

ардақтауды, ел мен жерге деген жауапкершілік пен сағынышты, ең негізгісі Отан, заман, уақыт алдындағы перзенттік парыз бен қарызды биік дәрежеде сезіну, соған сай өлең өрнектерін табиғи, көркем, нәрлі де мәнді жеткізу екендігін анық аңғарамыз. Н.Ә.Назарбаевтың жырларындағы жаңалық-жетістіктері, өлеңнің өрнек-кестелерін құрастырудағы шеберлігі өз алдына бір төбе болса, даналық пен даралықтан тұратын ізденістері мен ұлағатты сөздерін топтай отырып, «Н.Ә.Назарбаевтың шығармаларындағы даналық сөздер» деп аталатын жинақ құрастырылды. Бұл мектеп қабырғасынан бастап тәрбие алатын өскелең ұрпаққа Отанын, елін сүйуге бағыт беретін даналы сөзбен әспеттелген қанатты сөздер екені даусыз. Сондықтан да мектеп бағдарламасына «Назарбаевтану» курсы енгізіле отырып, өлеңдеріндегі суреттеулер, тарихилық сипаттар, қоғам құбылыстары мен кезең құбылыстарын таныту абзал іс болары анық.

Мақаламда дәлелдеп өткендей, Елбасымыздың тағы бір жаңа қыры - оның ақындығы, шешендігі, сөз саптаудағы шеберлігі, даналығы жастар үшін үлгі –өнеге.

Мен үшін Елбасымыздың өз сөзінде жиі кездесетін «Болашақ жастардікі» деп бізге артқан сенімі бойымызға қуат бітіріп, халқымыз үшін талай игілікті істер қолымыздан келетінін дәлелдеу, көрсету маңызды болды. Шынымен де қазіргі жастар Тәуелсіз Қазақстанның кемелді келешегі жолында әлі де құнды зерттеулер жүргізіп, жаңалықтар ашары сөзсіз. Бұған менің мақаламда нақты берілген Елбасымыздың өнегелі еңбектері үлгі болары анық.

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CHALLENGES IN COVERING FINANCE RELATED TOPICS: DEVALUATION IN KAZAKHSTAN

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Түйін

Бұл зерттеу журналистика саласында жарық көрген қаржы тақырыбына байланысты 2014 жылы ақпан айындағы ұлттық валюта - теңгенің девальвациясын мысалға келтірген сұрақтарға шоғырланған. Т.А. Ван Дейк дамытқан сынама-дискурс анализ әдісі (CDA)- мәтін және мәтін компоненттерін, мәтін жасалған контекст пен дискурсты ойға ала отырып, түрлі дәрежеде сараптама жасауға мүмкіндік береді. Қазақстан Республикасындағы үш алдыңғы қатарлы ақпарат агенттіктеріндегі (Zakon.kz, TengriNews.kz, BNews.kz) жарияланған мақалаларға аталмыш әдіс пен фрейминг теориясын қолдана отырып, сараптама анализ және қорытынды тұжырымдама жасалды.

Кілт сөздер: ақпарат агенттіктері, девальвация, фрейминг теориясы, сынама-дискурс талдау, жаңалықтар БАҚ.

Аннотация

Данное исследование сконцентрировано на вопросах, связанных с освещением в журналистике финансовых тем, на примере недавнего социально-экономического важного

события - девальвации национальной валюты-тенге, которая произошла в феврале 2014 года. Оно проводилось путем анализа статей написанных в трех ведущих Казахских информационных агентствах (Zakon.kz, TengriNews.kz, BNews.kz), применяя метод разработанный Т.А. Ван Дейком. Этот метод критического дискурса-анализа (CDA), позволяет проводить анализ текстовых компонентов с учетом дискурса и контекста события, в котором создается текст. В сочетании с теорией фрейминга, исследование пытается представить общий тон освещения данного социально-экономического важного события ведущими новостными средствами массовой информации в Казахстане.

