward. Public works lack seriousness, seriousness, research, intuition. Often, the achievements of our daily life are glorified and the shortcomings remain in the pocket, but now there is a lack of open writing about the struggle for the truth. The main fault is that the artist's tools are dull, the language is clumsy, and the expression of thought is not interesting. Few people participate in criticism of publicism.

The column «Publicist's struggle» is also valuable for its time-consuming, complex thoughts. A person who cares about the condition of his people is concerned about the actual problems he has seen in his life. From there, works consisting of publicist ideas were born. Sh. Murtaza's «What is not enough?»

(1989, No. 1), S. Aktaev's «Punctuality is a virtue» (1988, No. 7), and S. Gabbasov's «The mind of the alert is alert» (1987, No. 6).

T. Amandosov, a researcher of the theory of Kazakh journalism, says that editorial work is comprehensive, that it should be constantly growing in terms of its thinking and worldview[10, p.71]. The editor of the magazine K. Kazybayev gave voice to current issues. At the same time, we came across his materials on «Active life position: Self-signature» (1986, No. 11), «Bright symbols of renewal» (1987, No. 1), «Homeland, your smoke is hot» (1989, No. 9). For example, in the article «Active Life Position: Self-Signature»[11, p.27], stating that new achievements can be achieved only by using the achievements of scientific and technical progress, improving management, addressing pressing social problems and creating a new moral climate in society, it is necessary to deal with the obstacles encountered without compromise, to be patriotic to everyone explains that it should be viewed from the point of view. In this way, it is necessary to make the principle, open speaking more active, criticism and mutual criticism should be developed.

«Kazakh journalism is like a guide, thought companion and traffic light on the way to growth and prosperity of the Kazakh people. «Publicism brings to our eyes today without any mistakes a specific event that happened in a certain period,» says research scientist B. Jakyp. Therefore, the above examples provide information from a period perspective. From the above examples, we can see that even during the years of reconstruction, the magazine tried to cover the issues of its period as much as possible[12, p.27]. Conclusion. Changing its name again and again by the time and the political knowledge of the authorities, until the day when our country gained independence, the magazine, which finally stopped at «Aqiqat», has become one of the most prestigious and indigenous publications of Kazakhstan, which is liked by many readers. About how the name of «Communist of Kazakhstan», which was once a Communist Party journal, changed, and its substance and content changed accordingly, M. Salkynbayev in his article called «From Legend to Truth» emphasizes the great work of Kamal Smayilov, the editor-in-chief of the magazine at that time[13]. About this, K. Smayilov said: «We all gathered in the editorial office and searched for his name. The names «Politics», «Consciousness», «Oy kuk-zhiyegi» were used. Then I proposed to call it «Truth». Everything added. So the name of the magazine changed. It was September 15, 1991. «Since then, the content and direction of

the magazine have changed, and instead of remaining purely party-oriented, it has acquired a truly popular and national character [14, p.27]», - he writes.

To sum up, we can say that the magazine «Aqiqat» («Communist of Kazakhstan») was able to give voice to all the problems of its time and show its own face. Of course, since it is a party magazine, there are quite

a few things that promote the Communist Party. The main articles of the magazine, which play a political and organizational role, were in harmony with the main direction and ideology of the society and were consistent with the upcoming tasks put forward by the party. But this was the demand of the times, the needs born from the flow of time.

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З.Н. Ермағанбетова, А.Е. Айтбаева, А.Қ. Абдразахова
Қорқыт Ата атындағы Қызылорда университеті, Қызылорда, Қазақстан

«Ақиқат» («Қазақстан коммунисті») журналының жаңа кезеңге трансформациялануы

Аңдатпа. Қай кезеңде болмасын мерзімді басылымдар ақиқат өмірдің айнасы бола білді. Онда жарияланған публицистикалық шығармалардан сол кезеңнің бет-бейнесін, заман тарихын білеміз. Мақалада «Ақиқат» («Қазақстан коммунисті») журналының жаңа кезеңге трансформациялануы сөз болады. Сонымен бірге сол тұста қоғам дамуындағы өзгерістерді бейнелейтін, әсіресе саясат, тарих, мәдениет, әдебиет, өнер т.б. тақырыбында жарық көрген материалдар мен ғылыми мақалаларға сараптама жасалады.

