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**MASS MEDIA IN THE FORMATION OF MORAL-ETHICAL VALUES
OF THE STUDYING YOUTH**

Abstract. The article is devoted to the analysis of the state of moral-ethical and spiritual values of Kazakhstan's youth, including those studying in universities of the country. These values (patriotism, freedom of speech and religion, respect for elders and family institutions, respect for inter-ethnic and inter-religious peace and harmony in the country, etc.) are shaped by the daily and purposeful activities of various media (press, radio, television, Internet). The article reveals their influence on the spiritual renewal of students.

The value orientations of today's youth in connection with the globalization of the political, economic, social, religious and other processes occurring throughout the world have undergone serious changes in many states, including Kazakhstan. The main role in the changes in the moral-ethical standards of youth was played, first of all, by television and the Internet. However, the mass media influence the younger generation of our citizens not only positively, instilling in them respect for such universal values as honesty, kindness, decency, justice, but also have a negative impact on them. As a result, adoration of the cult of money and power prevails among modern youth; non-recognition of various moral-ethical principles that exist in society; disrespect for the traditions of the ancestors and for the achievement of their people in the past, etc. The actions of young people are often manifested in an aggressive and disrespectful form. However, this applies only to a small proportion of young people. As a result of the analysis, we proposed some recommendations that will later make certain changes in the youth policy pursued in the country, corresponding to the traditions, national peculiarities and mentality of the Kazakh people. But the most weighty and significant proposals on the problems of youth policy were made by the President of the Republic of Kazakhstan N. Nazarbayev. These proposals have already been successfully implemented.

Relevance. The field of mass media, without any exaggeration, can be called the focus of modern public life. The media remains the main source shaping a person's perception of the realities of the world, which is why mass information is one of the most important tools of social regulation. By distributing various messages and media materials, they create the public opinion they need, form the attitudes, mood and behavior of both individuals and social groups, and society as a whole. By informing their readers, listeners or viewers of various information, the media evoke in them certain feelings, attitudes, and impressions, according to which people form certain behavior patterns. In this sense, interesting is the statement of Thomas Carlyle: "Is not every capable editor a ruler of the world?" (9).

A significant number of studies were conducted in the Republic of Kazakhstan aimed at studying the influence of mass media on various aspects of society. The result was a lot of articles published in scientific journals, but mainly in the republic itself. In addition, 8 dissertations were successfully defended, including 2 doctoral ones, namely: Isabayev B.O. Mass media and ethno-political processes in Kazakhstan. Diss. of cand. of political sciences. - Almaty, 1998. - 120 p.; Kenzhalin Z.O. The role of the media in the formation of Kazakhstan's patriotism. Diss. of cand. of political sciences. - Almaty, 2004. - 137 p.; Medeuova D.T. Mass media of Kazakhstan in the formation and development of political processes in the context of globalization. Diss. of doctor of political sciences. - Almaty, 2004. - 353 p.; Musinova A.A. The media and the spiritual potential of the nation in the sovereignty of Kazakhstan. Diss. of cand. of philological sciences. - Astana, 2006. - 170 p.; Brushtunov V.N. Mass media of Kazakhstan and

Russia in the transformational period: political analysis. Diss. of cand. of political sciences. - Astana, 2007. - 165 p.; Ermukhambetov A.A. Mass media as an instrument of political struggle and competition (political analysis). Diss. of cand. of political sciences. - Astana, 2007. - 137 p.; Zhaksylykov N.N. Mass media as an institution forming civil society in the Republic of Kazakhstan. Diss. of cand. of legal sciences. - Almaty, 2008. - 139 p.; Sultanbaeva G.S. Political communication in the media: international experience and Kazakhstan. Diss. of doctor of political sciences. - Astana, 2010. - 350 p.

After that, serious research work on this issue was carried out only in the conditions of Kazakhstan's transition to the Western model of defending dissertations. But in any case, the study of the role of the media in shaping the moral values of modern youth remains highly relevant, as new communication and information media emerge or expand. Therefore, it is important for us to have a scientific understanding of the processes that occur in Kazakhstan during the operation of various media.

Problem. There is no doubt that mass media influence the formation of value orientations of young people and society as a whole. In the practice of mass media, methods of subconscious influence on people are widely used, when the attitude of society to certain phenomena of the surrounding world is formed using stereotypes that are embedded in the news flow, automatically causing either negative or positive reaction to a specific event in the mass consciousness. This raises a lot of questions about what are the most effective mechanisms for the formation of moral values in young people through the media.

