

**ANNOTATION**  
**of the dissertation work on the topic “Ethno-publicism: Tradition and Novelty (1991-2016)” for the degree of Doctor of Philosophy (PhD) in the specialty «6D050400- Journalism» of Nurlyaiym Danayeva**

**General description of work.** Kazakhstan respects the language, religion and culture of other ethnic groups, creating the most favorable conditions for their free life, preservation and development of national values and traditions. The country provides conditions for their free development, preservation of national values and traditions, and actively promotes the development of national journalism by supporting the publication of periodicals in the native languages of ethnic groups.

These periodicals have achieved considerable success in their history and, thanks to their content, genre and formal stability, have taken a special place in the formation of national journalism. Not only the historical stages in the development of these publications, but also their content and formal features, genre structure, design style, and methods of organization and management in accordance with the requirements of modern times require research. Special attention is paid to the coverage of traditions and cultural values of ethnic groups in these publications, which is important for the scientific assessment of their ability to preserve their national identity within a multinational state.

The study of ethno-publicism (ethno-publicism) is a new research area that has not yet been sufficiently explored in national journalism. ethno-publicism is a relevant topic that can bring new ideas and approaches to the science of journalism. The study of this direction allows us to determine its historical origins, current state and significance under the conditions of multi-ethnic Kazakhstan. The writing of intellectual disability and inclusion issues in ethno-publications is studied. Ethno-publicism, as one of the ways of influencing public consciousness, contributes to the cohesion of peoples, strengthening unity and harmony, highlighting topical political and social issues through informational and analytical materials.

The study categorizes ethno-publicism by genre, including informative, analytical and artistic-publicistic genres. Its contribution to the development of national journalism is emphasized, which is substantiated by a comprehensive scientific analysis.

**Relevance of the research topic** The dissertation research pays special attention to revealing the significance of ethno-publicism in the context of modern globalization, with a focus on the influence of processes and trends that contradict national interests and peculiarities. The work explores the cultural, historical and economic links accompanying the development of ethno-publicism, as well as its traditional role in influencing public consciousness. At the same time, it is analyzed from a scientific point of view, which allows a deeper understanding of its essence. To determine the relevance of the issue under consideration, the object of the study is to analyze the key aspects of ethno-publicism, including the degree

of its study to date. We came to the conclusion that this area is still practically unexplored - there are neither doctoral nor PhD dissertations devoted to ethno-publicism.

This makes our work an important step in filling this gap. The topic of the study gains special significance due to the study of genres, forms and features of publicism, as well as the analysis of the works of domestic and foreign scholars engaged in this field. These studies are of great scientific and practical value, which emphasizes their importance for future generations. The conducted analysis of scientific literature revealed that the concept of “ethno-publicism” as a separate field, its scientific rationale and practical significance has not yet received due attention. To address these issues, we formulated a research problem and chose the topic of the dissertation: “ethno-publicism: traditions and novelty (1991-2016)”.

**Scientific novelty of the research.** The dissertation is the first comprehensive study in the field of ethno-publicism (ethnokösemsöz). In the process of analyzing ethnic publications in Kazakhstan, the relevance of an analytical study of this type of mass media was revealed. Ethnic media play a key role as a factor in the formation of ethnic and national identity in the country. It is also established that ethno-publicity has a significant impact on the consciousness and worldview of representatives of various ethnic groups. The study of this field not only contributes to the science of journalism, but also expands the horizons of domestic scientific research, offering new approaches to the assessment of interethnic relations in the country.

*The following scientific results were achieved in the course of the research:*

- For the first time the term “ethno-publicism” as a cumulative name of publications in the press, devoted to ethnic groups and nationalities, based on the already established scientific concept of “kösemsöz” (the art of written influence on public consciousness) was introduced into the scientific turnover.
- The article explores the peculiarities of ethnic journalism and the role of ethnic publications published in the 1990s in the formation and maintenance of national identity.
- The stages of formation and development of national journalism are compared, which allows us to identify similarities and differences in the genre of ethno-publicism in the past and present.
- The nature of the concept of “ethno-publicism” was comprehensively analyzed, and its scientific justification was proposed.
- On the basis of the works of domestic and foreign scholars, the thematic, content-formal, structural and linguistic features of ethno-publicism, which distinguish it from other genres and form it as a modern genre, are revealed.
- The dissertation offers a systematic understanding of new ethnic trends in Kazakh journalism, conditioned by various historical, political-cultural and economic factors.
- As a result of the analysis of newspaper materials of the Kazakh press and ethnic publications of the period of independence, the key aspects of the

processes of national identity, ideas of globalization and spiritual revival are revealed.

- The ethno-publication portal "Ethnokosemsoz" has been launched.

These findings form the basis for further research in the field of ethno-publicism and ethnic journalism.

**Object of the study.** Various columns, interviews, articles and other materials in ethnic publications published during the period of Kazakhstan's independence, that is, since 1991, the first decade of the new XXI century.

**Subject of the study.** «Akhyska» newspaper, «Kore ilbo» newspaper, «Uygur Avazi» newspaper and republican newspaper «Egemen Kazakhstan», «Ana tili» newspaper, «Aikyn» newspaper, «Zhas Alash», «Kazakhstanskaya Pravda», «Express K» and other newspapers.

**The chronology of the study** covers the audience of Kazakhstan's ethnic media in 1991-2016.

**Sources of research work.** The concepts and conclusions, recommendations in the research work are based on domestic and foreign sources. At the first stage of the study, the relevance of the problem of comprehension and formation of ethno-publicism in the context of changes caused by political-economic and cultural transformations of modern society (1991-2016) was revealed. Special attention was paid to the reflection of these processes in the genre of Kazakh journalism. In the course of analyzing domestic and foreign scientific and theoretical works devoted to the study of the problem and its current state, the theoretical and methodological foundations, research objectives and its scientific apparatus were determined.

