

ABSTRACT

to the text of the dissertation of TursyngulKabieva "Directing of modern television: a new model for the formation of social and cultural values of the Kazakhstan viewer", submitted for the degree of doctor of philosophy (PHD) in the program 6D040600-Directing

Relevance of the research. Modern society is characterized by global cultural processes, which are provided by new digital broadcasting technologies and spread not only information, but also spiritual values. In the middle of 20th century, Daniel Bell, Professor of the Harvard University, and his followers created a theory about the development of society. According to the theory of the American sociologist society is divided into three stages: Pre-Industrial → Industrial → Postindustrial society. In industrial society, the main person was the entrepreneur, the head of factories, while in post-industrial society; the main figures are the bearers of intellectual knowledge, namely, scientists, economists, physicists and other representatives of intellectual technologies. Bell divided the future society into three social classes: "creative elite of scientists and higher professional administration", "middle class" (engineers, researchers), "proletariat of intellectual labor" (technicians, assistants, junior employees, laboratory assistants).

Canadian scientist Herbert Marshall McLuhan formulated the concept of "electronic village", which means that the entire space of the world has the ability to learn information at once, regardless of long distances. Therefore, previously closed local culture in which spiritual and cultural values were actually developed, ceased to be the leading factor in the socialization of the individual. Since who owns and manages the channels of information transmission, also determines the content.

These processes were rising throughout the second half of the 20th century, and nowadays have reached a completely new unimaginable level.

On the other hand moral and spiritual values that have always defined the personality, the nature of its relationship with microsocium, microsocium with society, the interaction of the society with a space that ultimately determine the competitiveness of a nation in the international arena has undergone unification and leveling which causes the alarm today, resulting in the rejection of globalization. The development of television also played an important role in these processes.

The attention shown by the First President of the Republic of Kazakhstan – Leader of the Nation N. Nazarbayev and the current President of Kazakhstan Kassym-Jomart Tokayev, to the spiritual state of the Kazakh people indicates that the state is doing a lot of work towards the formation of social and cultural values of the Kazakh society. This is evidenced by the priority state programs for the formation and development of values of the Kazakh society, such as "Rukhani zhangyru", which is a consequence of the program article of the First President of Kazakhstan – N. Nazarbayev "Looking to the Future: Modernizing Public Consciousness", as well as the article "Seven Facets of the Great Steppe". In the program "Rukhani zhangyru", competitiveness, preservation of national identity, the cult of knowledge and transparency of consciousness were highlighted as the main directions of modernizing the consciousness of Kazakh society and every citizen of the country by N. Nazarbayev. The development of values

that aimed at humanism, respect, tolerance and morality will allow the modern Kazakh society to enter the world community more effectively and compete on equal terms in the world society.

The current state of Kazakh society and the characteristics of the younger generation are located in rich, dynamic, expanding horizons of information space, but there is very little Kazakh content in this space. This raises a serious problem of formation a Kazakh cultural identity based on the Kazakh culture, values, which actually determine the existence and viability of Nations.

The problem is that the content of domestic television programs cannot be perceived by wide audiences of Kazakhstanis, especially young people due to the fact that it loses in the forms of presentation, to wit, it turns out to be uncompetitive not in terms of content, but in terms of entertainment, dynamism, relevance, style filing. Thus, there is a contradiction between the need to broadcast and assimilate social and cultural values by the domestic television audience, ensuring a stable national cultural identity of Kazakh society and insufficient attention to directing television programs that can compete with a foreign television product in the country's media space.

The degree of knowledge of the problem

To date, television directing and the formation of socio-cultural values of Kazakhstani viewers have not been adequately studied. In the course of the study, scientific works in the field of organizing the television industry, the theory of communication, socio-cultural and traditional values were studied. In order to conduct an excursion within the framework of theories of cultural communication, studies were conducted based on the works of such researchers as A. Toffler, L. Petrov, D. Bell, G. Macluen and others.

