

Пайдаланылған әдебиеттер тізімі:

- 1 Амандосов Т. Публицистика – дәуір үні / Т. Амандосов. – Алматы: Қазақстан, 1974. - 39 б.
- 2 Ақтаев С. Дауылпаз дауыс / С. Ақтаев. – Алматы: Өнер, 1989. - 74 б.
- 3 Мақпырұлы С. Сөйлеу мәдениеті – үлкен жауапкершілік // Мақпырұлы С. Ана тілі. - №20. - 22 мамыр. - 2003. - 10 б.
- 4 «Қазақстан» РТРК АҚ-ның www.kazakstan.kz веб-сайты. 8 б
- 5 Уәли Н. Қазақ сөз мәдениетінің теориялық негіздері: фил. ғыл. док. автореф / Н. Уәли. – Алматы; 2007. – 9 б.
- 6 Әлімбаев М. Әңгіме арқауы – ән өлең. Уақыт және қаламгер. 2-кітап. / М. Әлімбаев. – Алматы; 1974. – 294 б.
- 7 Тұрсын Қ. Табиғи әңгімелесу – теледидар шырайы // Қ. Тұрсын. ҚазҰУ хабаршысы. Филология сериясы.- № 9.- 2001. - 177 б.
- 8 Тұрсын Қ. Қазақ теледидары қай деңгейде? // Қ. Тұрсын. ҚазҰУ хабаршысы. Журналистика сериясы. – №1(12). - 2002. - 103 б.
- 9 Байтұрсынов А. Ақ жол / А. Байтұрсынов. –Алматы; 1991. - 93 б.

УДК 316

Shynat A.

*MA, PR-manager, Suleyman Demirel University,
Almaty, Kazakhstan, email: aizere.shynat@sdu.edu.kz*

THE PUBLIC OPINION SHAPING FUNCTION OF AGENDA SETTING THEORY

Abstract. In this article the author pays a special attention to the public opinion shaping function of mass communication theories, especially agenda setting theory and describes how do political, economic, technological, or cultural factors influence the daily work of journalists in all over the world. Also the author considers the psychological peculiarities of mentioned theory.

Keywords: agenda setting theory, mass media, mass communication, theories of mass communication, public opinion.

The media play a central role in informing the society about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. Why do newspapers and other media worldwide every now and then report on the same events, and why are there quite often astonishing differences? How do political, economic, technological, or cultural factors influence the daily work of journalists in all over the world? Does the increasingly global media environment change the working background of journalists? Is the distinction between entertainment and news disappearing with the emergence of news communication forms on the Internet? Journalism researcher from all over the world are trying to answer such questions by conducting empirical studies – and by creating theories on the structures and functions of journalism in diverse societies and cultures. Theoretical approaches give us a sense of how journalists are organizing their work, why they are selecting certain kinds of news, or how political, economic, technological, or cultural changes are affecting journalism

as a whole. In many countries, therefore, researchers are trying to describe journalism from a theoretical view of point.

The most important changes in perception of television are connected with the development of technical capabilities. The difference between previous century TV viewer and present century TV viewer is great. If in the last century TV was considered as a luxury, in the new century it is only one of the mass media tools. Today we notice that television starts to work in the background. Spectators leave the TV on, and do other things. Thanks to the Internet today's audience aren't afraid to miss their favorite programs, so they don't pay a special attention and time to the TV. The viewer even watches some programs at the same time changing 2-3 or more channels.

With the advent of the Internet, communication structures and economic environments have been changing worldwide. The ongoing development called globalization also has an impact on media companies and audiences. The larger companies are now competing in a global media market, and company mergers affect markets that were formerly divided – by nation, medium, or audience segmentation. Globalization means that borderlines are dissolving, on both a positive and a negative sense [1]. Journalism must cope with structural changes as well as audience changes, and there is no easy solution or simple answer.

Because of an abundance of mass media tools the importance of mass communication in today's society is increasing day by day. Modern society's people cannot be aside of taking place events around them as well as they cannot go away from mass communication circle. Thanks to a rapid development of information tools nowadays every person can communicate not only with one or two people but with a group of people at the same time. It means that any important information spreads out not from mouth to mouth as it was in early times but through mass media in a very short period of time to a very long distance. This is a mass communication.