At the second stage, in accordance with the scientific hypothesis of the study, the ideas of national identity, interethnic harmony and spiritual renewal presented in ethno-publicism of the period 1991-2016 were comprehensively studied. Special attention was paid to the processes of ethno-cultural development reflected in the Kazakh press in the years of independence. The significance and role of ethnic publications, as well as the content and socio-political characteristics of their publications were revealed in detail.

**Research base:** Practical-analytical work was conducted in the National Library of the Republic of Kazakhstan, in the Faculty of Journalism of the Kazakh National University named after Al-Farabi and in the Al-Farabi Library, in the library of Haji Bayram Veli University in Ankara (Turkey), as well as in centers and publishing houses representing different ethnic groups in Almaty.

**Methods of research work.** The dissertation is based on the analysis of ethnic media and a comprehensive assessment of their qualitative and quantitative characteristics. The methods of historical systematization, generalization, formulation of conclusions, structural-functional, complex and comparative analysis were used in the work. We also relied on domestic and foreign studies analyzing the system of national-ethnic relations in journalism. The research directions are focused on the study of printed products such as ethnic publications.

**Methodological base of the research.** Conclusions and recommendations of the study are based on domestic and foreign sources of information. Aesthetic

aspects of the genre of publicism (written publicism), its genre nature, linguistic features, pictorial and expressive means, as well as the relationship with modern society, traditional and modern art of speech have been reflected in domestic and foreign scientific works. To study the nature and peculiarities of the genre of journalism the works of such scientists as A. Baitursynov, T.S. Amandosov, T.K. Kozhakeev, M.K. Barmankulov, B.O. Zhakyp, K. Kamzin, S. Medeubekuly and others. Also, a significant contribution to the understanding of the journalistic genre and typological study of ethnic periodicals was made by the studies of foreign scholars: M. Cherepakhov, O.A. Bogatova, M.O. Hasanov, V. Gorokhov, L.E. Kroychik, A.A. Tertychny, I.N. Blokhin, P.N. Kirichek, P.F. Potapov, A.N. Kondakov, A.S. Smolyarova and others. These works serve as a valuable source for studying the genre of journalism and analyzing the typological parameters of ethnic periodicals, and are also significant for the methodological basis of the present study.

**The purpose of the research work** - at present, the content, applied aspects (press, television, radio) and thematic scientific and conceptual features of journalism, which is one of the main branches of modern journalism, can be considered sufficiently studied. However, its separate form - ethno-publicism (ethno-publicism) - is being introduced into the scientific turnover for the first time, which gives it a special value.

In this context, the study provides for the first time a comprehensive scientific-theoretical definition of the concept of ethno-publicism, which makes the work a significant contribution to the development of this field.

To achieve this goal, the following **tasks** were set:

- to give a scientific-theoretical assessment of ethno-publicism, to define its exact conceptual definition;
- to identify and evaluate the content and formal characteristics of ethno-publicism in mass media;
- to substantiate the relevance of ethno-publicism in modern conditions from the point of view of the requirements of modern science;
- to determine the possibilities, role and significance of ethno-publicism in the realization of national policy in modern Kazakhstan.

**Theoretical significance and practical value of research work.** Scientific results and conclusions obtained in the framework of the study of the problem of ethno-publicism can serve as a basis and reference point for further research in this area. The conclusions drawn in the course of the work contribute to an in-depth consideration of theoretical issues of ethno-journalism. The ideas about ethno-publicism can be used in seminars and lectures on journalism, as well as in educational programs in the discipline "Ethno-journalism". The results of the study are recommended as supporting theoretical, practical and research material for university professors, training journalists, school teachers, undergraduate, graduate and postgraduate students. In addition, they can be used in the development of curricula and textbooks on subjects related to ethnic journalism as a reliable base of scientific and factual data.

**The main provisions to be defended.**

- Publications reflecting the way of life, history and destiny, customs and traditions, culture of nations and peoples living in Kazakhstan require special research;
- It will be important to determine the contribution of newspapers and magazines published by the national diasporas of the country to the national journalism and deliver them to the readers in a timely manner;
- Ethnic publications published in Kazakhstan should be seen as great opportunities that open the way to inter-ethnic peace, mutual recognition, understanding and respect of nationalities and ethnicities;
- All ethnic publications published in the Kazakh language have a great impact on the continuous revival of our language, history and traditions in the minds of generations;
- a collection of publications about representatives of different ethnic nationalities - their history and destinies, present and future, traditions and customs and mores, professions and rituals, art and culture - should be called an “ethno-predigestion”;
- mass media published by representatives of the national diaspora should be called “ethno-journalism” in terms of content and form;
- ethno-publicism can be defined as a content-formed set of written publications about a people, its language, history, destiny, traditions, customs and rituals, art and culture, profession and economy;
- ethno-publicism is the definition given to publicity and publicistic work, which are considered very important in regions inhabited by ethnically different nationalities and peoples.

#### **Publication and approbation of the results of the research work.**

According to the main results of the research work 13 articles were published. Published 4 articles in the journals recommended by the Committee for Control in the field of education and science of the Republic of Kazakhstan. Published 4 articles at international scientific-practical domestic conferences, 4 articles at foreign conferences (Canada, Poland, Russia). In addition, 1 article was published in an international edition with a non-zero impact factor included in the Scopus database (Scopus). The dissertation work was discussed at the Department of Press and Electronic Media of Kazakh National University named after Al-Farabi, passed the examination and recommended for defense.

**The structure of the research work.** The dissertation work consists of introduction, three sections, conclusion, list of used literature. Volume of dissertation work is 227 pages.