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INFORMATION SOCIETY OF KAZAKHSTAN

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Not so long ago, the former President of the Republic of Kazakhstan, Nursultan Nazarbayev, signed a decree “On approval of the state program“ Information Kazakhstan 2020 ”, the main

purpose of which is to create conditions ensuring the transition of Kazakhstan to the information society.

This state program will help to solve problems of increasing the efficiency of the public administration system, accessibility of the innovation infrastructure, creating an information environment for the socio-economic and cultural development of society, as well as the development of the national information space.

So what is the information society?

Twenty to thirty years ago, the idea of an IS, first mentioned by Japanese researchers, seemed a distant future goal. At the present time, this is already a concrete reality. For example, you can bring the industrialized countries of Asia, Europe, America.

The term “information society” in 1966 was created by the Japanese government to develop the country's economy. This term describes a society where there is high-quality information and also has all the necessary means for its storage, distribution, and use. Information is easily and quickly distributed according to the requirements of interested people and organizations and is given to them in the form they are used to.

The Oncological Institute provides opportunities for the economic and social development of all citizens of a country. Information becomes more accessible, faster and has a big impact on people, makes them strive for the lifestyle of more developed countries. Here there is a great danger of filling all spheres of the Kazakhstan information market (audio-visual, telecommunication, computer) with low-quality foreign products.

The information society is formed locally and in different countries, this process goes differently. Each country goes to the Information Society in its own way, depending on historical, political, socio-economic and cultural conditions. Due to the analysis of various programs and concepts, we can a number of basic properties that are characteristic during the transition to the IS:

- when developing concepts of transition to IS, an integrated approach is used, based on maintaining a balance of interests of the state, society, business sector, personality;
- economics IS is an economy based on information and knowledge;
- the information society is a society of continuous learning;
- The concept of IS has a humanistic focus.

An excursion into the history of theoretical forecasts that herald the development of IS as a new stage of civilization allows us to single out, as noted by Professor L.M. Zemlyanova three main stages in the evolution of this process. At the first (at the beginning of the second half of the twentieth century), the ideas of transition to a society based on the growing role of information and communication factors in the development of all spheres of its life, still intertwined with the concepts of post-industrial capitalism, most fully outlined in the works of D. Bell “The arrival of a post-industrial society. Experience of social forecast ”(1974) and“ Cultural contradictions of capitalism ”(1976). At the second stage (the 1980s), such ideas became the basis of IS models, entirely due to the development of new computer technology. The third stage, coming in the 1990s, when the development of electronic information technology begins to visibly manifest an ambiguous impact on the socio-cultural life of many countries and peoples of the world, causes researchers to seek a more thorough understanding of the ideals of IS from the standpoint of not technological determinism, but concern for the fate people, about fair access to reliable information and the means of its distribution [1].

The formation of the information society takes place on the basis of historical, socio-cultural, intensive economic development under the influence of a new generation of ICT combined with the globalization of markets and increasing competition. “Computers, integrated systems, cable, satellite, digital and other types of communications, video devices, software, and scientific research inevitably change the hierarchy of social values, production, and life” [2]. As Professor I.S. Melyukhin notes, “ICTs have a decisive impact on the changes that occur in the social structure of society, the economy, spiritual life, and the development of democratic institutions” [3].

It is important to understand the impact of information flow on culture, education, a lifestyle of people. The state in creating and solving large information projects relies on the business private sector, telecommunications companies. At the same time, it takes into account the economic, political, technological conditions, cultural and spiritual influence of this process.

The information industry is moving to a new qualitative level, affecting not only companies but also countries and regions; it determines the ability to withstand the competitive struggle of the high-tech world of the 21st century. The mass media are the first to respond to the challenge of time, they change their policies, seeking to claim increased requirements. The concept of the information society in Kazakhstan will provide a general vision of the goals and objectives of social development in the country and suggest concrete ways to achieve them.

National projects on these issues have already been adopted or are being developed in many countries, including Kazakhstan. Kazakhstan, keeping pace with the times, aims to follow the path of the globalization of the world economy through the diversification of economic sectors. The first step in this direction was the adoption of the "Strategy for the Industrial-Innovative Development of the Republic for 2003-2005". Its main provisions were developed on the basis of the Kazakhstan-2030 Strategy and other program documents.

The most important priority for Kazakhstan was - the country's transition to digital broadcasting by 2015, which was due to global trends - the International Telecommunication Union under the Geneva 2006 agreement during the transition period (2007-2015) for the introduction of digital broadcasting.

In Kazakhstan, the State program for the development of digital television and radio broadcasting in Kazakhstan for 2008-2015 was developed. Its implementation required the allocation of funds from the Republican budget, as well as extrabudgetary sources: direct domestic and foreign investments, the total amount of which was estimated at KZT36.165 million [4].

With digital broadcasting, the number of programs will increase several times, new additional services will appear: video on demand, Internet TV, high definition television, mobile TV. New branches of the telecommunications and broadcasting industry will appear, for example, producing digital equipment, service companies, etc. A digital broadcasting operator will be created that will form and broadcast a social package of programs.

The advantages of digital broadcasting:

- organization of multi-program broadcasting due to broadcasting several times more TV programs,
- improving the quality of reception of television and radio programs,
- the ability to accompany one video image in 4-5 languages,
- the introduction of interactivity, allowing the transfer of multimedia services.

Kazakhstan has created the conditions for the development of the information society. New information technologies, liberalization policies in the field of Mass Media have opened new opportunities for the development of the Internet, the emergence of new network operators, Internet providers, new media, which in turn contributes to the development of a competitive information market, which will allow the republic to enter the global information space.

The experience of many industrialized countries of Asia and Europe is relevant for our republic, where the formation of the information society is taking place, and the foundations for its development are being laid. The creation of an information services market, the emergence of networks of various operators, communication firms in Kazakhstan - these are the factors that influence the prospects for the development of the information environment in the country.

Modernization of a number of countries and regions can be successful, provided that society maintains its identity in the context of communication and economic globalization with the active development of new information technologies. The telecommunications industry is regulated by international market forces, while the broadcast national policy is aimed at preserving the identity of cultural values. Here are the principles of a non-economic, but rather of a political and cultural nature prevails.

The formation of the information policy of Kazakhstan requires the priority of national interests, and the developing information and cultural space requires active integration into the near and far abroad. At the same time, the modernization of the country can be successful while the society maintains its identity in the context of globalization, which is achieved in the process of a certain balance between external and internal circumstances, between the external impulse and the internal potential of the society to improve, the technical information that can turn the supply of information of local origin to the global market. A system of this type is an important factor in successful national development. The solution of this task will determine the success of the process of Kazakhstan's entry into the world information system.

Literature

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