Communication is the something the people do through messages. If communication is the production of messages, sharing of messages, and interpretation of messages, and then the mass communication becomes the mass production of messages. In fact, in some ways, the book was the first mass produced product, when suddenly we can produce an exact and infinite number of copies of exact the same thing. That is what the book was. And suddenly you can take a message and reach vast number of people by repeating the message, by mass producing the message over huge number of heterogeneous crowd. In human history it is incomprehensible to think about what would it been like to reach to millions of people once. We take it completely normal to us. With mass communication you can send messages from one person or one group to an infinite number of groups, and infinite number of cities or countries all around the globe, instantaneously reaching larger numbers of people that was ever possible before.

Obviously, today the information has a great importance. And because of an abundance of the information sources the audience faces with such problem as sorting the information. Users of mass media always want to find necessary, reliable, unbiased and truthful information among continuous stream of news. In this context, mass media should work within the framework of the investigated and tested mass communication theories in order to provide truthful and important information to its audience. Certainly, it gives a two-way advantage. Consequently, application of mass communication theories in order to reach good communication leads to big achievements.

Nowadays the method of construction of public debate about a certain problem by shaping the public opinion has good results. It means that mass media looks for a solution of defined problem by giving importance to it. That is, mass media helps to select and increase the

importance of the actual problems within society such as certain diseases and difficult public issues and leads to find the solution of these problems.

If we take a look to methods and techniques happening in foreign mass media practice, we will notice that a mass communication theory, the object of many scientists' research, is becoming widely used. We will notice phenomenon of mass communication theory in huge monopolies in the world information service like the BBC, CNN, Fox news, CNBC, Al Jazeera, Reuters, and etc. In particular, the Agenda setting, Gatekeeping, Framing, Magic bullet, Two step flow communication theories used in the practice of foreign mass media on a regular basis theories as the most effective and efficient. This increases the importance of the problems of society through the media, including in any theory or information to consider the most effective ways of solving it, in most cases ends in positive results. Furthermore, these theories will be helpful to form public opinion during the announcement of national ideology and political issues.

Among these international communication theories the most widely used one is *Agenda setting theory*. In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues – that is, the media may set the “agenda” of the campaign.

Setting the agenda is now a common phrase in discussions of politics and public opinion. This phrase summarizes the continuing dialogue and debate in every community, from local neighborhoods to the international arena, over what should be at the centre of public attention and action. In most of these dialogues the news media have a significant and sometimes controversial role.

Although everyone talks about the impact of these emerging technologies in the new millennium, the enormous social influence of communication was already apparent decades before the latest waves of technology spread across the world. American journalist Theodore White described the power of the news media to set the agenda of public attention as “an authority that in other nations is reserved for tyrants, priests, parties and mandarins” [2].

The theory of the establishment agenda describes the power of mass media that is to set the importance of the events. Newspaper columnist Walter Lippmann in 1922 defined the ability of mass media to show the image to audience [3]. McCombs and Show come to certain conclusion after the study presidential campaign in 1968, 1972 and 1976. In their research in 1968 they pay much attention to two things: the information and its announcement. They study agenda setting theory of mass media and compare the problems said by candidates participating in the elections and tell important issued considered in mass media content. Finally these two scholars come to conclusion that mass media influence on the issues mentioned by politicians [4].

The peculiarity of Agenda setting theory is that it increases the importance of any information through the media to convince the population. The theory influences public discourse and shows population “*how to think or what to think*”. Simply to say, it attracts maximum people's attention to particular information. Thus, it increases the importance of information in comparison with others. Accordingly, the solution is fulfilled swiftly.

Domestic mass media is increasingly developing. Currently, even though Kazakhstan mass media does not actively use the mentioned theories occasionally, there occur elements of the theories. In the future bilateral relations of mass popular theories of international practice of implementation of activities in the domestic media for effective work gives a positive result; the media will definitely increase efficiency and productivity.

Mass media do not just passively broadcast information repeating the content of the official sources or conveying exactly the incidents of an event. They also do not select or reject the day's news in proportion to reality. Through their selection and display of the news stories, the journalists focus their attention and influence the public's perceptions of what are the most important issues of the given day. Our pictures of the world are shaped and refined in the way editors and reporters frame their news stories. This function of media is called the agenda-setting function of media.

