

## ABSTRACT

of the dissertation for the degree of Doctor of Philosophy (PhD),  
on the educational programm 8D03203 – International Journalism

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**Research topic: «Transformation of the communicative potential of the media: Kazakhstan's cultural heritage in the context of globalization»**

**General characterization** of the dissertation research. Art journalism represents the evolution of traditional forms of storytelling through the synthesis of art and new media, because in the era of new communications, art journalism immerses in the topic through visual images, using techniques like illustrations, photographs, collages, graphic design and video. This genre is important for Kazakhstan's culture as it allows analyzing topics through artistic perception, which creates an emotional connection with the audience by delving into and exploring events in the context of human experience.

Art journalism draws attention to social, political and environmental issues, creating dialog and raising awareness. With instant dissemination and wide access to information, art journalism has gained a new platform for development, making it an important tool for practitioners, expanding the traditional approach and bringing culture closer to other spheres, including politics.

The work defines the features of modern art journalism, goals and effective tools for development, considers its characteristic features in Kazakhstan and foreign countries. The formation of art journalism, the influence of social networks on the transmission of spiritual values and the problems of the industry are investigated. Three determining factors hindering the development of art media were found and proposals for improving art journalism in the country, taking into account foreign experiences.

**Relevance of the thesis work.** The topic of the dissertation is relevant, as art journalism is an important tool of communication in society through the creation and mastering of spiritual values. The development of technology and new media has posed a challenge to art journalists, which requires the study of scientific works of Kazakhstani and foreign scientists. It is also necessary to analyze media materials about art and the attitude of journalists to the art environment. Lack of educational programs, shortage of courses and specialists in this field requires the development of a new discipline and the School of Art Journalism for the preparation of quality materials in the media of Kazakhstan.

**Extent of the research development.** The paper considers cultural and art journalism through globalization, as Kazakhstan, as a multinational state, is influenced by globalization and has to adapt to the world cultural landscape without losing its national identity. Y. Esenbekova and I. Shevyakova in their works study the peculiarities of media topics within the framework of national media traditions. However, the authors do not consider the mechanisms of introducing new art-media tools that allow the development of art and culture.

Akhmet, A. Kurmanbaeva, T. Janibek and S. Barlybaeva reveal topical issues of journalism in creativity and culture. However, they do not reflect the experience of international art media, which can be useful in Kazakhstani practice.

The media have two important functions: to motivate a nation's cultural development and to advocate for its historical origins. As an analog of communication, they can reduce the cultural component to a secondary meaning, as the media environment can influence citizens' perceptions of reality. Therefore, art journalism has to survive in front of the economic interests of the media, which are higher than the educational mission, forcing it to fight for a place within the broadcasting framework. The media's disinterest in publishing cultural content stems from the misconception of the low interest of ordinary users. However, interactivity and engagement with audiences are important features of this industry. With the help of virtual reality technologies and interactive platforms, journalists create immersive visual and aural environments and effectively explore information. An important aspect of cultural journalism is its potential to uncover complex topics. Professionals can use artistic elements to emphasize the illusory, metaphorical, or symbolic nature of discourse. Thus, S. S. Isakova, K. Sadirova, M. I. Kushtaeva, H. S. Moldabaev, and I. S. Rystina study the ethno-cultural state and prospects for the development of regional media systems in modern conditions, which is interrelated with art journalism. Nevertheless, they do not fully reveal the peculiarities of the functioning of this industry, taking into account modern challenges and technologies.

The conceptualization of the doctoral dissertation was based on the ideas of: Musinova A., Barlybaeva S., Shalabaeva G., Christensen N., Aloyan K.G., Voskresenskaya M.

**The aim of the research** is to identify the main problems in the field of culture-oriented journalism; taking into account the effective experience of foreign countries to develop tools aimed at the development of art journalism, to substantiate the need to implement educational programs and present their concept.

In this regard, it is possible to distinguish such **objectives of this doctoral work**:

- to determine the main stages of development of art journalism and its peculiarities in the CIS countries and Europe;
- analyze the influence of social networks on art journalism and identify exemplary projects;
- to identify the obstacles faced by art journalism in Kazakhstan, as well as the opportunities that can be used to improve this sphere;
- to develop recommendations and strategies for the development of cultural journalism in Kazakhstan using the experience of Asian and European countries;

- to develop an educational program that will allow to acquire a theoretical basis and develop practical skills in preparing materials on cultural phenomena;

**The object of the study** - theoretical categories, genres, problems of art journalism.

**The subject of the study** is the processes in the cultural sphere of different countries, which are the object of reflection of traditional and new media.