Scientific understanding of this problem is impossible without defining the concepts of social and cultural values. The term "social and cultural value" is formed by using terms such as "culture" and "value". These issues have been developed in the world of scientific thought for a long time, such ancient philosophers as Socrates, Plato, Renaissance philosophers Michel Montaigne, as well as Nicholai Kuzanskiy, who emphasized the human's cognitive power in the formation of personality. The theory of life cycles in social and cultural dynamics was studied by A. Toynbee, O. Spengler, A. Kroeber, F. Chambers, P. A. Sorokin, T. Parsons, Maturano, C. Vago, P. Sztompka.

The philosophy of moral improvement was deeply studied by the East great thinker, Abu Nasr Al-Farabi. Al-Farabi studied and compared the branches of knowledge known at that time, such as ethics, politics, natural science, psychology, aesthetics, and logic. He attached special importance to issues of morality and humanism, which he considered as basis for achieving happiness.

At the present stage, the doctrine of values has been formed in the section of philosophy as axiology. Axiology considers values as an object of study, studying their essence, formation, structure, classification, as well as ways of cognition and evaluation. Historical experience shows that the problem of values has always been actualized, its formulation has become more acute, it has acquired a broad social and moral significance in complex, critical epochs, when cultural traditions were devalued, the former ideological and ethnic foundations of society were discriminated against, and then began their gradual replacement with new ideals and goals.

The issues of directing television programs as a resource for increasing their attractiveness were handled by G. Shalakhmetov, M. K. Barmankulov, K. Allabergen, F. Orazayev, S. Orazaly, Abdizhadilqyzy Zh., Barlybaeva S., Tursyn K., Zh. Toybayeva, G. Abildina, Russian scientists: A. Tarkovsky, K. Berezin, N. S. Fedotov, A. N. Fortunatov, and it is also worth noting the works of Western scientists: Michael Rabiger, Norman Holley, Daniel Arizhon, Teodor Adorno, Max Horkheimer, Justin Chang.

However, no one considered television directing as an aesthetic phenomenon. There are no studies of television directing from the point of view of the cultural and aesthetic resource that forms the social culture of the Kazakhstani audience. This determines the relevance of our research and allowed us to rely on a hypothesis that can be formulated as follows.

The hypothesis of the research

The modern media space has a decisive influence on the formation of the cultural values of society according to certain models, the systematization of which can make it possible to determine the role of television directing and, thus, scientifically substantiate the ways for the further development of domestic television directing.

Thus, **the object of our research** is the television as a factor of broadcasting and assimilation of cultural values in societies.

The subject of the research is the television directing model in the context of the formation of social and cultural values of the Kazakh society.

The purpose of the dissertation research is a theoretical justification of the direction of modern television in the context of a new model for the formation of social and cultural values of the Kazakh viewer.

In accordance with the purpose and hypothesis of the study, the following **tasks** were set:

- study the leading world models of organization of the television industry;
- analyze the mechanism of formation of social and cultural values by means of television;
- consider Kazakh traditional values as a subject of directing Kazakh television;
- consider television directing in the context of global integration of the world media market;
- substantiate the relevance of television program policy as a translator of values of society;
- study the influence of the cultural and aesthetic space of modern television on the formation of social and cultural values of the Kazakh viewer;
- analyze the quality of Kazakh television content in the context of the formation of social and cultural values;
- substantiate the need to preserve the national context of Kazakh television;
- to determine the new theoretical model of formation of social and cultural values of the modern Kazakh TV viewer.

Scientific novelty of research

- into scientific circulation is introduced a theoretical model of the formation of socio-cultural values of the Kazakhstani viewer, consisting of six basic principles;

- the analysis of the world's leading models of the organization of television media space;
- the mechanism of the formation of socio-cultural values by means of television was first considered
- Kazakh traditional values were first considered as a subject of directing domestic television;
- modern television directing is considered in the conditions of mutual influence and interpenetration of the world media market;
- The role of television policy as a powerful factor in the transmission of society's values is justified;
- for the first time revealed the influence of the cultural and aesthetic space of modern television on the formation of socio-cultural values of the Kazakhstan's viewer;
- Kazakhstan's television content was first analyzed in the context of the formation of socio cultural values;
- the need to preserve the national context of Kazakh television was identified, and a theoretical model of the formation of socio-cultural values of the modern Kazakhstan's viewer based on six basic principles was determined.