Agenda setting claims that audiences obtain this salience of the issues from the news media, incorporating similar sets of priorities into their own agendas. Agenda setting describes the transmission of these saliencies as one of the most important aspects of mass communication. The news media not only inform us about the world at large, giving us the major elements for our pictures of the world, they also influence the prominence of those elements in these pictures.

Today, we are living in a global town where the mass media are a main source of information about what is happening in the world. It is obvious, that the news media organizations seem more interested in some happening events than in others. This is widely understood and accepted that the material presented by the media organizations is selective. It is a result of its limited capacity to provide total surveillance. Some factors are imposed on the people who do the gate-keeping (reporters and editors), and some financial limitations and economic pressures are also placed on the media because they must survive as profit making commercial organizations. These factors play a vital role to decide which stories and issues to select, follow up, emphasize, interpret and manipulate in particular and desired ways.

According to the agenda setting theory, because of the fact of paying attention to some issues and neglecting and ignoring some others, the mass media will have an effect on public opinion. People will be inclined to know about those issues and things, which are highlighted by the mass media and they adopt the order of priority assigned to different issues. This theory primarily deals with learning and not with attitude or opinion change. Some of the empirical studies of mass communication had confirmed that the most expected effects to occur would be on matters of information. Usually, people learn what the issues are and how these are ordered in importance in the media agenda.

Traditional media research about the effects of mass communication considers audience members as passive receivers of the media messages. This approach gave birth to the basic agenda-setting hypothesis "the media agenda affects the public agenda." On the other hand, there is another approach called as "the uses and gratifications approach" which assumes that people are not at all the passive receivers of the media messages; rather they are active mass media users who select certain media content to fulfill their particular needs. Therefore, the second phase of agenda setting research relates with psychological explanations for agenda setting. Keeping in view this situation, the original research questions, "What are the effects of the media agenda on the public agenda?" becomes "Why do some media users expose themselves to certain mass media messages more than other people?" This psychological concept of need for orientation states that people feel a need to be oriented to their surroundings. The surroundings include both the physical world and the cognitive world they have.

Furthermore, the media factor is not the only determinant of the public agenda. The agenda setting theory does not negate the basic statement of democracy that the people themselves have sufficient wisdom and knowledge to determine the pathway of their nation, their state, and their local communities. The people are quite able to decide the basic relevance of the issues and

attributes presented by the news media. The media set the public agenda only when people perceive their news stories as relevant.

On any given day, the world is full of happenings such as wars, riots, consumer frauds, spelling bees, family violence, scientific achievements, political speeches, and human sorrows and happiness. Obviously, the news media cannot (and does not) cover all these events. It has been estimated that, for the typical daily newspaper, more than 75% of the potential news items of the day are rejected and never see print. For national media such as network television news, the percentage of rejected news is much higher. For example, on any given day, there are many armed conflicts occurring throughout the world. The viewer of the nightly news or the reader of the daily paper typically learns of approximately two or three of these conflicts and, after years of watching and reading, could probably name fewer than a dozen current wars.

The pictures in people's minds about the outside world are significantly influenced by the mass media, both what those pictures are about and what those pictures are. The agenda setting effects of the mass media also have significant implications beyond the pictures created in people's heads. Beyond attitudes and opinions, the pictures of reality created by the mass media have implications for personal behaviors, ranging from college applications to voting on election day.

Agenda setting is of great importance in maintaining power. According to Jeffrey Pfeffer, an expert on business organizations, one of the most important sources of power for a chief executive officer is the ability to set the organization's agenda by determining what issues will be discussed and when, what criteria will be used to resolve disputes, who will sit on what committees, and, perhaps most importantly, which information will be widely disseminated and which will be selectively ignored [5].

The advent of the Internet and social networks give rise to a variety of opinions concerning agenda-setting effects online. Some have claimed that the power of traditional media has been weakened. Others think that the agenda-setting process and its role have continued on the Internet, specifically in electronic bulletin boards.

Traditional media such as newspapers and broadcast television are "vertical media" in which authority, power and influence come from the "top" and flow "down" to the public. Nowadays vertical media is undergoing rapid decline with the growing of "horizontal media"—new media enables everyone to become a source of information and influence, which means the media is "distributed horizontally instead of top-down".

Once accepted, the pictures we form in our heads serve as fictions to guide our thoughts and actions. The images serve as primitive social theories – providing us with the “facts” of the matter, determining which issues are most pressing and decreeing the terms in which we think about our social world. As the political scientist Bernard Cohen observed, the mass media may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about... The world will look different to different people, depending... on the map that is drawn for them by writers, editors, and publishers of the papers they read [6].