Being under the influence of suggestion, the person does not control the impact on him. At the same time it is easy to inspire a person to what he is predisposed because of his needs and interests. However, it is possible to instill in him something against his will, evoking certain feelings and conditions that impel one to commit an act, sometimes not at all following his principles from the norms of behavior observed by him. The activity of the media itself, which aims to instill something in society, is inhumane, since young people often cannot control the impact on them and, accordingly, are powerless against such suggestions.

Research methods. To identify the system of moral-ethical values of students, we used the method of free interview in close cooperation with the method of group conversations. In the form of communication, a free interview in a qualitative study is more like an informal natural conversation, a friendly conversation. Such a communication procedure allows respondents not only to be more free in choosing the form of expression of their feelings and thoughts regarding a given topic, but also provides an opportunity to go beyond it. According to the results of our conversations, we revealed the attitude of students to various moral problems of society. This method was used in previous studies, the results of which were set forth in our articles (6, 7).

The results of the study. Attention is drawn to the fact that for 30% of respondents one of the most important means of achieving happiness and success in life is money, although five or six years ago (according to various polls), money for young people was the value of the second plan.

Our study revealed that the main value for today's youth is the family (57% of respondents), business career ranked second (41%), profession and education third (39%), followed by orientation on such values as material wealth (29%), health (25%), love and favorite work (22% each), creativity (4%), sports and service to the Motherland (3% each).

Analysis of the state of moral-ethical values of students and their mass media consumption.

Before turning to the description of the role of the media in the formation of moral values among people, in particular among young people, it is necessary to dwell on the very role and tasks of the media in Kazakhstan's society.

It is known that during the years of our independence, a certain media space has been formed in the country, which has a comprehensive impact on the ideological, ideological, cultural and socio-political processes in society. Mass media is becoming a powerful catalyst for the development of social relations, both by helping to bring together the mutual understanding of people and social groups, as well as the institutions of civil society and the state, cultures, languages, religions, and, conversely, separating them, causing new problems and aggravating existing conflicts (16).

Media resources, thanks to the constant information of the population, have a great influence on the formation of public consciousness, moral values and ideals in society. A well-informed nation is, in general, spiritually independent, and it is the best defender of its rights and freedoms, not only for its own interests, but also for the interests of the state. The media play an important role in strengthening the

sovereignty of the republic, political stability, national unity, interethnic and interfaith harmony in the country, in countering external information influence, and also in protecting the national interests of Kazakhstan in the international information space. In them, as in a mirror, all processes and tendencies occurring in society are fully reflected (15).

Thus, the media became the most important institution of socialization of the individual and an integral part of the culture of modern society. In this regard, the media began to be called the "fourth power" (radio, press, television, Internet), which is almost the most powerful channel of influence on the hearts and minds of people, even more powerful than the family, peer groups and power itself. The "fourth power" learned to covertly and publicly manipulate public opinion in a very secretive manner, and began to acquire uncontrolled power over people (20).

Modern media can also be called a new means of warfare, both in the world and in a separate state. This is due to the fact that in the conditions of informatization of society, a person becomes more and more informed and at the same time more vulnerable, since each of us is subject to constant and targeted information, regardless of our desire (23).

Today, the study of such a modern phenomenon as social programming is on the agenda. Some researchers even talk about the coming epoch of "mediacracy" - the power of the mass media, which not only reflect and interpret reality, but also construct it according to its rules, attitudes and discretions (10).

Thanks to the development of satellite connection and modern communications systems, the media have become a powerful institution of influence on the general population, which "causes a great temptation to use them as an effective tool in solving problems of different levels. The media has indeed become the most effective manipulator of public opinion and, alas, very rarely - in the public interest. Today, perhaps, there is no other such powerful weapon of destruction or an instrument of creation, such as the media"(20).

In the process of working on the "sensation", many unscrupulous journalists use the principle that the news should be unusual. The same principle is used by experts in the field of psychological warfare. Among the methods of negative information impact on the psyche of citizens, the most common are two methods – the use of compromising information to create a negative image of a public personality and special bringing to the required level of a certain way selected negative facts about a particular phenomenon or a particular person. Using them, programs are prepared in which "multiplicity of opinions" are applied with the help of so-called "facts" and the emergence in the mind of a person of a sense of understanding about the fact being told, and it seems that the whole society is talking about the chosen fact. In this way, the society creates an opinion necessary for the media (23).

