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STYLE OF PERIODIC PUBLICATIONS OF KAZAKHSTAN

Abstract

Periodicals are defined as publications issued at regular intervals by a certain number of issues numbered, given the same title and issued in the same type. In addition, periodicals tend to continue publishing without a deadline and have an editorial board. Periodicals traditionally include newspapers and magazines, periodical bulletins and periodical collections. The totality of mass periodicals is called the press.

As a mass medium, periodicals have a number of properties of discursive meaningful communication, characterized by completeness, multidimensionality and evidence of judgments. The duration of operation in the media market and the established reputation provide greater persuasiveness and purposefulness of the audience's perception.

Keywords: periodicals, reality, magazine, information

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ҚАЗАҚСТАННЫҢ МЕРЗІМДІ БАСЫЛЫМДАРЫНЫҢ СТИЛІ

Андамна

Мерзімді басылымдар деп нөмірленген, бірдей атауы бар және бір үлгіде ресімделген шығарылымдардың белгілі бір санымен бірдей уақыт аралығында шығатын басылымдар түсініледі. Бұдан басқа, мерзімді басылымдарға басылымды тоқтатудың белгіленген мерзімінсіз жалғастыру үрдісі және редакциялық алқаның болуы тән. Мерзімді басылымдарға дәстүрлі түрде газеттер мен журналдар, мерзімді бюллетеньдер, мерзімді жинақтар кіреді. Бұқаралық мерзімді басылымдардың жиынтығы баспасөз деп аталады.

Бұқаралық ақпарат құралы ретінде мерзімді басылымдар дискурсивті мағыналы қарым-қатынастың бірқатар қасиеттеріне ие, олар толықтығымен, көп өлшемділігімен және пайымдау дәлелдерімен сипатталады. БАҚ нарығында жұмыс істеу ұзақтығы және қалыптасқан бедел аудиторияны қабылдаудың үлкен сенімділігі мен мақсаттылығын қамтамасыз етеді.

Түйін сөздер: мерзімді басылымдар, шындық, журнал, ақпарат.

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СТИЛЬ ПЕРИОДИЧЕСКИХ ИЗДАНИЙ КАЗАХСТАНА

Аннотация

Под периодическими изданиями понимаются издания, выходящие через равные промежутки времени определенным числом выпусков, имеющие нумерованные, одинаково озаглавленные и оформленные однотипно. Кроме того, для периодических изданий характерна тенденция к продолжению издания без установленного срока прекращения и наличие редакционной коллегии. К периодическим изданиям традиционно относят газеты и журналы, периодические бюллетени, периодические сборники. Совокупность массовых периодических изданий называют прессой.

Как средство массовой информации периодические печатные издания обладают рядом свойств дискурсивного осмысленного общения, характеризующегося полнотой, многоаспектностью и доказательностью суждений. Длительность функционирования на рынке СМИ и созданная репутация обеспечивает большую убедительность и целенаправленность восприятия аудитории.

Ключевые слова: периодические издания, действительность, журнал, информация

Introduction. As a part of the media space, periodic publications perform the same functions as the media as a whole but its main function is to create a holistic picture of the world. At the same time, various types of periodicals reflect the surrounding validity in different ways due to their own characteristics: not only the thematic orientation but also the periodicity of 16 issues.

So, the brief papers that are consisting of 4-32 pages are traditionally produced daily or several times a week. Their goal is to fix current changes, their reported information is topical, and the publication is compact. The magazine from 60 to 300 pages usually is published once a month or less. Journal publications are to in-depth analysis of events and trends and detect general patterns.

Thus, the types of values created by these types of periodic publications differ in their fundamental properties. Publications, which update frequently the information, form a picture of a world consisting of separate modules that differ in fragmentation. A quick response to current events, alternation of topics and styles within one publication is a reaction to a new type of thinking of a modern generation, which is characterized by a high speed of information processing and discreteness of perception.

Methods. The change of the type of thinking is accompanied by changes both in the periodicals themselves and in the perception by the society of the phenomenon of periodic printing.

There is a decrease in the quality of the proposed material, which can be revealed by studying modern dictionaries and encyclopedias. Thus, a sustainable expression «yellow press» (about low-standard and unscrupulous printing, focused on scandalous publications and unverified sensational facts) is often used in an illustrative part of the vocabulary article [1].

Sustainable is the phrase «corrupt media» (an illusory, venal and serving in the interests of a certain group). Space of the column is perceived as a means of producing profit through the placement of the most paid information. Such changes in connotation indicate a fall in confidence in the print media, which are claimed to conceal the facts and biased by their interpretation [2, 38].

Indeed, one of the main trends of modern periodic publications is their balancing between the themes of the «serious press» and the visual effects of the «yellow press». Many «serious» editions move to the A3 format, which is traditionally associated with entertainment editions. The number and size of illustrations are increased, bright large-format graphic elements are included in the text and visual expression is enhanced. The nature of publications is also changed: the installation for deep analysis and objectivity is inferior to the desire for scandalousness and increase the manipulative potential of texts.

