

ANNOTATION
to the text of dissertation of Madina Bakeyeva
“The genesis and development prospects of directing in creation a national
content on Kazakhstan television”,
submitted for the degree of Doctor of Philosophy (PhD) in the specialty
“6D040600 – Directing”

Relevance of the research topic

The trend of digitalization, which is rapidly developing at the present stage of global globalization, has not bypassed the TV channels of Kazakhstan. Along with this process, the modernization of broadcast content is also reflected on the screens of domestic TV channels. Like many global phenomena, one of the most pressing issues is the quality and interior of content offered by domestic TV channels to viewers. This dissertation on the topic “The genesis and development prospects of directing in creation a national content on Kazakhstan television” provides a comparative analysis, theoretical analysis in the aspect of the origin, development and characteristics of content on domestic TV channels, analyzes the importance of television directing in creating high-quality content in accordance with modern technical standards.

TV directing determines the trend of high-quality TV content according to technical standards. The grounds that establish the relevance of the dissertation work determined by the following theses:

1. The relevance of research determined by the important role of television as a media for modern society. One of the topical issues is the importance of directing for increasing the competitiveness of TV channels in connection with the introduction of new information technologies.

2. Training of specialists who meet international requirements makes a great contribution to the state development strategy. It is particularly important to create and develop a national talent pool in the near future without professional intervention from abroad, conduct comprehensive research, create high-quality content, and train specialists.

3. Introduce the world to the national culture and life by increasing the competitiveness of Kazakh television at the world level, selling the products of domestic TV channels to the world market.

In the article of the First President of the Republic of Kazakhstan, Leader of the nation N. A. Nazarbayev “Course towards the future: modernization of Kazakhstan’s identity” emphasizes that “Our national traditions and customs, language, music and literature, in one word, our national spirit should remain with us forever”. Because now, thanks to our sovereignty, we have all opportunities to freely distribute and display on the screen the treasures associated with our nation, traditions, spirituality, literature and language.

Today in Kazakhstan, many issues require comprehensive study, have a wide thematic range and form theoretical and practical models. One of these problems is new technologies and methods of modernizing directing. The main vector of this

scientific work focused to identify the processes of the method of modernization of directing in the field of domestic television.

Degree of study of the problem

In the history of Kazakh television, modern content has not been studied scientifically. Therefore, for a comprehensive review of the features of modern content of Kazakh television, we took into account the research works of both world and domestic scientists who studied the problems of content in other fields of science.

The historical and theoretical part of the research work originates in cinema – the first of the screen arts. This section examines the historical roots of the television industry, drawing on the works of film historians Georges Sadul, Jerzy Toeplitz, film theorists and directors Sergei Eisenstein, Lev Kuleshov, Grigory Kozintsev, film critics Marcel Martin, Semyon Freilich, film director Alexander Mitta and other researchers.

From a psychological point of view, the works of R. Arnheim, R. Boretsky, as well as I. Andronikov, V. Vilchek, and S. Medynsky, who studied the history and theory of television, devoted to the genesis of modern television and television directing, were considered.

The works of such scientists as Razlogov, E. Bagirov, V. Kostousov, S. Furtseva, Yu. Bogomolov were used in the framework of media technologies in defining new broadcast platforms of the television type.

When studying the trends of directing modern screen art in Kazakhstan, research works of domestic TV personalities were used. Among them are works by M. Barmankulov, S. Barlybayeva, K. Tursyn, Zh. Adizhadilkyzy, S. Orazaly, G. Abildina, Zh. Toybayeva, T. Kabieva.

The object of the research is the process of creating content in the global space of mass media.

The subject of the research is the problems of formation of modern national content on domestic television.

The purpose of the dissertation research is a comprehensive study of the problems and ways of development of directing in the creation of national content in the space of television in Kazakhstan.

Research objectives:

- review the genesis and stages of development of television directing in the world;
- determine the theoretical foundations of television directing in mass media studies;
- Group the main trends in content creation of the world television directing;
- identify the stages of formation and development of content on Kazakhstan television channels;
- consideration of relevant issues of content creation on Kazakhstan television channels;
- substantiate the qualitative features of content on Kazakhstan television channels;
- analysis of the application of modern technologies in a media production space;

- identification of a new theoretical model for the formation of national media content in the context of media platforms;
- consideration of the prospects of thematic and creative development of domestic television content in a process of globalization.