Ключевые слова: Казахстан, информационные агентства, девальвация, теория фрейминга, критический дискурс-анализ (CDA), новостные СМИ.

Abstract

This study focuses on the issues related to covering finance related topics in Kazakhstan on the example the devaluation of the national currency-tenge, that took place in February, 2014. It analyzes the articles written by three leading Kazakhstani information agencies (Zakon.kz, TengriNews.kz, BNews.kz) by applying qualitative method of Critical discourse analysis (CDA), the interdisciplinary method developed by Teun A. van Dijk that allows undertake analysis of the textual components, linguistic units, while taking into account the context of the discourse event in which text is created. In combination with framing theory the study attempts to present the overall tone of the coverage of this social and economic important event by leading news media in Kazakhstan.

Key words: Kazakhstan information agencies, devaluation, framing theory, critical discourse analysis (CDA), news media

I. Introduction and theoretical framework

This study examines the discourse strategies of three Kazakhstani leading information agencies (Zakon.kz, TengriNews.kz, BNews.kz), in covering the same politically and socially important event: the devaluation of the national currency-tenge, that took place in February, 2014. It was called “shock method of informing” among population, as people did not hear about this coming event before the night of February 11th, 2014. So this resulted in chaos and panic among the population, that rushed to buy dollars, and the different photos of the currency exchange rates were taken. Kazakhstan surprised with big devaluation of its currency. This situation reminds the last devaluation which was carried out in Kazakhstan on February 4, 2009, at the ex-chairman of National Bank Grigory Marchenko. Then the tenge was depreciated for 25 percent – the official rate was established at the level of 150 tenges for dollar. Among the population then the panic began, to exchangers turns were built, cash dollars sold at the price from 160 tenges and above.

The challenges of covering financial topics underlie in the knowledge of the financial terms and overall economic process by the population of the country. Thus the journalist should be able to use the appropriate terms and textual elements, to draw on the context and write in a clear, unbiased, objective way. According to the previous studies /1/ on framing theory, it suggests that certain news outlets, such as newspapers use various frames to cover the specific events- thus they shape the reality for their audience, by using certain scripts, words, themes to make some aspects more salient while shadowing others. Their choices of certain frames over others depend on their ideological preferences, financial considerations and other factors. Thus the various newspapers or news agencies can report or cover the same event in different ways.

II. Purpose of the study

Modern changes that take place in the world and national economics, changes in the ownership, new market relations, growing number of cooperation and companies create a need for new, innovative approaches to the research in this field. The huge role is given to mass media as a channel of information and shapes public opinion and also needs to educate society.

The study critically analyzes the various textual elements used by news agencies' journalists while reporting this important event. To be precise it attempts to answer the following research questions:

1. How were the main news actors framed?
2. How were the reasons of the devaluation framed?
3. Which sources were cited?
4. What was the overall tone of the coverage?

III. Methodology

Methodologically, the researcher used qualitative method - critical discourse analysis (CDA). CDA is perfectly suits here as it deals with social problems, and it not just describes, but tries to explain them focusing on discourse structures applied in a text. (Van Dijk, 1988a) /2/.The researcher independently analyzed all articles as the Fairclough (2010) /3/ also pointed CDA is qualitative analysis that requires strong analytical and reflection skills to study and uncover the social issues in the given text and also Richardson (2007) /4/ CDA needs detailed and interpretive linguistic analysis; not just quantifying textual features, but interpreting the meanings which are built in the interaction between the reader and the author through discourses and various textual elements.

The sampling was done by using the rating of mostly viewed online resources n www.zero.kz /5/and the top three information agencies were chosen (Zakon.kz, TengriNews.kz, BNews.kz) in the category – news media.