Research result. Due to the promotion of published materials, which means the focus to promote certain individuals or actions, is to attract financial resources. Many publications unite the proposed journalistic principle and PR orientation as supporting texts that form a consumer audience and create a personality or product. Significant amount of papers are taken by advertising materials [3, 97-99].

The lack of financing of printed publications led to a volume construction and reducing editions. Often print media are forced to completely or partially switch to the Internet environment. Difficulties experience mainly small publications financed by private institutions. Difficulties arise in the small district and urban newspapers [4].

Availability and prevalence of information and communication technologies and free access to the Internet entailed an increase in the number of the audience of digital media. New types of media are formed, that are characterized by a large amount of information, interactivity and high propagation speed. E-newspapers appeared on the principles of constant updating of information and a high degree of illustration. A part of the periodic publications exists only on the Internet, and others begin to be printed. Many printed newspapers and magazines acquire their own sites and applications, e.g. TV channels and radio stations.

Simultaneously with the mass and widespread coverage, the trend of fragmentation of the target audience is formed. Modern media are not covered by worldwide events and united the population, but share the audience to segments that have their own specifics. Readers can choose those publications and those materials that correspond to their interests, values, public position, lifestyle and age characteristics.

Among modern periodic publications should be particularly allocated some of them which are specializing in the coverage of cultural events: newspapers «Literary Russia», «Literary newspaper», «Culture», «Book Review», magazine «Read together» and so on.

Thus, the approval of the unclaimed of periodic prints seems to be erroneous. Despite the undoubted advantages of forming digital space, periodic printing has a number of advantages: the possibility of deep analysis of reality, the authority of information and higher level of confidence in the audience compared to publications on the Internet. The shortcomings of printing publications are insufficient efficiency, limited volume that can be the basis for the formation of high-quality content representing objective information and authoritative opinions.

These changes in the volume of circulation and in the number of columns are associated primarily with the problems of financing, which can be resolved by choosing an adequate modern socio-economic situation of editorial policy. However, undoubted is the need to improve the quality of published materials.

The literary magazine is called a magazine which publishes works of fiction and literary-critical materials. The Big Soviet Encyclopedia (<http://bse.sci-lib.com/>) defines a literary magazine as a monthly periodic edition which acquainting reader with innovations of original or translation literature and news of literary life that contributing to the formation of public opinion. In addition, the pages of literary magazines are being a discussion of public problems; materials are published arbitrarily related to the literature.

It can be said that the first Russian-speaking literary and art journals published in the second half of the XVIII century in Russia were «Trudolyubivaya pchela [Hardworking bee]» by A.P. Sumarokov, «Adskaya Pochta [Hellish Post]» by F.A. Emin and «Truten`[Drone]» by N.I. Novikov. In these journals, literary figures outlined their views on art and socio-political problems. «Satiristicheskii vestnik [Satyric Bulletin]» by N.I. Strakhov and «Pochta Dukhov [Mail of Spirits]» by I.A. Krylov developed the traditions of satirical journalism. On the pages of the «Moskovskiy jurnal [Moscow magazine]» by N.M. Karamzin, the artworks printed with reviews and reports about literary innovations.

In the first half of the XIX century, the mass reader's demand for publishing such a kind of journals spawned the emergence of commercial literary journals. By the 1860s, in the 20th period of active controversy for social and political topics, thick magazines of a certain orientation were widely distributed: the revolutionary-democratic «Sovremennik» [Contemporary] and «Otechestvennye zapizki» [Domestic notes], the Slavophilic «Moskvityanin» [Inhabitant of Moscow] and «Russkaya beseda» [Russian conversation], «pochvennicheskie» [naturalism], «Vremya» [Time] and «Epoha» [Epoch]. Own literary and art journals produced individual associations. However, the literary journals, established only at the direction of the authorities or from its approval, represented only the official point of view after the revolution of 1917.

Discussion. The second period of the prosperity of thick journals was the years of restructuring when the attention of the population was attracted by pressing social and political and economic problems. The revision of the official historical concept began, and the work of emigrant writers began to be a wide circle of readers. Currently, dozens of Russian magazines continue their activities; however, despite the emergence of the possibility of a private publisher, the reader audience has decreased due to the fall of the authority of literature as a whole [5].

Regardless of the period of occurrence and operation, literary and artistic journals were characterized by a number of peculiarities which includes not only the thematic orientation, but also the structure. The literary magazine includes various types of sections that can be combined into three groups. The first includes the artistic creativity of the authors published in the magazine as poetry or novel, the second includes publications in its various modifications, and the third includes literary criticism, which, in the opinion of many researchers, is an integral component that is often given a separate heading. The first literary and critical publications appear in the «Trudolyubivaya pchela [Hardworking bee]» by A.P. Sumarokov and in «Zritel`[Spectator]» by I.A. Krylov. Tynyanov, Yu. N. noticed in one of his works: «... the main life of the magazine is always in criticism and controversy. Criticism has nowhere to go without a magazine; and the magazine is impossible without criticism». The literary criticism became an ideological cod of the magazine after the strengthening of its position and intensifying the influence of the public [6]. Literary and critical publications that determine the direction and the «face» of the magazine can be attributed to the type-forming factors. So, Shilnikova, O.G. noted in her study that it was the program-critical publications that caused the appearance of a phenomenon of the «thick» journals, which became a mobile resource for the transformation of its typological format [7].