It should be pointed out that the methods of manipulating public opinion rely mainly on the media, which allow to adjust, regulate and design the mass consciousness and the psyche of people. In this case, emphasis is placed on the use of the laws of psychology, noncritical people's perception of the problem that has arisen, their life inexperience (23).

It is known that thanks to the mass media, public opinion is being formed – this is the state of mass consciousness, which includes the hidden or explicit attitude of various social communities to the problems and events occurring in reality. In connection with the foregoing, you can quote the text from the book "The Psychology of the masses. Chrestomathy" (Samara, 2001). "Whenever people get together, a crowd soon begins to appear and be seen in them. They are intermingled, transformed. They acquire some kind of common essence, which suppresses their own; they are inspired by the collective will, which silences their personal will. Such pressure is a real threat, and many people feel destroyed. Taken individually, each of us is ultimately intelligent; taken together, even among friends, we are all ready for the latest extravagance"(17). These words were spoken more than 20 years ago, and in the conditions of modern times the consequences of mass actions of people can be very negative for any state, and it is known that most often youth participate in the "crowd scenes".

In the practice of mass media today, methods of subconscious influence on people are widely used, when the attitude of society to certain phenomena of the surrounding world is formed using stereotypes that are embedded in the news flow, automatically causing either negative or positive reaction to a specific event in the mass consciousness. It is also known that a person, due to his biological nature, is subject to suggestion, imitation and infectiousness. Therefore, the task of any press in the process of convincing people is to create a strong and sustainable attitude to this phenomenon. As a result of their actions, the

media teach people to think in stereotypes, while trying to reduce the intellectual level of messages so that people become a tool for their stupidity. For this purpose, the main method of fixing the stereotypes necessary for the media in the minds of each person is used – this is repetition.

New communication tools provided the media with unprecedented opportunities to influence their consumers, while the speed and scale of reaching any audience became fantastic. It is known that the mass-communication activity of a modern person associated with the perception, consumption, use and production of mass information, with the total prevalence and availability of information, becomes a necessary condition and means for the implementation of virtually any social activity – public, educational, labor, etc. However, this happens only when the content and form of the mass information changes in accordance with the information interests and needs of people, their sociocultural and communication level (10).

In this regard, it is appropriate to quote the words of the Head of our state Nursultan Nazarbayev: “Following the revolution in the field of communications, the information prepared a shift in our entire world outlook, the very perception of the world. From the point of view of modern information technologies, interpersonal and public relations turned out to be much more manageable than it seems at first glance. It became clear that information has tremendous power over the individual, unlimited potential impact on human behavior itself. We are well aware that the media in modern society is becoming a powerful tool of influence. They can instill fear in people, spiritually enrich or devastate, bring together, or divide, create or destroy. It all depends on what goals the media and the people who manage them set. Therefore, today the mass media should contribute to the formation and strengthening of our new statehood, political stability, interethnic harmony. The media should be an example of legal compliance. And if we do not put it at the service of society, then there is no need to talk about the unity of the nation and the prosperity of the state”(1).

The special role of the media in the Republic of Kazakhstan is that they were, are and will remain the key means of developing civil society, shaping social attitudes and new political culture of Kazakhstan, promoting the values of the spiritual and cultural unity of the people of Kazakhstan, the principles of humanism, tolerance, etc. At the same time, it should be noted that in modern conditions the fulfillment of these functions is significantly complicated, since we are faced with new problems generated by both the main trends of the ongoing transformation of Kazakhstan's society and global political, economic, social and cultural trends caused by information-technological revolution taking place everywhere in the world. Many researchers describe the modern type of our society as an “information society”. Globalization gives the process of development of information and communication systems of modern societies a supranational dimension. The individuals captured by globalization processes, while retaining their identification with traditional communities (state, national, ethnic, religious, etc.), form new identities. That is why ensuring information security today and in the future should be a priority for the development of the entire national security system (16).

Among the media, television and the Internet have the greatest manipulative potential.