Зерттеуде басылымның тақырыбын кеңейтуге, теориялық-танымдық дәрежесін көтеруге ықпал еткен редакторлар мен журналға белсене араласып, өздерінің үлгілі істерімен артына мол мұра қалдырған қазақтың бетке ұстар қайраткер-қаламгерлері туралы баяндалады.

Ғылыми зерттеудегі көзделетін мақсат - ел тарихымен бірге жасасып келе жатқан басылымның қазақ публицистикасын дамытудағы рөлін айқындау. Қайта құру жылдарында өз кезеңінің өзекті мәселелеріне үн қосқандығын нақты мысалдар арқылы көрсете отырып, жанрлық ерекшеліктеріне назар аударады. Автор кеңестік кезеңдегі партиялық журналдың мазмұнына шолу жасайды. Жаңаша бағытқа бет бұрған журналдың оқырмандар сұранысын қанағаттандырудағы шығармашылық ізденістері туралы тұжырымдар жасалады.

Мақаланы жазу барысында теориялық материалдарды зерделеу және жүйелеу, талдау, қорыту әдістері пайдаланылды.

Түйін сөздер: мерзімді басылымдар, журнал мазмұны, қайраткер-қаламгер, публицистика жанрлары

З.Н. Ермағанбетова, А.Е. Айтбаева, А.К. Абдразахова

Қызылординский национальный университет им.Коркыт-Ата, Қызылорда, Казахстан

Трансформация журнала «Ақиқат» («Коммунист Казахстана») в новую эпоху

Аннотация. Во все времена периодические издания представляют собой зеркало, в котором отражается объективная истина. Из опубликованных в них публицистических произведений мы узнаем историю определенного периода. В данной статье рассматривается, как в журнале «Ақиқат» («Коммунист Казахстана») освещается облик эпохи перестройки. Также анализируются материалы и научные статьи, отражающие изменения в обществе, имевшие место в тот период, особенно в сфере политики, истории, культуры, литературы, искусства и др.

В статье отмечается роль общественных деятелей и писателей, которые активно сотрудничали с редакцией и журналом. Они способствовали расширению тематики издания, повышению его теоретического и познавательного уровня и оставили после себя богатое наследие.

Цель настоящего исследования – определить роль издания, история которого тесно связана с историей страны, в развитии казахской публицистики. В статье анализируются жанровые особенности опубликованных в журнале материалов; на конкретных примерах показывается, что в них поднимались актуальные проблемы того времени. Дается обзор содержания партийного журнала периода советской власти. Делаются выводы о деятельности журнала на новом этапе, о творческих поисках в целях удовлетворения запросов читателей. В ходе работы над статьей использовались методы изучения и систематизации, анализа, обобщения теоретического материала.

Ключевые слова: периодические издания, содержание журнала, писатель-деятель, жанры публицистики.

Information about authors:

Yermaganbetova Z.N. – Candidate of Philological Sciences, Korkyt Ata Kyzylorda University, Kyzylorda, Kazakhstan.

Aitbaeva A.Y. – Candidate of philological sciences, Korkyt Ata Kyzylorda University, Kyzylorda, Kazakhstan.

Abdrakhova A.K. – Master of publishing, Korkyt Ata Kyzylorda University, Kyzylorda, Kazakhstan.

Ермағанбетова З.Н. – ф.ғ.к., Қорқыт ата атындағы Қызылорда университеті, Қызылорда, Қазақстан.

Айтбаева А.Е. – ф.ғ.к., Қорқыт ата атындағы Қызылорда университеті, Қызылорда, Қазақстан.

Абдразахова А.Қ. – баспа ісінің магистрі, Қорқыт ата атындағы Қызылорда университеті, Қызылорда, Қазақстан.