



THE UNITY OF CULTURAL PROGRAMS ON TELEVISION CHANNELS OF KAZAKHSTAN

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Abstract

Any person in a definite sense is in space of the relations. Spiritual cleanliness and humanism, beauty and kindness fluctuation have given to the person the tender feelings, a passing picture of life not only as barter trade but at first ideas, profession and professional experience in which the morals and value are replaced among them. The child receives well-being of culture at feeding by milk of mother, having sated with the first heard by a lullaby of songs, grows, absorbing human qualities. In a science socialization (society) is called a process which was proved on relations. Kinds of cultural relations are recalled when pay attention on knowledge and sense presence. If to speak about cultural heritages, they are introduced in life by founders (writers, journalists, artists) and consumers (the reader, the listener, the spectator) – it is possible to consider as the relation among themselves. Precious the concept of Culture if it is not reached a part of a spiritual source, cultures wouldn't be as there is a probability that it will lag behind a cultural turn. "That, will become thin country generation that the culture didn't develop" – there is a wise lecture.

Key words: TV channel, TV program, culture, drama, civilization, books, time.

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ АҚПАРАТ КӨЗІНІҢ ДАМУЫ

Абстракт

Телевизия көрерменді театрлық спектакль көрсетіп немесе фильм түсіріп мәдени құндылықтарға жақындатады. Ондай пішіндер біздің қарауымызға қарай өнерге қатысты дүниелер болып саналады. Онымен бірге телевизия тұтастай экранның бейнелік мүмкіндігін пайдаланған жағдайда, әсіресе, мәдени-ағартушылық тұрғыда кәсіби шеберлік көрінісінің маңыздылығын танытады. Мәдениетке (тіпті ол болмаған күнде де) кез келген бағдарлама қатысты. Дегенмен де кейбір отандық телеарналарда арнайы хабарлар мен «Білім және Мәдениет» сынды телеарналар ғылым мен мәдениет өркениетін паш етуге қызмет жасауға негізделген. Жазушылар, музыканттар, суретшілер, өнертанушылар сөздері мен ұтымды ойларын жеткізетін әрбір хабар драматургия заңы бойынша үйлесімділік тауып жатады. Телевизиялық телеарналар әлемдік қауымдастық үлгісінде жұмыс жасап, әрбір көрерменнің, олардың

топтық ерекшеліктеріне, белгілі қызығушылығына қарай тіл тауып, ықыласынан шығуға талпынып отырады.

Трек сөздер: телевизия, телеарна, телебағдарлама, мәдениет, драматургия, өркениет, кітап, уақыт.

РАЗВИТИЕ МАССМЕДИА В РЕСПУБЛИКЕ КАЗАХСТАН

Абстракт

Телевидение приобщает зрителей к ценностям культуры, полностью транслируя театральный спектакль или ставя игровой фильм. Эти формы, принадлежащие собственно искусству, находятся за пределами нашего рассмотрения. Вместе с тем использование образных возможностей экрана как в целом в телевидении, так и – в особенности – в передачах культурно-просветительского направления есть важнейший признак профессионализма. К культуре (или ее отсутствию) имеет отношение всякая телепередача. Но есть такие программы и особый канал, как «Білім және Мәдениет», вещающий на отечественном телевидении, которые специально создавались для приобщения аудитории к достижениям науки и культуры. Показ произведений искусства с комментариями писателей, музыкантов, художников, искусствоведов строится, как и всякая передача, по законам драматургии и гармонии. Телевизионные каналы удовлетворяют, кроме того, потребность каждого зрителя идентифицировать себя как с мировым сообществом в целом, так и с определенной группой людей, с их специфическими интересами.

Ключевые слова: телевидение, канал, телепрограмма, культура, драматургия, цивилизация, книги, время.

Everyone in certain conditions becomes the participant of the communicative space. The spiritual purity and honesty, beauty and kindness awaken subtle emotional feelings in people, and what is happening in people's lives does not only concern the trade relations and the exchange of things or goods, it primarily involves the exchange of ideas, professional and creative experience, and moral values. A man is formed in an environment of cultural well-being since his infancy, it is instilled with mother's breastfeeding and the development of human quality originates from the time when a child hears the lullaby for the first time.

