

Brief information about the project

Name of the project	AP09260297 «Media strategy of informational support and social adaptation of the Kandas and migrants in Kazakhstan» (registration № 0121PK00415)
Relevance	<p>Kazakhstan belongs to the group of countries with the highest intensity of migration processes. The public of the host country traditionally forms a negative attitude towards labor migrants as newcomers who take jobs, people associate them with wage dumping, the spread of diseases, and an aggravation of the criminal situation. Stereotypes and prejudices are formed because of such attitude and associations. While integration and globalization presuppose that society will accept this group of people as an equal to itself, and not as a potential threat.</p> <p>Progressive «oralmanophobia» (oralman is a term that was used before «Kandas») interferes with social adaptation and comfortable well-being of Kandas. The local population is also dissatisfied with the state aid programs and the facts of abuse of state aid by the recipients.</p> <p>World practice shows that one of the problems of social adaptation of migrants is traditionally their unwillingness to integrate into the social and cultural world of the host country, which is based on the fear of losing their national identity, culture, way of life and language. Kandas, being outside their historical homeland, preserved their language, culture and traditions. However, over the past hundred years, Kazakhstan's reality, subject to the ideological influence of the Soviet period, factors of Russification, globalization, the impact of Western mass culture, has been modified, acquired a mosaic of cultural forms of existence depending on the region. For example, in the northern regions of Kazakhstan, the population is less committed to strict adherence to the norms of Kazakh culture. A kind of cross-cultural array is recorded, in which various forms of cultural existence and mentality are intertwined. At present, the migration policy is focused precisely on the settlement of the northern regions of Kazakhstan, which creates certain difficulties in the socio-cultural adaptation of Kandas.</p> <p>The task of proper public perception of problems and social adaptation of the Kandas lies around media responsibility. Creation of the image of Kandas and a migrant, understanding the global nature of this topic, an objective assessment of migration processes will make it possible to take the right steps in regulating of migration issues and, in general, in the economic, political, and cultural development of the country.</p>
Purpose	The aim of the project is to develop structural components of information support, models of the strategy of traditional and new media in matters of global and regional migration processes, social adaptation of Kandas and migrants.
Objectives	<ul style="list-style-type: none"> - conducting a detailed study and analytical comprehension of the conceptual and terminological apparatus of social adaptation of Kandas and migrants as an integrative determinant of global and regional migration processes; - determining the factors of media influence in the formation of the image of «Kandas» and «migrant» for objective perception by the public; - conducting textual and digital analysis of the intellectual content of the media on the issues of social adaptation of Kandas and migrants. Information measurements of the frequency and quality of publications; - carrying out a study of inhibition factors and correlation of effective management of migration flows, study of «noises» and propaganda methods

	<p>of counteracting xenophobia, migrantophobia, oralmanophobia through mass media;</p> <ul style="list-style-type: none"> - designing of the main characteristics, originality, trends and differences in the social adaptation of Kandas and migrants on the pages of Kazakhstani and world media; - identifying of mechanisms for introducing value priorities into a new model of migration policy through the education system and mass media; - developing an optimal model of the functioning of traditional and new media in the context of the intensification of global and regional migration based on the conducted research.
<p>Expected and achieved results</p>	<p>Based on the results of the study, it is planned to publish the research results; at least one (1) article or review is planned in a peer-reviewed scientific publication indexed in the Social Science Citation Index, Arts and Humanities Citation Index and (or) Russian Science Citation Index of the Web of Science database and (or) having a CiteScore percentile in the Scopus database of at least 35 (thirty-five). It is planned to publish 6 scientific articles in publications recommended by the <i>CQA in the FSHE of the MSHE of the Republic of Kazakhstan</i></p> <p>It is also expected to publish a collective monograph in Russian and English and a teaching aid in Kazakh and Russian. It is planned to prepare a step-by-step Strategic Plan and practical recommendations for media managers and editorial offices on the presentation of the topic of migration and adaptation of migrants as an indicator of the ethno-political security of the state. Opening of a training center for workers of traditional and new media on the culture of tolerance to migration processes and the objectivity of migration coverage and creating the image of a migrant. It is expected to conduct trainings for journalists and bloggers in the regions of the country. To popularize the research topic, a web page will be created on the website of the Journalism Faculty. It is planned to hold an international scientific and practical conference and publication of articles. Scientific publications with foreign colleagues on the results of scientific research work on the basis of foreign organizations with experience in migration issues are expected. Image articles will be published in the media and social networks about the results of the project.</p> <p>Upon the results of the research:</p> <ol style="list-style-type: none"> 1) Published: 2 teaching aids; 2 monographs; a collection of international scientific conference materials, 1 chapter in an international monograph (USA). 2) Published: 6 scientific articles in local editions, recommended CQASHE of the MSHE of the Republic of Kazakhstan; 3 articles in foreign collections of conference materials, 10 articles in local collections of conference materials; 3 articles in local scientific journals; 20 articles in domestic and foreign media & social media. 3) Courses have been developed and integrated into the curriculum of master degree programs, as well as a course for the bachelor degree program "International Journalism". 4) Trainings were held for media workers and bloggers on the objectivity of coverage of migration topics and the image of migrants. 5) A strategic plan and practical recommendations on covering the topic of migration and adaptation of migrants as an indicator of the ethno-political security of the state were developed for media managers and editorial offices.