**Scientific Novelty:**

- the content and features of modern TV programs and magazines covering the theme of national culture were analyzed; the peculiarities of the work of professional Kazakh-language journalists were considered and revealed;
- a discourse on the work of art blogs in Instagram and YouTube was conducted; a number of recommendations for the development of content in social media were made;
- materials of domestic media about the activities of Kazakh painter Abylkhan Kasteev, writer Akseleu Seidimbek were studied, which allowed to identify the features and role of the spiritual component of the Kazakh people in the art space;
- the stages of formation were analyzed and key moments in the development of art journalism in foreign countries were identified;
- 3 course programs and the concept of the discipline «Art Journalism», which can be implemented in the educational program of higher educational institutions. The model of the School of Art Journalism was constructed.

**The theoretical basis of the thesis** reflects the interdisciplinary nature, which is based on the works of scientists in the field of philosophy, cultural studies, sociology, art history. The theoretical basis includes the works of:

Mohl, H. Ortega y Gasset, M. McLuhan, N. Luman. J. Habermas, E. Cassirer, M. Montell, O. Spengler, A. Kröber, K. Pinnock, F. Benhamou, A. Lagerquist, G.Becker, J. Lotman, D. Bryan, N. Christensen, G. Speth, A. Tertychny, A.Bulycheva, T. Shevyakova. Works of Kazakhstan scientists and art critics: A Musinova, S. Barlybaeva, G.Shalabaeva, J.Dzhangildin, A.Koksegenova, J.Smagulov, K.Kadyrbaeva, E.Sokolova, S. Temirkhan, S.Ualieva.

**The main provisions for defense:**

1. Popularization of art and cultural issues broadens cultural discourse and democratizes it. Media creates a platform for discussing and analyzing cultural phenomena, forming different points of view, enriching cultural experience, developing tolerance and cultural pluralism. Thanks to the media, people from

different socio-cultural groups receive information about cultural events, even if they cannot physically attend them.

2. Art journalism has great potential for development in social media. The shift of media to the online space is a trend that is influencing the media industry and the public information environment by orienting media towards digital platforms such as websites, social networks, mobile applications and video hosting. This allows them to expand their audience and improve access to information.

3. State support is important for research on art journalism and in the implementation of training projects and initiatives. Experts point out that insufficient funding is a major problem for media projects in the region, which hinders the development and support of media projects, limits creativity and innovation, and affects their sustainability and long-term planning.

4. The study of foreign experience positively influences the development of domestic art media, but it is necessary to take into account the peculiarities of national culture. The study of techniques of covering cultural topics in France, Germany, India, Africa, as well as the analysis of opportunities for cooperation of media projects in the field of art journalism in Central Asia, allowed us to identify approaches in the preparation and promotion of cultural content.

5. The need to introduce the discipline and launch art journalism courses. The classes will provide analytical skills for critical thinking, interpretation of cultural phenomena and forms of their coverage in the media. The aim of the courses is to help students to understand and analyze media messages, creating a basis for professional journalistic activity in the cultural sphere.

**Theoretical significance.** The scientific work is carried out in the context of a promising direction of modern art journalism. Significance in the theoretical context is determined by the nature of solving the problems of genre features, consideration of methods and definition of tools for teaching the basics of art journalism.

The study of actual problems and the state of this niche on the basis of methodological analysis will constitute a methodological concept of the research of this issue, the results of which will be of interest to specialists dealing with the topic of art and culture in the media, to methodologists who develop opportunities for the introduction of educational elements in educational institutions. The presented conclusions can be used in lecture classes, elective disciplines to study the fundamental principles of art journalism.

**Practical significance** is determined by complex tasks and specific projects to enhance creativity in different strata of society, to achieve understanding and maintain attention in the media to art journalism, the possibility of using the recommended tools in the educational process, as well as to improve the professionalism of current art journalists.

**Approbation of the study.**

A number of articles were published during the course of the study.

1. Nurash A., Rozhkov A. Dynamics of media coverage of the spiritual heritage of the Kazakh people. Bulletin of the Kazakh National University named after al-Farabi. Series of Journalism. №4 (70) 2023, 107-119 c.

2. Nurash A. Development of art journalism in Kazakhstan through the introduction of the experience of American art media. Media practice and education, 2024.

3. Nurash A. Conceptosphere of cultural journalism// Thesis of the International scientific conference «Farabi alemi». – Almaty, 2024. – 117 c.

4. Nurash A. Representation of cultural news in Kazakhstan online media. VII Inter. scientific conference «Models of international journalism education for sustainable development».

**Structure of the work.** The dissertation has a traditional structure, consists of an introduction, three chapters, conclusion, list of used sources. The total volume of the work is 156 pages.