The process known in sociology as socialization is based on communication. In consideration of cultural relation types, special attention should be paid to its comprehensive and multivalued nature. Cultural values are considered as the relations between those who create them (writers, journalists, artists ...) and those who receive them (readers, listeners, viewers). Despite the fact that culture is a valuable concept, if there is a lack of some

of its spiritual elements, it can drift out of the cultural circulation. As the popular folk wisdom says "The country which does not develop its culture is deteriorating its nation". As an uninhabited house desolates, as an unused railway becomes just a heap of garbage, so does the unread book turn into a collection of paper remains. Therefore, cultural relations are the foundation of cultural existence.

The development of culture is primarily based on its main functions. The interests and purposes of human beings in the developmental process of the world's historical events should be fulfilled to the full extent.

Generally, if the culture is divided into the material and spiritual directions, the first one is the product of material production, while the other one is considered as a spiritual product, because, the material and spiritual culture products: tools and artworks have various purposes. At the same time, both material and spiritual culture products form a definite integrity. The goal of an individual's idea and knowledge will become materialistic if he turns the culture into a materialistic

culture, as a result, it can become an object of admiration and determine the societal factor. For television viewers, the main issue is not in distinguishing those two, but in recognition of their organic unity in accordance with the development of society as a whole.

Viable culture is not separated from the human being in society, as the human is the subject of culture. The development of a human's qualities is the result of mastering a language, understanding social values and traditions and possessing the activities inherent to his culture. Culture is the measure of humanity; it shows the level of human development within the society. Therefore, culture exists in direct contact with the human. The essence of these relations lies in the fact that a human absorbs the culture, submerges into it and turns it into the prerequisites for his future activities. Thus, developing his knowledge, skills, and ability, he forms his own image of a cultured person. Spiritual culture cannot be formed without material culture. For instance, the spiritual culture is spread by means of material cultural varieties, such as radio, television, computer, beautiful architecture, museums, and memorials. Dancing, singing, poetry cannot exist without technical means.

From the pages of mass media, it is known that the Parliament has suggested the Government introduce a number of changes to the "Law on Mass Media". The main goal of the proposed changes is the reduction in the amount of foreign content broadcast on television and radio by between 20 to 50 percent. In fact, reducing it to 20 percent we will not lose anything, as most of Kazakhstan's television channels do not broadcast enough programs in our state language, Kazakh. The true evidence of the country's independence is the formation

of an information center, able to raise the country's goals to the highest level. Even our president has noted: "Kazakh people should speak in Kazakh with each other"!

Everybody knows that the media, including television, can be a destructive power. At first glance, it is a tool used as the defense power of the country, and also is a more powerful tool than the majority of WMDs (weapons of mass destruction). Television brings to our homes any event, any achievement or historical reality, the entire universe as if we can see it, hear it or touch it? Its main characteristic is in its speed of broadcasting events that are happening around the world in real time (CNN, BBC). According to the survey conducted in one of the developed countries (which survey), 12% of individuals and 88% of families watch television. Television is a waste of time, especially in the evening, during supper - that blue box attracts the attention of every family. Interesting programs captivate people and attract them to watch television more and more.

It is believed that there is no ideology under a market economy. This manner of thinking is reckless and foolish. Nowadays national ideology serves the best purposes for civilized and capitalistic models of states. These states are able to integrate national interests and ideals into their laws and policies, and make them co-exist with the very nature of the statehood. In a stable independent and huge country such as Kazakhstan, we do need a national ideology.

The national platform, a general direction is necessary not only for the sphere of culture but also for the market economy which now is a common category for the whole world and its common business. It seems to be a well-known fact for most people that the basic key to becoming a powerful and successful state

lies in the ability to boost the economy. The economic policy and the fate of the nation have been in close contact with each other in any country. First of all it is a great achievement for the economic reform which takes the course to care the national idea and the importance of citizens within that state, and the one which ensures not only their material well-being but also their spiritual development, the development of arts and culture, and the improvement in the level of their education.