	<p>This project has a high social demand, as it explores and generalizes the mechanisms of increasing socio-economic, industrial and innovative efficiency in management and the formation of a tolerance culture in Kazakhstani society towards the migration policy.</p>
<p>Research team members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to relevant profiles</p>	<p>1) Negizbaeva Marlan Onlasyntyzy, candidate of philological sciences. Researcher ID O-1165-2014 ORCID ID 0000-0002-7391-5952 Scopus Author ID 57205543811 2) Dudinova Elena Ivanovna, candidate of philological sciences. Researcher ID N-9978-2014 ORCID ID 0000-0001-9411-0558 3) Shyngysova Nazgul Tursynbaevna, Doctor of Philology. ORCID ID 0000-0001-9499-9182 4) Skripnikova Anastasia Ivanovna, PhD. ORCID ID https://orcid.org/0000-0001-5536-191X. Author ID 57193077474 5) Ashimova Aitolkyn Berikkyzy, Master of Economic Sciences. ORCID ID 0000-0001-8946-4757</p>
<p>List of publications with links to them</p>	<p><i>1) Teaching aids recommended by the University Academic Council:</i> - Негизбаева М.О., Дудинова Е.И., Шынгысова Н.Т. Практикум написания информационных материалов о кандас и мигрантах. 2022. ISBN 978-601-04-6079-9 - Негизбаева М.О., Шынгысова Н.Т., Дудинова Е.И. Қандастар мен мигранттар туралы ақпараттық материалдар жазу бойынша практикум. 2022. ISBN 978-601-04-6080-5</p> <p><i>2) Monographs:</i> - Дудинова Е.И., Негизбаева М.О., Кудабай А.А. Медиастратегия информационной поддержки и социальной адаптации кандас и мигрантов в Казахстан. 2023. ISBN 978-601-368-008-8 - Negizbayeva M.O., Dudinova E.I., Kudabay A.A., Ashimova A.B. Media strategy of informational support and social adaptation of the Kandas and migrants in Kazakhstan. 2023. ISBN 978-601-368-007-1</p> <p><i>3) In domestic publications recommended by the CQA in the FSHE of the MSHE of the Republic of Kazakhstan</i> - Дудинова Е.И., Негизбаева М.О., Скрипникова А.И., Шынгысова Н.Т. Медийные аспекты исследовательского дискурса миграции и переселенцев. 2021 https://buljourn.enu.kz/index.php/main/article/view/175/123 - Дудинова Е.И., Негизбаева М.О. Медиадискурс социально-психологической адаптации мигрантов и кандас в Казахстане. 2021 https://bulletin-journalism.kaznu.kz/index.php/1-journal/article/view/1491/1256 - Дудинова Е.И., Негизбаева М.О., Турлаш Г.Л. Позитивная коммуникация как технология адаптации мигрантов и кандас в Казахстане: аспекты межкультурной интеграции. 2022 https://bulletin-journalism.kaznu.kz/index.php/1-journal/article/view/1612/1322 - Негизбаева М.О. Дудинова Е.И. Локализация образовательной миграции в контексте адаптивной функции медиа. 2022. https://bulletin-journalism.kaznu.kz/index.php/1-journal/article/view/1709/1356 - Негизбаева М.О., Дудинова Е.И., Рожков А.В. К вопросу определения интегративной функции этнических СМИ в адаптации мигрантов. 2023 https://buljourn.enu.kz/index.php/main/article/view/145/93 - Шынгысова Н.Т., Керимбек Ж.С., Ашимова А.Б., Алькожаева А.С. Освещения вопросов миграции в СМИ: эффекты медиа. 2023 https://bulletin-journalism.kaznu.kz/index.php/1-journal/article/view/1733</p>