The methodological basis

To identify the theoretical and methodological base of the research used historical-theoretical, scientific-systematic, cultural and philosophical research methods. To analyze the characteristics of the emotional attractiveness of a television product used the methods of psychology of perception. The historical and theoretical basis of the study of the theory of socio-cultural values was composed by the works of A. Toynbee, O. Spengler, A. Kreber, F. Chambers, P.A. Sorokin, T. Parsons, W. Maturano, S. Vago, P. Shtompke. To identify the methodological base in the framework of theories of cultural communication used the works of E. Toffler, L. Petrov, D. Bell, G. McLuhan and others.

The basis of the study of the problems of directing modern television the scientific works of Michael Rabiger, Norman Holly, Daniel Arigon, Theodore Adorno, Max Horkheimer, Justing Chang, Russian researchers: Tarkovsky A., Berezin K., Fedotova N.S., Fortunatova A.N., and also the works of Kazakhstan figures appeared television: Shalakhmetova G., Barmankulova M.K., Allabergen K., Orazaeva F., Orazaly S., Abdizhadilqyzy Zh., Barlybaeva S., Tursyn K., Toybaeva Zh., Abildina G.B.

In the research work, epistemological, empirical, cognitive methods of research were used, and historical, theoretical, scientific, systematic, cultural and philosophical, comparative, art history and descriptive analysis.

Provisions for protection:

1. The global media space has a certain structure, and characterized by the presence of various models that can be categorized based on such criteria as the form of ownership (public, governmental, private); by types of broadcasting (terrestrial, cable, satellite); these models differ in the program policy, the method of financing, and organizational structure.

2. In the last century, such traditional institutions of personality socialization as family, religion, education, the production team and the sphere of social and cultural practices (rituals, ceremonies, celebrations, works of art, etc.) have been supplemented

by television, which as a result of its rapid evolution is becoming a leading factor of the socialization that has positive and negative sides. The latter also include a negative impact on the formation of national cultural identity.

3. Television directing has undergone a certain evolution from the repetition of theater and film directing and computerization, which has formed conciseness, clip thinking and sketchy character. These methods of directing in the context of global competition are becoming ubiquitous, duplicated by a franchise, and creative directing is becoming scarce. The same universal human values are broadcast without taking into account traditional Kazakh values.

4. The programming policy of television is the most powerful factor in the translation of certain values of society. The choice of programs based on a certain value system and broadcast in the conditions of non-verbal telecommunications forms the value systems of the recipient society in a certain way. As a rule, the programs of leading media holdings have an entertainment character that sets a certain lifestyle, and therefore a certain style of consumption.

5. Analysis of the content of domestic TV programs channels shows that reliance on traditional Kazakh values does not take its proper place in their stories. The main focus is on the promotion of universal values, which reduces the content and artistic value.

6. The Kazakhstan model of television in the field of broadcasting and the formation of social and cultural values of Kazakh people is characterized by an orientation toward the promotion of universal values. For this, borrowed content of foreign production is used. A distinctive feature of Kazakhstan's television space is a different orientation to different spiritual values.

7. The direction of Kazakhstan television has a positive tendency in the presentation of national content in the formats of leading foreign channels.

8. The theoretical model of formation of social and cultural values of the modern Kazakh TV viewer should be based on two main factors:

- To form a common cultural space;
- Do not create rigid frameworks that restrict the creative work of the director.

For the formation of social and cultural values, this model should be based on the following principles:

1. The principle of priority of national values over others;
2. The principle of real parity of national content over others;
3. The principle of preferential state financing of television programs with national content;
4. The principle of a creative approach in directing programs;
5. The principle of the heuristic approach;
6. The principle of mandatory consideration of national and cultural characteristics in the artistic and creative construction of the idea of director.

The main sources of research: official materials of the Government of the Republic of Kazakhstan and regulatory documents governing the activities of the media (Laws of the Republic of Kazakhstan “On Cinema and TV”, Cultural Policy of the Republic of Kazakhstan, etc.), the work of domestic and foreign scientists on the issue under study, the practical experience of the author.