The date and timeline were chosen as 4th of February and 18th of February as the week before and after the devaluation, which took place on February 11th,2014, due to the time limits and also to see the difference in coverage. Overall 20 news articles from www.zakon.kz, 21 articles from www.tengrinews.kz and 22 articles from www.bnews.kz /6/ were selected from online archives of these news agencies. The unit of analysis was the news article paragraph, and each article was closely read and analyzed.

IV. Results

The findings are as following.

Table 1. The news actors:

Zakon.kz	TengriNews.kz	BNews.kz
NursultanNazarbayev - The President of Kazakhstan	NursultanNazarbayev - The President of Kazakhstan	NursultanNazarbayev - The President of Kazakhstan
National Bank	National Bank	National Bank
K.Kelimbetov – The Head of National Bank	K.Kelimbetov – The Head of National Bank	K.Kelimbetov – The Head of National Bank
Aydan Karibzhanov - ex-vice-chairman of board of national welfare fund "Samruk-Kazyna"	ErbolatDosayev -The head of Ministry of Economics	ErbolatDosayev -The head of Ministry of Economics
S. Akhmetov - ex-Prime Minister	S. Akhmetov - ex-Prime Minister	S. Akhmetov - ex-Prime Minister
O. Khudaybergenov - adviser of chairman of National Bank	BakhytSultanov -Minister of Finance	BakhytSultanov -Minister of Finance
OrazZhandosov - Ex-head of the National Bank, ex-first Deputy Prime Minister of KZ	AkhmetzhanEsimov - mayor of Almaty city	UzakbaiKarabalin - the Minister of Oil and Gas

Akhmetzhan Esimov - mayor of Almaty city	Kuandyk Eshimet - the press secretary of Almaty city court	
A.A. Utbanov - lawyer (wrote negative letter to Head of National Bank)	Mikhail Lomtadze –The chairman of Kaspi bank	
Heads and shareholders of “CenterCredit” Bank	Heads and shareholders of “CenterCredit” Bank	Heads and shareholders of “CenterCredit” Bank
Heads and shareholders of “Alliance” Bank	Heads and shareholders of “Alliance” Bank	Heads and shareholders of “Alliance” Bank
Heads and shareholders of “Kaspi Bank”	Heads and shareholders of “Kaspi Bank”	Heads and shareholders of “Kaspi Bank”
Association of Financiers of Kazakhstan		Sanzhar Kettebekov - the general director of KF "Fund of Development of ICT"
Experts	Experts (Saken User – the head of the corporate clients department of Freedom Finance investment company; Erlen Badykhan -senior analyst of Agency on research of profitability of investments (AIRI); Anatoly Hegay - expert of the currency market; Dosym Satpayev - director of "Group of an assessment of risks")	JSC “ArcelorMittal” Temirtau, “Kazakhmys Corporation” LLP, Alfarabi Madizhan - the managing director of JSC “Maten Petroleum”, “Kazfosfat” LLP, “Kaynar-JSB” LLP, “On-Olza” LLP, Nikolay Popovich – the chairman of the board of “Kaztsink” LLP, Meyerzhan Maykenov - the chairman of the board concerning activity of the export block of JSC KAZNEX INVEST
Protestors (“митингующие”)(40-50 people)	35 people (participating in a rally)	

Table 2. The reasons of the devaluation:

Zakon.kz	TengriNews.kz	BNews.kz
Weakening of currencies in relation to US dollar in all developing countries, particularly in BRICS countries;	The world uncertainty which is expressed in weakening of currencies of developing countries.	It happened as means against uncertainty of further development of world economy volatility in the world financial and commodity markets amplified
Uncertainty in relation to a rate of Russian ruble, in 2013 there was a weakening of a course for 7%, and in January there was a tendency to easing;	Devaluation of tenge is connected with a failure of the program of the forced industrial and innovative development /7/	Uncertainty of exchange rate of Russian ruble remains.
The condition of the balance of payments in spite of the	The import is more than the export	This measure is a consequence of influence of processes

fact that the account in the current operations remains positive, as a whole import growth is observed;		which happened in the world economy.
High devaluation expectations in economy;	Devaluation of tenge happened, because there were rather low reserves to hold a current rate of tenge. The interbank rate on tenge was at very high level. /7/	The advanced world countries in order to increase of competitiveness often resort to such mechanism, for correction of a rate of national currency. /8 /
Creation of prerequisites for decrease in inflation to 3-4% in medium-term prospect. /9 /		