4) *Foreign publications:*

- Negizbayeva M.O. Reporting on migration and representation of migrants in Kazakh and Russian media: Mapping the media and communicative landscape of Central Asia: emerging trends and persisting issues: Изд.: Lexington Books, an imprint of The Rowman & Littlefield Publishing Group, Inc. 2022. ISBN 978-1793633484 <https://www.amazon.com/-/es/Elira-Turdubaeva/dp/1793633487>

- Негизбаева М.О. Тема социальной адаптации кандас и мигрантов в медиаповестке // Сб. материалов II Международного Симпозиума по Коммуникации и Культуре. - Нийде. Федерация журналистов тюркского мира. 2022

- Negizbayeva M.O. The topic of migration and tolerance among the younger generation: on the example of the students at al-Farabu KazNU Faculty of Journalism // The Migration Conference 2023. Book of Abstracts. Hamburg University. Publisher: Transnational Press London. 2023

- Negizbayeva S.M. Migration and culture: relocation of representatives of creative industries to Kazakhstan during the war period // The Migration Conference 2023. Hamburg University. Book of Abstracts. Publisher: Transnational Press London. 2023

5) *In collaboration with foreign colleagues:*

- Негизбаева М.О., Дудинова Е.И., Ертаева П.К. (PhD доктор Университета имени Омера Халисдемира, Турция) // PR и СМИ в Казахстане: сборник научных трудов, 2022. ISBN 978-601-04-4977-0

- Кудабай А.А., Аблабердиевым М. (PR-специалистом Международной школы Paragon, Камбоджа). Новые реалии миграционной политики и функциональное наполнение программ поддержки переселенцев // Вопросы педагогики. 2023. ISSN 2077-5458

- Ashimova A.B., Ablaberdiev M. Problems of adaptation of migrant children in schools and ways to solve them // Вопросы педагогики. 2023. ISSN 2077-5458

6) *In collections of international scientific and practical conferences:*

a) Models of teaching international journalism for sustainable development, 2021:

- Негизбаева М.О., Скрипникова А.И. Актуализация темы социальной адаптации кандас и мигрантов в журналистике;

- Дудинова Е.И. Некоторые аспекты исследовательского дискурса мировых проблем миграции и переселенцев;

б) Models of teaching international journalism for sustainable development, 2023:

- Негизбаева М.О., Дудинова Е.И. Язык вражды в цифровых медиа - угроза интеграции кандас и мигрантов;

- Дудинова Е.И., Негизбаева М.О. Информационный фактор репатриации и миграции: алгоритмы ЦУР.

7) *In the collections of student international scientific and practical conferences:*

a) *International scientific conference of students and young scientists "Farabi Forum":*

- Муса Н. Межэтническое согласие и ответственность СМИ. 2022;