Art at any stage, this work requires extensive research, huge sensitivity, and vigor. If there is research it will always be accompanied by progress and honor. That is why every man is lucky today to top the television which has become “a syncretic” art and to raise it up to the top of the television industry. In order to do that one needs to be intellectually high, thorough, and educated. Individuals who master the creation of thoughtful reflections from simple words, who are able to find the right way to the hearts of viewers and satisfy their needs are rare. One needs not only knowledge to attract viewers who are bored with repeated words of truth before the TV-set but also experience, leadership, insight. Furthermore, in order to insist on high standards, one needs to cultivate the ability to develop the character and to expand the storyline further in a masterly fashion.

Many people have researched the secrets of Kazakh television, which has a fifty-year history. However, they were all looking for the same things, which were not accepted by the viewers or did not attract their attention. Most of them could not meet the requirements of that time while the previous ones did not depart from the chosen bright way.

There are some moments when it is necessary to attract the audience, forcing people to think about important issues, but

excessive recourse to the audience may be accepted by the television viewers or guests of the studio.

“Usually, each program has its own author. After all, only a good journalist is able to create a good program. I always recall this thought, when I watch weekly programs and news”, noted prominent journalist Kamal Smailov, [1; pp. 3, 23].

The role of television in the popularization of our national mentality, national feelings, national spirit, national education, national identity and national existence and peace is instilled and formed by the traditions of our ancestors and is undeniable. Summarizing the above, it should be noted that the TV journalists must meet the following necessary requirements: the voice rhythm of the anchorman, dress-code, norms of behavior in front of the screen, the attractiveness of identity, high professionalism and erudition: the art of creating a story out of few words and formulating brief, but precise questions, avoid being constantly on the screen and be able to display the heroes to the first plan, to be serious, avoid complacency and constantly improve their professionalism. If anchormen possess all of these requirements in their thoughts and feelings, the program will be successful, leaving the audience pleased and thus, giving an impetus for the formation of culture medium. Therefore, through a detailed analysis of our history and comparison of our past and present achievements and for the establishment of a new approach to the heritage of our ancestors we should leave in the genealogy of our country reliable information for future generations. In case the genres of television programs stabilize and all the aforementioned qualities meet the content of the programs, the television world would more extensively attract the viewers.

Today due to the pressure of market forces, television has become an indispensable tool. The Blue Screen successfully fulfills its functions as a tool for escapism from everyday thoughts, life's difficulties, giving people a boost of hope and passion for life. "Language is an instrument for speech, conversation, reading, which is developed by learning, writing and drawing. Ignoring any one of the three is a big crime", said academician and writer G. Musrepov [2; p.5]. Each of the three questions concerning the destiny of the language cannot be left unattended, because, the ability to speak correctly is a contemporary requirement in the vision of each person, and remains topical in public and political, social, economic, cultural and spiritual life. The culture of speaking is one of the most important problems concerning language. The two most powerful mechanisms of television are first speech and second, image.

It is undeniable that cultural programs form the worldview and active direction in the life of the young generation. Therefore, the study of the role of television in the education of generations has social and political importance. The purpose of the cultural programs is always comprehensive and complex because young viewers are just learning how to distinguish right from wrong, making their first steps into the real world. They are naturally gullible and prone to imitation.

Why do we give such great importance to the role of television in the upbringing of young people? Because, in comparison with other media tools, the penetration of television is higher and it can interest, attract and affect people both by means of words and images. Television is important not only due to the content of its programs but also due to the format of the broadcast programs, the coverage of its audience determines the direction

of the spiritual and social development of society. As the cultural program of Kazakh television is one of the unexplored themes, which requires scientific approach, its historical experience should be theoretically formulated, while its direction and goals require extensive research and observation. In addition, most of the journalists working on the aforementioned programs are the ones, who are fully qualified to hold positions in the distribution of information and using the power of words. Serving the audience is the main task of any of the media. This entrusted responsibility changes due to the requirements of modern time, which complicates its introduction into the volatile nature of the present time. The number of new programs and talk shows has been increased on the national TV channels of Kazakhstan, based on international and foreign experience; a variety of new performances evidences the expansion of this field. In this regard programs dedicated to the problems of our independent state, able to attract the audience to the crucial issues of the country are urgently needed. The previous waves were started by the seniors of journalism, were continued by medium level journalists while the modern talented generation of journalists contributed to television progress by their programs with the participation of different heroes.