Methodological basis of the research

On the basis of research work, the corresponding assessment of modern television and directing is given, including historical-cognitive, educational-methodical, expert-research, descriptive, psychological methods of analysis. Scientific and theoretical lectures written on the basis of methodological experience of specialists of world and domestic screen production have been widely used in this research work. Many historical and educational textbooks were relatively differentiated. Audiovisual screen art is based on theoretical and methodological lectures based on the field of cinema.

In determining the theoretical and methodological basis of this scientific research, we have widely used historical and cognitive, educational and methodological, encyclopedic reference, and art history methods. In the study of historical and theoretical topics in the context of audiovisual art, we used the works of foreign scientists, such as: R. Arnheim, G. Sadul, E. Teplitz, S. Eisenstein, L. Kuleshov, G. Kozintsev, M. Martin, S. Freilich, A. Mitta, A. Vartanov.

The works of such scientists as K. Razlogov, E. Bagirov, V. Kostousov, S. Furtseva, and Yu. Bogomolov were used to define new TV-type broadcast platforms within the framework of media technologies. When studying the direction of directing modern screen art, we used the research works of domestic television producers. Among them are the works of M. Barmankulov, K. Tursyn, Zh. Abdizhadilqyzy, p. Barlybaeva, S. Orazaly, G. B. Ubaldini, J. Toybaeva, Kabaevoj.

When studying the broadcast and network platforms created as a result of new technological opportunities developed as part of the process of globalization, we used the resources of the Internet and information publications of Internet publishers.

The doctoral dissertation uses empirical, epistemological methods, historical and theoretical, art history, scientific and systematic, descriptive analyses, statistical data from sources of cultural and educational articles, methods of psychological influence, specific theoretical methods and concepts given in the industry and educational literature.

Scientific novelty of the dissertation

The novelty of the research work is the presentation of productive conclusions in modern television content with a comparative study of directing techniques with ancient methods.

In the course of a comprehensive study of the features of directing methods in the content of domestic television, the author achieved the following results that have scientific novelty:

- The Genesis and stages of development of the world TV direction are analyzed, the main characteristic features of the concept of content are defined, its main concepts in the field of world television are systematized;

- the genesis and stages of development of the world television program were analyzed and the main characteristic features of a content definition were identified and its main concepts in a field of world television were systematized;
- the theoretical and technical foundations of television broadcasting in mass media studies were determined;
- for the first time, trends in creating modern screen content of world television programs were analyzed and considered as an object of research;
- an expert analysis of the formation of domestic television, i.e. methods of creating and developing high-quality television content, and for the first time the Kazakh TV program was scientifically systematized and studied;
- relevant issues of content creation on Kazakh TV channels have been identified;
- the ways of applying modern technologies in the media space are analyzed;
- methods of using modern technologies in the space of media production were presented;
- ways to create national content in the space of media platforms through new technologies and methods of modernization of directing were considered.
- identified the prospects for thematic, creative, meaningful and substantive development of domestic teleconference in a process of world globalization;
- having studied the theoretical foundations of the sphere of screen art, the author proposed to introduce a new term "quality screen media" (QSM) that meets modern requirements, including artistic and technical solutions in relation to the screen sphere, ethico-aesthetic, content-meaningful methodological principles;
- in the screen industry, the term "directorial format" was first introduced into scientific circulation, which covers the entire spectrum of the directorial profession, used as a result of creative solutions, methods and techniques implemented on the basis of the full fundamentals of theory;

Theoretical and practical significance of the research

The theoretical and practical significance of the dissertation is that, taking into account the method of directing in creating content in the training of future television specialists, we offer effective approaches in domestic television production.

Studying the methods of directing in creating content, the technologies of its application in domestic TV projects are determined.

Features of directing in the field of TV art, in the manifestation of directing skills, in creating content, are offered both in theoretical and practical terms. Scientific and methodological guide for students in the field of television.

As a result of the reasons given in the work, along with the training of future specialists, it is planned to ensure their practical application. Domestic directing allows you to work on the set in accordance with new technological standards.

Provisions for defense:

1. The study of the genesis of world television identified three main stages in the history of television directing: 1) the formation of television directing into an independent media sphere (1940s). 2) the adaptation of the principles of film directing in television (1950-1960); 3) formation of television directing (1960 to 1970); and the main characteristic features of the concept of TV content – MTS shooting, multi-shot, synchronous, live broadcast, VMR (Video magnet record), etc.

Analog, cable, satellite, and digital signal broadcasting systems and streaming platforms are identified as the main broadcast formats in the world television industry;

2. In the field of mass media, the theoretical foundations of creative and artistic, and in the 80-90s-technical capabilities of television that developed in the 50-70s of the twentieth century are considered, namely: screen language, author's direction, principles of TV editing, shooting methods, television techniques, etc. Considering the theoretical aspects of TV directing as an object of research, it was found that the number of scientific and theoretical studies devoted to the problems of TV directing is not enough.