The power of TV lies in the deep impact on the way people think. It is able to restore old and generate new trends and myths in society. Popular television characters become carriers of certain moral qualities for many people, i.e. they become standards of behavior and morality for them, and this, above all, concerns young people. Showing the greatness of the moral achievement of man, the history of ordinary people who managed to survive in the most difficult conditions, television inspires them with hope and optimism. At the same time, it contributes to the spread of negative perception by people of the surrounding world, showing on the screens the negative problems that exist in society (20).

Unfortunately, domestic statistics on the issue of “aggressive and negative” television are practically absent, although over the years of independence of Kazakhstan, many acute and topical issues have appeared that our society should be aware of and, accordingly, respond adequately.

More acutely, the main problem in the information space of any society is the Internet, which carries great informational and educational potential, but at the same time contains enormous risks, especially for young people (16, 22).

The Internet today controls a significant part of the youth's leisure time and is one of the tools for shaping the spiritual world, value orientations and social attitudes of the young generation. Caring about the growth of the rating of their sites and, accordingly, about advertising revenues, all the major Internet

channels focus on content that is addressed to a wide audience, and reject narrowly targeted and low-rated ones. Grabelnikov A.A. notes: "If you put together all the entertainment online channels, then their presence on the network will be perhaps the most voluminous compared to social, political, informational, educational programs" (8). Television and Internet channels about culture, popular science programs, children's programs and religious topics also became less visited.

The growing need for event and other operational information actualizes the information functions of the media, expands the volume of publications of a reportage and news character, while the information content of the Internet in recent years has been ranked by rating. Therefore, the topics of information sites tend to be closer to the needs of the audience, but not in all of its sections. Thus, information on the topics of domestic politics (32.4%), families (18.3%) and culture (8.9%) causes the greatest interest among young people.

In general, it turns out that for some the Internet is a source of operational information, for others it is primarily a means of relaxation, a form of entertainment or "a way of emotional discharge" (19). But besides this, the modern Internet, of course, contributes to the familiarization of our citizens to the problems and events of the cultural, political and socio-economic life of the country. Speaking about the negative impact that modern media have on young people, it is necessary to note another significant fact that other authors note in their works is the influence of the media on the deviant behavior of young people and, in particular, the problem of drug addiction. For example, in the United States, as J.Coleman stresses: "The role of the media in the distribution of drugs on a national scale has been and remains extremely important." At the same time, it is about creating new social patterns, "the main goal of which is to popularize and bring to the level of routine drug use, new tastes in clothes and hairstyles, which radically distinguish young people from the older generation. Teenagers could not even imagine that all the non-traditional values to which they aspire were carefully developed by scientists at the think-tanks of England and the USA. They would have been shocked to find that most of their "cool" habits and expressions were specially created by a group of "older sociologists" (13).

In the work of J. Coleman, special attention is paid to the role of the Stanford research institute, which exerts increased pressure on the American nation in order to change it: "Turn on your TV, and you will see the victory of mass media firsthand: talk shows on the most intimate sexual details, special video channels, where perversion, rock and roll and drugs reign supreme. Whole hours of airtime are dedicated to one or another dirty, drug-addicted and decadent rock bands, their crazy sounds, crazy antics and clothes, language perversions"(7). His work analyzed in detail the role of the media in the epidemic of drug addiction, as well as the question of who benefits from it (13).

Drug abuse in the CIS countries, in particular, Kazakhstan and Russia, is one of the most acute social problems and a potential threat to the demographic and cultural reproduction of Kazakhstan and Russian society.

According to Reutov E.V., 82% of the total number of drug addicts are young people under the age of 24, while the prevailing image of drug addiction has decreased from 17-18 to 12-13 years. It follows that the anesthesia of society especially threatens young people as a socio-demographic group, which is a potential carrier of non-standard, including deviant behavior (18).

Y.N. Zasursky notes that today we can say that the image of the Americanized hero of the film-video culture (active, business, resourceful in critical situations) has become firmly established in the minds of the younger generation, and it should be noted that a similar analogue cannot be found in the Kazakh and Russian film and video production. At the same time, the results of various sociological studies do not yet show the mass striving of young people to imitate the external attributes of the heroes of Western popular culture (21).

Currently, the majority of studying youth are becoming active users of the Internet, while many are addicted to computer games that negatively affect their health and moral and psychological state (22, 25).

Numerous sociological studies of recent years have shown the presence of changes in the system of moral and ethical orientation of modern youth. Due to the influence of the media, including the Internet, young people tend to shift their worldview from social problems to personal and individual ones (25).