Why are the pictures of the world painted by the mass media so persuasive? For one thing, we rarely question the picture that is shown. We seldom ask ourselves, for example, “Why are they showing me this story on the evening news rather than some other one? Do the police really operate in this manner? Is the world really this violent and crime-ridden?” The pictures that television beams into our homes are almost always simply taken for granted as representing reality. As the Nazi propagandist Joseph Goebbels once noted: “This is the secret of propaganda:

Those who are to be persuaded by it should be completely immersed in the ideas of the propaganda, without ever noticing that they are being immersed in it” [7].

References:

- 1 Global Journalism Research: theories, methods, findings, future. Edited by Martin Loffelholz & David Weaver with the assistance of Andreas Schwarz Blackwell Publishing, 2008.
- 2 White, T. The Making of the President, 1972.
- 3 Lippman, W. Public Opinion. New York: Harcourt, Brace, 1922.
- 4 McCombs M.E. & Show, D. The Agenda-setting Function of Mass Media. 1972. POQ, 36; 176-187.
- 5 Pfeffer, J. Power of Organizations. Cambridge, MA: Ballinger. 1981.
- 6 Rogers, E.M., & Dearing, J.W. (1988). Agenda setting research: Where has it been, where is it going? In J.A. Anderson (Ed.), Communication yearbook 11 (pp. 555-594). Beverly Hills, CA: Sage.
- 7 Cited in Jacobson, M.F., & Mazur, L.A. (1995). Marketing madness. Boulder, CO: Westview, p.15.

УДК 316.77:002

Тоқтарова З. Е.

Журналистика мамандығының 4 курс студенті

С.Аманжолов атындағы Шығыс Қазақстан Мемлекеттік университеті

Өскемен, Қазақстан, e-mail: zarina.toktarova@bk.ru

ҚАЗІРГІ ТЕЛЕВИЗИЯДАҒЫ СҰХБАТ ЖАНРЫНЫҢ ЕРЕКШЕЛІКТЕРІ

Abstract: The features of TV interviews nowadays.

Кілт сөздер: тележурналистика, сұхбат.

Тәжірибелі журналист Жидегүл Әбдіжәділқызының: “ Телевизия – жаңалықтар желісі, насихат құралы ғана емес, өнер өрісі мен халықтар арасындағы біте қайнасқан біртұтас бірегей құбылысты адамзаттың рухани қазынасының кәусар бұлағына айналдыратын ақпарат ғасырының ғаламаты, сонымен қатар, төртінші билік санатындағы БАҚ ішіндегі ең танымалы, ең тиімдісі, ең пәрмендісі. Себебі, “Жүз рет естігеннен бір рет көрген артық”, – деген сөздері, сондай-ақ, “Қай ұлттың баспасөзі мықты болса, сол ұлттың өзі де мықты”, – деген А.Байтұрсыновтың пікірі бүгінгі күннің де ақиқаты. Қазақстанның басты тірегі “ұлт” болса, айқындайтын, бұқаралық сананы жетілдіріп, қоғамдық пікір қалыптастыратын құрал – бұқаралық ақпарат және коммуникация жолдары саналады. Сонымен қатар, ақпаратты жеткізу формасы – жанр. Соның ішінде сұхбат жанрының телевизиядағы ерекшеліктерін, сұхбат алу технологиясын ғылыми көзқараспен талдау. Сұхбат – көп қырлы жанр. Бұл сұхбаттың ақпараттық жанрға да, талдамалы жанрға да қатыстылығын дәлелдейді. Сұхбат өзіндік жеңілдігіне қарамастан, белгілі бір стратегия мен тактикаға бағынуды талап ететін, күрделі жанр. Сұхбат – публицистикалық жанр, журналистің бір немесе бірнеше тұлғамен әңгімесі. Егер сөздердің семантикасына назар аударатын болсақ, «inter» - өзара қатынасты бағытас деген мағынаны берсе, «view» сөзінің мағынасы – «көзқарас», «пікір» дегенді білдіреді. Демек, сұхбат – көзқарас, дерек, ақпарат алмасу. Жанрлардың құрылуы кезінде, яғни белгілі бір жанрға жатқызу үшін публикациялардың болашақ сипат алуымен жанр