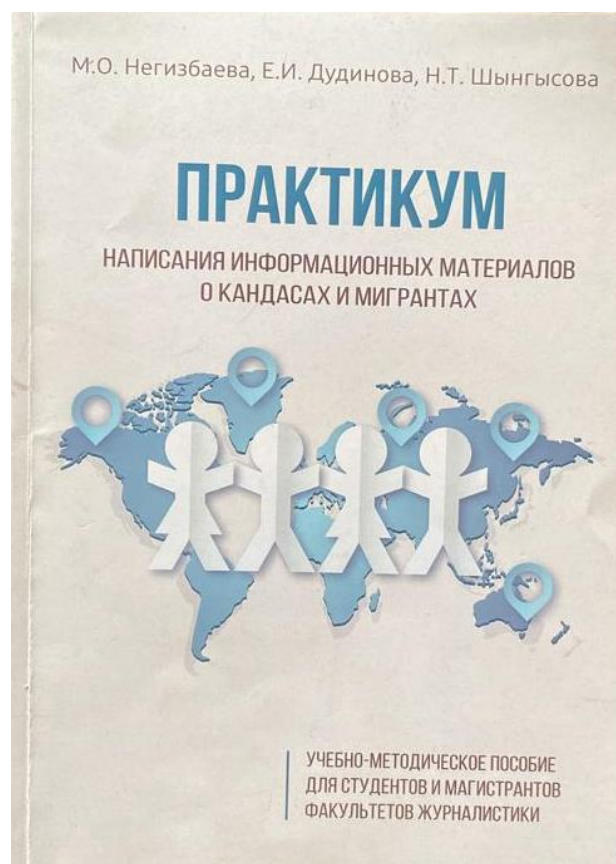
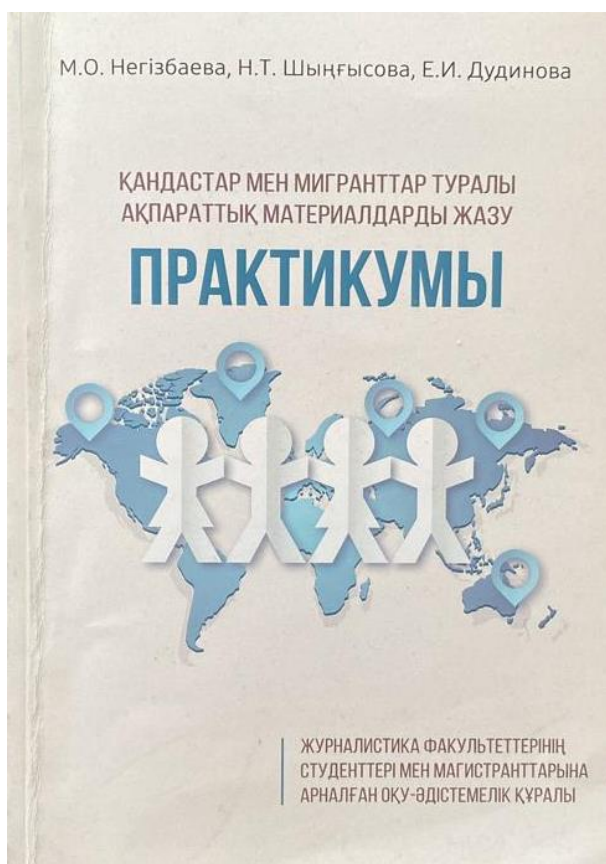
- Турлаш Г. Фрейминг в формировании образа мигранта. 2022;

- Murat A. Social adaptation of Kandas: cultural and language barriers. 2022;

- Канатова А. «Язык вражды» в журналистике. 2022;