Analysis of data from various sociological surveys conducted in our countries allows us to highlight contradictory characteristics in the social portrait of modern youth:

- increased level of education and the lack of coherence of the social and personal meaning of education;
- recognition by young people of the social significance of participation in public life and the desire to assert themselves in the non-production sphere, mainly in the field of leisure;
- desire to actively participate in social transformations and the actual exclusion, especially of young students, from diverse social activities;
- desire to change something for the better in the surrounding reality and passivity in finding and realizing opportunities for self-improvement of life (5-7, 14).

In his Address to the people of Kazakhstan (January, 2012) Elbasy N. Nazarbayev said: "We must educate and develop in the citizens of Kazakhstan a love for our motherland and for our people. The current generation of young people should be educated and have a broad outlook, speak several languages and truly love their homeland". At the same time, upbringing of young people in the spirit of their nationality is the basis for their entire future life; it does not exclude, but on the contrary, contributes to the development of their universal values. As a result, any person who received education from his people is a spiritually rich citizen of his country (2, 11, 12).

The President of Kazakhstan N. Nazarbayev developed his ideas in further speeches. Thus, in the article "Plan of the nation - the path to the Kazakhstan's dream", published on January 6, 2016, Elbasy said: "We are aimed at strengthening the overall identity and unity of the country through the development of Kazakhstan's society on the principle of single citizenship, the national values of "Mangilik El", on the basis of the consolidation of our achievements over the years of independence (3).

The head of state N. Nazarbayev on April 12, 2017 published a new article "Looking to the future: modernizing public consciousness" (4). We give from it the most important ideas that relate to our problem.

"I am convinced that the large-scale transformations we have begun must be accompanied by a more advanced modernization of public consciousness. It will not only complement political and economic modernization – it will be their core.

- The first condition for the modernization of a new type is the preservation of its culture, its own national code. Without this, the upgrade will turn into an empty sound.

- Without reliance on national-cultural roots, modernization will hang in the air. I want it to stand firmly on the ground. This means that history and national traditions must be taken into account.

- Any Kazakhstani, like the nation as a whole, needs to have a set of qualities worthy of the 21st century. And among the undoubted prerequisites of this are such factors as computer literacy, knowledge of foreign languages and cultural openness. Therefore, the «Digital Kazakhstan» program, the trilingualism program and the program of cultural and confessional consent are part of the preparation of the nation (of all Kazakhstanis) for life in the 21st century. This is part of our competitiveness.

- Our national traditions and customs, language and music, literature and wedding ceremonies – in a word, the national spirit, must remain with us forever.

- Every Kazakhstani should understand that education is the most fundamental success factor in the future. In the system of youth priorities, education should be first.

- Implementation of the project "New humanitarian education. One hundred new textbooks in the Kazakh language" in social and human sciences. What will we achieve with this program? This, above all, is a qualitatively different level of preparation of hundreds of thousands of our students. Further, this is a training of people, adapted to the global competition in the field of knowledge. Finally, these are the people who will become the main conductors of the principles of the modernization of consciousness – openness, pragmatism, competitiveness. The future is happening in the classrooms.

- In the new reality, the internal desire for renewal is the key principle of our development. To survive, you need to change. The one who does not do this will be brought down by the heavy sand of history" (4).

Educating young Kazakhstanis in the spirit of civic responsibility, patriotism, unity, interethnic and interfaith harmony is impossible without their objective and systematic information. Hiding information, its one-sided presentation is a tool for manipulating the minds of young people, and in a multinational and multi-religious country it is dangerous, because silenced problems grow and eventually break out: lead to open conflicts and clashes. Young people who are not indifferent to their homeland are obliged and must

know the real situation in the country, the main problems and contradictions that exist in society. The majority of young people are thoughtful viewers, listeners, readers with their opinions, i.e. they can independently understand the essence of the problems that various media present to them. But there are those who take for granted all the information provided by the media, and then begin to be guided by them. Therefore, our young people must not only entertain, but also regularly give them food for thought, cultivate civil and patriotic feelings in it (15).

Today, young people are a potential subject of modernization of the country. Their value orientations and motivational attitudes influence the life prospects of their citizens, both in the present and in the future. Therefore, it is important to direct the energy of youth to the creation of the future Kazakhstan's society.