3. Unified standards of television directing based on world television models were implemented: multi-camera (multi-cam), studio, MTS, documentary and chronicle shooting, non-linear editing, various methods and techniques of shooting. In accordance with the implemented standards, modern television content is developed using technological capabilities. Genre, content and semantic directions of the content are taken into account. Genre, text, and film models of content creation have been formed in the world of modern television. When creating content that meets global trends, the standards of television directing were used.

4. Kazakh television, as well as world television, has passed several stages of development in its history. The period of formation of domestic television began to develop steadily as a newly created audiovisual media, although this was somewhat later than the world process. In this regard, there are several stages in the development of content creation in the history of domestic television: 1) The first experience of own TV broadcasting in Kazakhstan (1958-1960). 2) Creation of a national base of professional personnel, expansion of the thematic sphere of TV programs (1960-1970). 3) Increasing the share of national content in TV programs (1970-1980). 4) Transformation of domestic TV content with Kazakhstan's independence: the broadcasting system has become an independent structure both in political, social, cultural, informational terms, and in thematic and content terms (since 1991). 5) Improving the technical quality of television and significantly optimizing all stages of production due to the transition of Kazakhstan's television to digital format (since 2012).

5. Considering the technical and content problems of creating content by TV channels in the Kazakh media space, the author identified the main problems of television as an audiovisual screen sphere: dependence on the latest modern equipment and technologies, the lack of individual technical professionals, the lack of original content, low competition, non-compliance with copyright and legal standards.

6. As a result of the analysis of domestic television content identified its specific features, such as thematic-genre structure, content and form. Psychological, technical, technological aspects and structural features of domestic content creation were studied. In the content the issues reflecting the problems of national identity and spiritual values were considered, attaching great importance to the technical quality of the creation of the national content.

7. Modern technologies of digital broadcasting, interactive communication, the Internet and social networks in the space of world media production, the domestic screen industry and global streaming platforms stand out as a Progressive

development trend.

8. The process of creating national content in the context of media platforms is defined in terms of technological progress in the revival of spiritual values, the formation of the concept of national television. As a result of the analysis, the way of formation of content on domestic TV channels was determined, which has acquired today's character as an independent audiovisual sphere. In the direction of spiritual modernization, in accordance with the trends of globalization, perspectives and artistic features are systematized based on the standards of world directing. Creating national content solves such important issues as defining the national code, problems of national identity, reviving spiritual values, forming the history and civilized consciousness of the nation, and improving the population's literacy in social issues.

9. It is proposed to consider the phenomena of information and technological development in the space of new perspectives for the modernization of the television world. It is noted that an important phenomenon in the domestic media space is the introduction of modern streaming platforms in accordance with global trends and filling them with video information based on national content. In the process of globalization, it is necessary to determine the growth dynamics of streaming platforms re-joining the global media space and introduce new content models to the domestic market.

Publications and approbation the results of the reseach:

The materials that form the basis of scientific research published in journals approved by the Committee on quality assurance in education and science of RK, 3 articles in international scientific journal with nenapadne impact factor included in the database Scopus – 1 article, 4 of the report in the proceedings of international scientific-practical conference.

The structure of the dissertation

The dissertation consists of an introduction, three chapters, nine subsections, a conclusion, a list of references, and an Appendix.

The first chapter, entitled “Historical and theoretical aspects of TV directing”, analyzes the modified appearance of screen art of the new century since its appearance. The features of the television industry from the film industry are analyzed, the ways of its development, theoretical foundations, and historical phenomena are investigated. The influence of TV directing on the content of technological progress is studied in the historical and theoretical context.

The second chapter of research “The process of creating national content on TV channels of Kazakhstan” defines the stages of content formation in the history of domestic television and its special place in the field of screen art. The article explores the concept of “content”, its composition, foundations, and reveals historical phenomena on television. Topical issues of creating content on domestic channels are discussed, with special attention paid to its quality and content aspects, the shortage of professionals and low competition.

The third chapter, called “Prospects for creating modern national content”, describes new types of broadcast platforms caused by the processes of globalization, and discusses the prospects for this phenomenon in the domestic air space. The article analyzes the current development of media content with a separate consideration of the level of modern TV directing. Theoretically justifying the technological place and importance of directing in the creation of content in the domestic television art, the results and conclusions are summarized.

In the conclusion part, the scientific decisions reached in the dissertation work are presented.