Thick journals, according to L.D. Trotsky, served as the «laboratories where ideological flows were produced» because they presented separate literary directions, creative methods and theoretical concepts. The presence of a unified program and targeted editorial policy is one of the conditions for their successful functioning: the magazine acquired individuality. «Directivity» is called a generic feature of the Russian journal because there were certain socio-political forces for each specific journal.

Many scientific works dedicated to the phenomenon of thick journals reveal its two-stroke nature: literary-artistic and socio-political. So, Tvardovsky, A.T. wrote in one of his articles: «It is well known that in the ratio of the first, «literary and artistic», and the second, «social and political», parts of the «thick journals», this second, as a rule, is a smaller part that cannot be secondary without prejudice to the holistic impact on readers of this type of publication. Moreover, in other times, this second part acquires primary and leading importance». V. Lakshin notes that the permanent reader of the «his/her» journal, after being able to follow the movement of literature, began to be interested in the spiritual life of society as a whole. The focusing of the structural-semantic unity of the 22 literary and political- journalistic materials is due to the desire to combine both the new generation of writers and the new generation of readers by affecting not only to the literary but also to the social life as a whole.

In addition to the presentation of the main positions of the socio-political spectrum, thick magazines performed educational function for readers as «periodic encyclopedia». This feature can be explained as an insufficient possibility of popularizing science and the tendency of encyclopedism. None of the thick journals can be considered like purely literary due to the fact that they contain materials on politics, economics, history and geography. So, Belinsky, V.G. called the magazines «the factor of science and scholarships, an intermediary between science and scientists». Because of the encyclopedism and ideological monolith, thick journals represented a general view of the world and formed a public opinion. Modern youth increasingly uses a mixed language in everyday life. Such a way of communication neither be called the Russian language, or nor English. This language is completely new, it is built from the combinations of English and Russian words, i.e., a new word are created from two different language units. Although not only young people but all the structure of the economy uses this language, in particular, literature and literary magazines. The writers of the 21st century use words like «Second-hand», management, boutique, etc.

Modern literature is the literature of neologisms, i.e., there are increasingly could be find the allegory and protologisms («neologism» is no longer used in modern linguistics, and instead it uses another term «protologicistic», which is a newly formed word or expression entered in the language, for example, franchise, exoskeleton, warp engine, metapeople, mutant, mutagen, x-gene and others).

Nowadays, the rules of the wording have changed, which has a very strange appearance at first glance, or rather to hearing, new words as a transvestite, Nano, Avatar, Android and so on are appeared. The development of the language is more often reflected in its literature, and naturally visual culture does not cost without borrowing words and expression from others, mainly from English. There is no deal that this phenomenon was founded long ago, but recently such cases became more frequent. Language does not stop there; it is enriched and replenishes its vocabulary in different ways.

Nowadays no one surprises by the words belonging to other language culture, for example, prequel, sequel, Franchise, Spoiler, Hardcore. Modern literature simply «boils» by such units. When ones use them, the meanings of these words are more differ than their meaning in native vocabulary. For example, the borrowed language units like timeline, flashback, flash forward and other of these numbers. Modern Russian is notable in that it is the main rules (spelling, punctuation, word-forming) that go to the background. Other trends come to the first: Russian is becoming freer when using «foreign» and «native» words.

So, as a modern society seeks to economize in everything, the language as part of this society does not remain on the side. Savings in the language led to the emergence of such phenomenon as truncation, abbreviation and arbitrary reduction in words. Now, no one is surprised by such a mixed type of language. The language is becoming more free and flexible. The language is social phenomenon and it develops exclusively by society.

Conclusion. The work acquires value when it is recognized and taken by competent readers; it means the valuable manufacturer is not as much the author as the field of production of the work, including not only literary figures, but also critics, historians of art, publishers, patterns, etc.

Literary and artistic journals are a recognized group of authoritative agents that organize the platform for literary activities, which «sanctifying» author and evaluate his work and give it value. This group of recognized experts extends its influence on the author and work, contributing to the fact that they have a worthy position in the literary field.

The combination of materials published in the journal creates a syncretic image of the era. The frequency of release (monthly or quarterly) allows you to fix a kind of «time cut», which is not so fast-changing, such as, for example, in newspapers, but not frozen. Periodicity provides a greater degree of generalization of the material, the greater temporary accumulation of the author from the event gives greater analyticity. The most significant and already consistent phenomena and facts are selected for lighting, which contributes to the creation of a more unfolded and holistic picture of the world.

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