2019 is declared the Year of youth in Kazakhstan. On January 23, 2019 the Head of state N.Nazarbayev spoke at the official opening ceremony. But a lot has already been done for this year. For example, a regulatory framework has been created that regulates the sphere of youth policy. There are laws: "On state youth policy" and "on volunteer activities", as well as "Concept of state youth policy until 2020" Kazakhstan - 2020: the path to the future". The state provides young people with high-quality education through state grants. A unique educational center has been created in the country – "Nazarbayev University", which is an effective training model that meets international standards. The presidential program "Bolashak" has been functioning for more than 20 years, through which the training of many thousands of Kazakhstanis in leading foreign universities is funded. These projects successfully work: "Zhasylyel", "Youth personnel reserve", "With diploma - to the village!".

In his speech, the President of the country N.Nazarbayev again updated the issue of the formation of an intellectual nation in Kazakhstan, the main driving force of which is youth. In this regard, the Leader of the Nation put forward a number of new initiatives in the coming years, and he noted that the main factor in the effectiveness of the youth policy should be to establish a systematic approach and practical implementation of all planned initiatives and programs (24).

Our analysis allowed us to draw the following conclusions.

1. The formation of value orientations of modern youth occurs under the influence of various circumstances, but one of the significant factors affecting young people is the media, which is confirmed by the data of numerous sociological polls. The role of the media in the process of socialization of young people in modern society is increasing. At the same time, there is a diversity of ways of forming value orientations in society – from actively and aggressively imposing certain patterns and behavioral patterns of people to their detached information. However, the positive or negative role of the media in shaping the value orientations of young people is largely determined by the social forces they use.

2. Today, in the minds of young people, orientations toward individual- personal and material values prevail, which, above all, are very often promoted by the media. However, along with them, the importance of universal human values increases in society, interest in the eternal problems of good and evil, the meaning of life, justice increases.

3. The negative impact of the media is largely due to their commercialization. For today's mass media, the emphasis is shifted towards entertainment and entertainment to the detriment of cultural, educational and cognitive possibilities. At the same time, there has been a positive trend towards an increase in the release of programs in which moral, universal and cultural values are grafted onto young people.

4. Modern media are one of the defining sides in the process of socialization and the formation of value orientations of each person. Being the main consumer of media products, young people, to a certain extent, force them to form their work in accordance with their interests and tastes, i.e. in relations "youth-media" the basic rule of a market economy applies - "demand creates supply".

5. Considering the special influence on television and the Internet on young people, it is necessary for the authorities and society to focus on their education on the principles of patriotism, humanism, tolerance, interethnic and interfaith harmony; respect for universal values – honesty, decency, kindness, respect for elders and the institution of the family; maintaining their identity, national traditions, mentality and language; love for their Motherland. At the same time, it should be remembered that for young people, the main priorities should always be education and mastering the chosen profession at a high level.

А. Е. Әбілқасымова

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БҰҚАРАЛЫҚ АҚПАРАТ ҚҰРАЛДАРЫНЫҢ ОҚУШЫ ЖАСТАРДЫҢ БОЙЫНА АДАМГЕРШІЛІК ҚҰНДЫЛЫҚТАРДЫ ҚАЛЫПТАСТЫРУЫ

Аннотация. Мақала қазақстандық жастардың, оның ішінде еліміздің жоғары оқу орындарында оқитын жастардың адамгершілік және рухани құндылықтары жағдайын талдауға арналған. Бұл құндылықтар (отан-сүйгіштік, дінаралық және сөз бостандығы, отбасы институты мен үлкендерді сыйлау, елімізде конфессияаралық және ұлтаралық келісім мен бейбітшілікті сақтау және т.б.) әртүрлі БАҚ (баспасөз, радио, теледидар, Интернет) күнделікті және мақсатты қызметінің арқасында қалыптасып отыр. Мақалада олардың оқушы жастардың рухани жаңғыруына әсері қамтылған.