Cultural programs have evolved on Kazakhstani national TV channels since 2005-2006. In addition, due to their quantity and value, they have attracted a large number of viewers. These included the programs concerning the history of the songs "Kazaktyn zhuz ani" (Hundred Kazakh songs), those involving the history of Kazakh poetic songs: kyui, "Kazakhtyn zhuz kyui" (Hundred Kazakh kyuis), those ones where the studio guests sing one of their songs "Zhetisaz" (Seven melodies),

studio talk-shows as: “An men anshi” (A song and a singer), programs about the life and heritage of Abai “Anyk Abai” (Bright Abai), literary-informative studio talk-shows “Altyn saka” (Golden saka) and “Altyn kakpa” (Golden Gate). The emergence of mass culture influenced the formation of mass media. Mass media have made a significant contribution to the development and birth of mass culture. The emergence of cinema, radio, television has given to people the opportunity to participate in art and literature. Thus, the concept of “screen culture” was introduced in modern science. According to E. Shils the scholar and researcher of mass culture this kind of culture makes it possible for a human to forget for a moment about his life, failures, anxiety and grief and rest and relax. Mass culture creates an illusion like a game, where people receive joy, happiness, and dreams unattainable in real life. Mass culture is based on stereotypes and the archaic signs embedded within them.

In order to create world-class television, two main issues need to be resolved: human resources and technical capacities. In case there are no highly qualified journalists, information providers, commentators and analysts we cannot even talk about the quality of informative materials. Significant need for the development of television is required due to political and ideological reasons, as the importance of information security is as high as the importance of political or economic security. It is true that the superiority of foreign influence in the information field can cause extremely dangerous consequences to the politics and ideology of the country. Thus, the following words find their proof: “The one who owns the information owns the world”.

In order to make the programs on the blue-screens attractive for the audience the television journalist should be guided

by the following principles:

- to improve the language of the program, to provide the informative value of the program;
- the editorial board should on a regular basis keep the focus on the character of the materials, the range of the theme, the quality, and the range of issues;
- the programs must be new and have unique background;
- the television journalists’ style should be precise, simple, clear, and have a figurative language;
- the old styles of thinking and methods should be replaced by fresh thinking style and ideas of young specialists.

When we focus on traditional Kazakh television, we make sure that it is possible to use innovation and progress in this area - updating and optimizing existing models for the modern times. In each of their programs recognized phenomena in modern television world, the individuals touch upon a collection of high thoughts generated out of their research and reflections. In the literary, dramatic and musical traditions there are obvious traces of traditions and modern processes are seen. If this combination is considered in unison with the whole processes, thoughts and views we can observe that they are all rooted and entrenched from traditions.

The desire to preserve the traditions of our people and the perception of the traditions of other nations through the televised coverage of the works of well known figures becomes habitual practice for Kazakh journalists.

Literature, film, television and any other kind of art must be of a national nature. Television has its own specific features. It can be called a type of international art and the carrier of an international language. Despite the size, whether it is large or medium, any program is based on common imaging methods. While in