Table 3. The sources cited:

	Zakon.kz	TengriNews.kz	BNews.kz
Organization	1."The national Bank assumes that the new level of an exchange rate will be about 185 tenges for US dollar", - is reported in the National Bank statement. /10/		
Individual person	"I charge taking into account increase since the beginning of the current year of growth of the amount of pension payments to bring them to 14%, the state social payments - to 12%. Increase of the extent of the address social help to 12% to increase the number of grants to students by 10%", - N. Nazarbayev /11/	"No information leakage from National bank existed. Leak couldn't be as we made all decisions only yesterday, after exchange closing", - Kayrat Kelimbetov /18/	"Changing in the exchange rate of tenge is a consequence of influence of processes which happened in the world economy", - Minister of Finance of KZ Bakhyt Sultanov /24/
	2. "According to the constitutional norms, those fundamental factors which influence policy at an exchange rate of the national currency didn't undergo changes. It concerns both prices of oil, and the situation with an exchange rate of the Russian currency, so there are no reasons for concern", - K.Kelimbetov . /12/	"I consider, we effectively carried out correction of tenge - the reasonable alternative to the made decision isn't present. For half a year we already spent 6,4 billion dollars for course maintenance, that couldn't proceed so. The new course is taken with quite good margin of safety, and to the state won't make big efforts to support it", - K.Kelimbetov ./19/	"There are such questions as who knew about it, who didn't know about it, why didn't warn us ... honestly, I was very surprised yesterday that, practically, all banks called to us and made a complaint: "Why you didn't warn us? ", - Kayrat Kelimbetov told. "We remember

<p>Tulegen Askarov, economic observer: 185 - not final point /13/</p>		<p>claims to last devaluation when there were questions like this: someone knew, someone earned. And we consider that carrying out one-stage adjustment is a fair question. Nobody had to know. Very narrow group of people which makes decisions when and how to make it", - K.Kelimbetov explained. /25/</p>
<p>Aydar Alibayev, known public figure, economic expert: This devaluation was expected and first of all it will strike on lower-income strata /13/</p>	<p>"But there are a lot of reasons of devaluation. And it isn't only Kashagan", - stated by Dosym Satpayev/20/</p>	
<p>7. Devaluation will positively influence to further growth of economy of Kazakhstan – N. Nazarbayev/14/</p>	<p>3. "Nobody should buy bags of flour. We have 20 million tons of grain .Where to buy a flour?",- N. Nazarbayev/21/</p>	<p>It is important to watch the prices and to stop speculation – N. Nazarbayev/26/</p>
<p>Sagnalin Nurlan, owner of a feedlot of Aktep LLP: As the owner of a feedlot - I estimate devaluation positively/15/</p>	<p>"Import grows quicker than export. To avoid such fast growth rate of import, we studied correction of an exchange rate",- Kayrat Kelimbetov/22/</p>	
<p>Romin Madinov, the chairman of Committee of Mazhilis on agrarian questions: My deepest conviction that devaluation will play a positive role because you know, we win first place in the world on flour export in physical volume, we win first place in the world on wheat export per capita./15 /</p>	<p>I only shortly want to tell that only this measure will provide economy growth not less than for 6 percent. That is, that the simple people understood: growth of economy means receipt growth in the budget of money. It means that this money will go to the people - both pensions, and salaries, and the income",- N. Nazarbayev/21/</p>	
<p>5. Kayrat Kelimbetov: "There wasn't the reasonable alternative of devaluation "/16/</p>		<p>K.Kelimbetov: There won't be repeated devaluation. /27/</p>
<p>Sagnalin Nurlan, owner of a feedlot of Aktep LLP: As the owner of a feedlot - I estimate devaluation positively/15 /</p>		<p>"Kaztsink" guarantees to increase salary – N. Popovich /28/</p>