	<p>- Цай С. Миграция как фактор кросс-культурного развития Казахстана. 2023;</p> <p>б) Models of teaching international journalism for sustainable development:</p> <p>- Муса Н.М. Освещение СМИ социальных конфликтов в межэтнической среде. 2023.</p> <p>8) <i>Articles in domestic and foreign media and social networks:</i></p> <p>- Негизбаева М.О. О социальном самочувствии кандас и мигрантов // Sonnokta Haber, 06.11.2021. http://www.sonnoktahaber.com/dunya/----/6867/</p> <p>- Negizbaeva M. «Kandas» ve göçmenlerin sosyal refahı hakkında // Aksaray Hamle, 09.11.2021. https://aksarayhamle.com/haber/kandas_ve_gocmenlerin_sosyal_refahi_hakkinda-14858.html</p> <p>- Negizbaeva M. «Kandas» ve göçmenlerin sosyal refahı hakkında / Erzurum Politik, 10.11.2021. http://www.erzurumpolitik.com/kandas-ve-gocmenlerin-sosyal-refahi-hakkinda_31689.html</p> <p>- Negizbaeva M. «Kandas» ve göçmenlerin sosyal refahı hakkında / Sonnokta Haber, 09.11.2021. http://www.sonnoktahaber.com/dunya/kandas-ve-gocmenlerin-sosyal-refahi-hakkinda/6901/</p> <p>- Shyngysova N. Göçmenlere bilgi destek projesi çerçevesinde yarışma duyuruldu / Aksaray Hamle, 08.11.2021. https://aksarayhamle.com/haber/gocmenler_bilgi_destek_projesi_cercevesinde_yarisma_duyuruldu-14847.html</p> <p>- Shyngysova N. Göçmenlere bilgi destek projesi çerçevesinde yarışma duyuruldu / 3MHaber, 08.11.2021. https://3mhaber.com/haber/gocmenler_bilgi_destek_projesi_cercevesinde_yarisma_duyuruldu-157.html</p> <p>- Shyngysova N. Göçmenlere bilgi destek projesi çerçevesinde yarışma / Objektif Türkiye, 08.11.2021. https://turkiyeobjektif.com/haber/gocmenler_bilgi_destek_projesi_cercevesinde_yarisma_duyuruldu-14105.html</p> <p>- Shyngysova N. Göçmenlere bilgi destek projesi çerçevesinde yarışma duyuruldu / Sonnokta Haber, 08.11.2021. http://www.sonnoktahaber.com/dunya/gocmenler-bilgi-destek-projesi-cercevesinde-yarisma-duyuruldu-/6889/</p> <p>- Negizbaeva M. «Kandas» ve göçmenlerin sosyal refahı hakkında / AsasMedya.info, 09.11.2021. https://asasmedya.info/news/authors/42830-kandas-ve-gocmenlerin-sosyal-refahi-hakkinda</p> <p>- Дудинова Е.И. Мировая журналистика сегодня: вопросы репутации и доверия / Фонд тюркоязычных журналистов. 16.04.2022 https://ttjk.info/mirovaya-zhurnalistika-segodnya-voprosy-reputatsii-i-doveriya</p> <p>- Дудинова Е.И. Мировая журналистика сегодня: вопросы репутации и доверия / КазНУ им. аль-Фараби. 11.04.2022 https://www.kaznu.kz/ru/3/news/one/27968/</p> <p>- Dudinova E. Bugün Dünya Gazeteciliği: İtibaren ve Güven Konuları / Ajans Turk Haber. 21.04.2022 https://www.ajansturkhaber.com/haber/bugun_dunya_gazeteciligi_itibar_ve_guven_konulari-146196.html</p>
--	--

	<p>- Shyngyssova N. Sosial Aǵlarda «Kandas» Konusu / Koridor gazetesi. 13.11.2022 https://www.koridorgazetesi.com/turk-dunyasi/sosyal-aglarda-kandas-konusu/</p> <p>- Shyngyssova N. Sosial Aǵlarda «Kandas» Konusu / Sonnoktahaber. 13.11.2022 https://sonnoktahaber.com/turkdunyasi/sosyal-aglarda-kandas-konusu/</p> <p>- Шыңғысова Н.Т. Қандас жастарға Қазақстанда білім алу оңай ма? / Saq.kz. 02.10. 2023. https://saq.kz/posts/6484</p> <p>- Шыңғысова Н.Т. Қандас жастарға Қазақстанда білім алу оңай ма? / Акша. 02.10. 2023. https://akcha.kz/?p=615</p> <p>- Шыңғысова Н.Т. Қандас жастарға Қазақстанда білім алу оңай ма? / Ел тұмар. 02.10. 2023. http://eltumar.kz/posts/19601</p> <p>- Шыңғысова Н.Т. Қандас жастарға Қазақстанда білім алу оңай ма? / Ардагерлер тынысы. 02.10. 2023. https://ardagerler-tynysy-journal.kz</p> <p>- Кудабай А.А. Раскрывая этическое наследие / Литер №75. 11.07.2023</p> <p>- Кудабай А.А. Миграционная мозаика / Литер №68. 20.09.2023</p> <p>- Ашимова А.Б. Отанға оралған қандас бейімделуі немесе Қандастар мен Қазақстандағы мигранттарды ақпараттық қолдау және әлеуметтік бейімдеудің медиа-стратегиясы / Qazaq Times. 23 қыркүйек 2023 ж. https://qazaqtimes.com/article/94265</p>
Patents	-



**МЕДИАСТРАТЕГИЯ
ИНФОРМАЦИОННОЙ ПОДДЕРЖКИ
И СОЦИАЛЬНОЙ АДАПТАЦИИ
КАНДАСОВ И МИГРАНТОВ В
КАЗАХСТАНЕ**

**MEDIA-STRATEGY FOR
INFORMATION SUPPORT AND
SOCIAL ADAPTATION OF KANDAS
AND MIGRANTS IN KAZAKHSTAN**