literature, only a national language lays the foundation of literary works. Because any literary work is written in a specific language. However, in television art everything is different, as there are an incredible number of videography styles. Therefore, only the outlook of the director, his views, and internal apprehension can the national identity be conveyed. This means that national television in the first place bases on the national consciousness and thoughts of authors, directors, cameramen, and the whole group involved in the preparation of the program. However, in the “new wave” of world of television, there is a lack of national spirit. It really is quite a natural phenomenon. The fact is that young professionals engaged in the production of these programs basically get a Russified urban upbringing. Their national identity is urbanized, adapted to European culture. Thus, the creation of a national television product can be implemented only by a director with a high level of national consciousness. In general, the national consciousness of the person should be considered both from a psychological and historical perspectives, since a human society is constantly changing. Society changes the human, just as the human is capable of changing his society. He aspires to a society, working for its creation and development. However, we should not forget about the spiritual and moral tendencies. They never change. After all, there is such a thing as temperament, isn't there? Whether it is an English, French or Arab nation, any of them have their own inherent temperament. Now we have become spectators of television series of different countries broadcast on our TV channels. The character, movement, and communication style of the TV series heroes sometimes may seem ridiculous to us. Perhaps, they also look at us and may think that our people are “passive

and slow.” This temperament is formed from the everyday lifestyle of our people. For example, we do not much admire the film adaptations of the works of L.Tolstoy, Ch.Aitmatov, M.Auezov created by foreign directors and with characters played by foreign actors and actresses. As the roles are not performed by Russian, Kyrgyz and Kazakh actors, the images on the screen seem unconvincing to us. In this case, the national character reflected on the screen reaches the viewers through the heroes of a televised product. It is impossible to create that reflection by means of using makeup. At the moment, there is a danger threatening the national identity of the Kazakh people, because, commercial television products do not need the promotion of national qualities. They only strive to broadcast the products, which are easy to buy and sell as any kind of goods. Is Kazakh television able to attract the attention of viewers with its creative content? At the moment it is one of the key issues. Thus, national television content, should be primarily interesting and attractive to Kazakh people. However, our young script writers and directors, who are adapted to the urban culture are striving to make television products understandable to the whole world. However, it is impossible, and this is their major delusion. As Fellini is primarily clear to Italians, and only after that it becomes clear to the whole world. Our television workers do not want to understand this fact. Television and art in general have unique spiritual value. An artist only through his ultimate work, shows on the screen the spiritual life, the soul and the ideals, feelings, and the most topical issues, turning them into national television products, timeless creations. “Nothing can be gained without some lofty guiding idea. No seeds of honour and dignity in the human soul would ever give

their noble fruit without it. A man deprived of such facilities would hardly grace his fellowmen let alone himself. Without those features national self-consciousness is a mere fiction. For then one would fail to find the way to progress and prosperity, in fact, then one is doomed to dragging along the deserted path having to resignedly eke out his miserable existence. To bring the nation and society out of this impasse, out of the state of decay and poverty, the people had to give birth to a chieftain, a leader bestowed with extraordinary faculties and selected by the very nature and history. In a word it should have been a man with prophetic vision, angelic purity in thoughts and a lion's courage in deeds", - said N. Nazarbayev [3, p.11].

At present, television faces the problem of the global level and public importance. Television is not only a means of information distribution, but also a social and political platform of the state. In order to achieve these goals, we believe it is necessary to establish academic institutions, specialized schools and courses for tele-journalists to improve their professional level, and also to develop a theoretical and informative magazine about the Kazakh television industry. It is time to establish a creative center for experienced anchormen, directors and videographers, where they could share their experience with young professionals [4; p.29].

In conclusion, it should be noted

that the Kazakh television industry is a public instrument for the protection of the people's interests and the spread of reasonable ideas and thoughts among people. The blue screen, a mirror of life is a device that attracts the attention of every family in the country, it brings joy to people's lives and opens up new vistas for their thinking. Cultural and social programs, weekly analytical program, the programs characterized by innovative approaches are becoming more popular and attract more public attention. Most people prefer to watch recordings of concerts or satirical performances held in such art centers as the Palace of the Republic. However, currently it the television has sufficient rich heritage to be left for people. We expect the younger generation to extract from the blue screen cultural, spiritual, and other vital knowledge for their lives. But in fact, the younger generation just loves movies and programs where the content is based on funny and flashy stories about "celebrities". Especially popular are Sunday concerts and evening entertainment programs, the quality of which is not even close to the desired standard. With such culture, turned into a "hack" we will not be able to raise the cultural consciousness and thinking of future generations. Therefore, it is time to pay attention not only to the number of television programs, but also to their quality.

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