Group of people	Protestors (“митингующие”) (40-50 people)/17/	35 people (participating in a rally) /23/	
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V. Discussion and conclusion

It can be seen from the findings that there are main common things and differences in the information agencies covering of the same event. The three information agencies have the general resources. That means, general heroes of an event (**NursultanNazarbayev** - The President of Kazakhstan, **National Bank, K.Kelimbetov** –The Head of National Bank). Till February 11, 2014 the devaluation was not mentioned in any of the information agencies. And the tone of informing differs. For example, "Zakon.kz" publishes information using opinion of experts in balanced way (as well as it is positive, and it is negative) and so it tries to inform from the neutral point of view. Relying not only on positive quotes of the head of state N. Nazarbayev and the head of National Bank K.Kelimbetov, but also to words of experts. For example, **Tulegen Askarov**, economic observer: “185 - not final point” /13/and **Aydar Alibayev**, known public figure, economic expert: “This devaluation was expected and first of all it will strike on lower-income strata” /13/."TengriNews" and "BNews" have more common points. As both sides, publish information referring to positive statements of the head of state N. Nazarbayev and the head of National Bank K.Kelimbetov. Opinions of experts also presented, only those that tell about advantage of the devaluation. For example, “Nobody should buy bags of flour. We have 20 million tons of grain .Where to buy a flour?”,- **N. Nazarbayev**/21/. As so **K.Kelimbetov**: “There won't be repeated devaluation” /27/. And information about a rally was presented differently in two news agencies (in "Zakon.kz" comparison ("Protesters in Almaty demand resignation of the head of National Bank") and "TengriNews" ("35 people fined after meetings in Almaty"). If on a website of "Zakon.kz" we see total number of "protesters" (45 people), on a website of "TengriNews" we see just number of fined ones (35 people).

According to our research, all in all that in one country the same information can be presented differently. And in this case, the site "Zakon.kz" seems more reliable. And unfortunately, in no websites the names of those who knew about operation of this event in the night of February 11 was mentioned. In the long term, I would like to study this aspect and also analyze the coverage of other agencies as well.

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ҚИССА ЖАНРЫ МЕН ҚИССАШЫЛ АҚЫНДАР ТУРАЛЫ

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Резюме. В статье рассматриваются восточные мотивы в казахских дастанах и их казахских версии.

Summary. This article reconsiders different of eastern themes in Kazakh literary studies.

Қазақстанның тәуелсіз мемлекет болған жағдайында тарихты білу, адамзат баласы жинақтаған бай тәжірибені игеру – жаңа ұрпақтарға білім беру мен тәрбиелеуде, олардың белсенді өмірлік айқындамасын қалыптастыруда мейлінше маңызды. Тарихи бастауларға, ауызша һәм жазбаша әдеби мұраларға, өткен игі кісілердің өсиетіне қаншама терең үңілсек, қоғамдағы қазіргі жағдайды соғырлұм жақсы түсінетін, білетін боламыз.

Әрине, әр ұлттың жазба мұралары мен әдебиет тарихы алыс ғасырлар қойнауына енген сайын, ол барынша құнды болып, барша адамзат баласының ортақ қазынасына айналады. Осы тұрғыдан алғанда түркі халықтарының әдебиеті бірнеше ғасырлар үлесінде жатқаны белгілі. Түркілер бастарынан өткенін кейінгі ұрпаққа аңыз-әпсана ретінде жеткізіп, одан бері де мәңгі өшпестей етіп тас-жартастарға ойып жазып отырды. Олар (түркілер) тарих сахнасына көтерілгені