The scientific novelty of this dissertation is that an attempt is made to define and analyze the driving direction of television in the formation of social and cultural values of the viewer.

The theoretical and practical significance of the research lies in the fact that it makes it possible to apply the results of research in teaching activities in the specialty "Film and TV Directing" during classes on the disciplines of the television cycle, as well as in the research work of students, undergraduates and doctoral students. This work is applicable in the practical work of a television director, covering issues of the formation of socio cultural values and evaluating his work from the position of an active and significant contribution to the development of spiritual and national values of the Kazakh audience. The achieved research results can be useful for research in the field of art history, cultural studies, sociology and psychology.

Approbation of research results. The main provisions of this work are presented by the author in the collections of scientific and theoretical conferences of various levels:

1. "The Development and Specificity of Kazakhstan Television in the Conditions of the Fourth Industrial Revolution" Materials of the International Scientific and Practical Conference «Рухани жаңғыру контекстіндегі заманауи кино өнері» Almaty, Kazakh National Academy of Arts named after T. K. Zhurgenov, 2018., pp. 140-144.

2. "Features of Development of Kazakhstan Television in the Fourth Industrial Revolution". International Scientific Journal "Science and Life of Kazakhstan", on Art History, Almaty, No. 3 (58), 2018, pp. 78-81

3. Regarding the Issue of the Television Impact on Social and Cultural Values Development in Society. Proceedings of the National Academy of Sciences of the Republic of Kazakhstan. Series of Social and Humanitarian Sciences. No. 4 (326), 2019., p. 5-10.

4. The Theoretical Model of Formation of Social and Cultural Values of a Contemporary Viewer. Uluslarar asiakdenizbilimselarařtirmalarkongresi 4-6 Ekim 2019 – Gazimağusa Kuzey kibristürk cumhuriyeti, Gazimağusa – 25 Aralık 2019, ISBN : 978-605-69962-0-7, p.75-80

5. Skill of Television Director in the Formation of Social and Cultural Values of a Viewer Magazine: Opción, Año 35, ISSN 1012-1587/ISSNe: 2477-9385 Regular No. 90-2 (2019): 271-286

6. Features of Kazakhstan TV Projects (on the example of programs of the national TV channel "Kazakhstan". Scientific-methodical journal "Pedagogy and psychology" of Abai Kazakh National University, Almaty, № 4(41) 2019 p. 276 to 288.

Structure of the dissertation. The dissertation consists of an introduction, three main sections, conclusion, and a Reference List. The volume of the paper is 120 pages. The introduction substantiates the relevance of the research topic, defines its goals and objectives, the degree of scientific development and scientific novelty, as well as presents the provisions to be submitted for defense, predicts the scientific, theoretical and practical significance of the dissertation.

The first section "THE WORLD MODEL OF TELEVISION INDUSTRY AS A PHENOMENON OF SOCIETY DEVELOPMENT" consists of three subsections. The first subsection discusses the organization of leading models of television companies. The principles of the activity of the leading models of the world television industry, including the television of the United States of America, Great Britain, France and Germany, are analyzed. The second subsection reveals the mechanism for the formation of social and cultural values of viewers by television. The third subsection discusses Kazakh traditional values as a subject of directing domestic television

The second section of the dissertation - "KAZAKHSTAN TELEVISION DIRECTORY MODEL IN THE EPOCH OF CULTURAL GLOBALIZATION" consists of three subsections. They respectively reveal the features of television directing in the context of global integration, examine in detail the television program policy as a translator of the values of society, as well as the influence of the cultural and aesthetic space of modern television on the formation of social and cultural values of the Kazakh viewer.

The third section "A NEW MODEL FOR THE FORMATION OF SOCIAL AND CULTURAL VALUES OF THE KAZAKHSTAN VIEWER» consists of three subsections. It is devoted to the problem of the quality of Kazakh television content in the formation of social and cultural values of the Kazakh viewer. The strategic importance of preserving the national context of Kazakh television is indicated, and a new theoretical model for the formation of social and cultural values of modern Kazakh TV viewers is proposed.

In conclusion, the results of the dissertation research are summarized and suggestions for further use of its results are presented.