Көптеген мемлекеттерде, оның ішінде Қазақстанда, әлемде болып жатқан саяси, экономикалық, әлеуметтік және басқа үрдістерге байланысты қазіргі заманғы жастардың құндылық бағдарлары елеулі өзгерістерді басынан өткізді. Жастардың адамгершілік ұстанымдарының өзгеруіне ең алдымен теледидар және Интернет басты рөл атқаруда. Алайда БАҚ өскелең ұрпаққа адалдық, қайырымдылық, әділеттілік, тәртіптілік сияқты жалпы адами құндылықтарға құрметпен қарауды, бойына сіңіруде оң әсерін тигізіп қана қоймай, жағымсыз жақтарын да байқатады. Осының салдарынан қазіргі заманғы жастардың күш пен ақшаға табынушылығы; қоғамдағы әртүрлі адамгершілік ұстанымдарды мойындамауы; өз халқының қол жеткізген жетістіктерін және ата баба дәстүрін сыйламауы басымдық алып отыр. Жастардың іс-әрекеті айналасындағы адамдарды сыйламау жағы белсенді түрде жиі байқалады. Алайда бұл жастардың азғана бөлігіне ғана қатысты нәрсе. Аталған талдау нәтижесінде елімізде жүргізіліп отырған жастар саясатына қазақ халқының дәстүріне, ұлттық ерекшеліктері мен менталитетіне сай келетін белгілі бір өзгерістер енгізуге мүмкіндік беретін кейбір ұсыныстар айтылды. Жастар саясатына байланысты Қазақстан Республикасы Президенті Н.Ә. Назарбаев тарапынан салмақты және маңызды ұсыныстар енгізілді.

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СРЕДСТВА МАССОВОЙ ИНФОРМАЦИИ В ФОРМИРОВАНИИ МОРАЛЬНО-ПРАВСТВЕННЫХ ЦЕННОСТЕЙ УЧАЩЕЙСЯ МОЛОДЕЖИ

Аннотация. Статья посвящена анализу состояния морально-нравственных и духовных ценностей казахстанской молодежи, в том числе обучающихся в вузах страны. Эти ценности (патриотизм, свобода слова и вероисповедания, уважение к старшим и институту семьи, соблюдение в стране межнационального и межконфессионального мира и согласия и т.п.) формируются благодаря повседневной и целенаправленной деятельности различных СМИ (пресса, радио, телевидение, Интернет). В статье раскрыто их влияние на духовное обновление учащейся молодежи.

Ценностные ориентации современной молодежи в связи с повсеместно происходящей в мире глобализацией политических, экономических, социальных, религиозных и других процессов, претерпели серьезные изменения во многих государствах, в том числе в Казахстане. Главную роль в изменении морально-нравственных устоев молодежи сыграли, в первую очередь, телевидение и Интернет. Однако СМИ влияют на подрастающее поколение наших граждан не только положительно, прививая им уважение к таким общечеловеческим ценностям как честность, доброта, порядочность, справедливость, но и негативно отражается на них. Вследствие этого у современной молодежи превалирует преклонение перед культом денег и силы; непризнание различных морально-этических принципов, имеющих в обществе; неуважение к традициям предков и к достижениям своего народа в прошлом и т.д. Поступки молодых зачастую проявляются в агрессивной и неуважительной к окружающим форме. Однако это касается лишь небольшой части молодежи. В результате проведенного анализа нами предложены некоторые рекомендации, которые в дальнейшем позволят внести определенные изменения в проводимую в стране молодежную политику, соответствующую традициям, национальным особенностям и менталитету казахского народа. Но наиболее весомые и значимые предложения по проблемам молодежной политики внесены Президентом Республики Казахстан Н.Назарбаевым. Эти предложения уже стали успешно претворяться в жизнь.

Актуальность. Область массовой информации без всякого преувеличения можно назвать средоточием современной общественной жизни. СМИ остаются основным источником, формирующим представления человека о реалиях окружающего мира, именно поэтому массовая информация является одним из важнейших инструментов социального регулирования. Распространяя различные сообщения и материалы СМИ создают требуемые им общественные мнения, формируют взгляды, настроение и поведение как отдельных индивидов и социальных групп, так и общества в целом. Сообщая своим читателям, слушателям или зрителям различную информацию, СМИ вызывают у них определенные чувства, взгляды, впечатления, в соответствии с которыми у людей формируются определенные модели поведения. В этом смысле интересно высказывание Томаса Карлейла: «Разве каждый способный редактор не является властителем мира?» (9).

В Республике Казахстан проводилось значительное число исследований, направленных на изучение влияния СМИ на различные стороны жизни общества. Результатом их являлось множество статей, опубликованных в научных изданиях, но в основном в самой республике. Кроме того, было успешно защищено 8 диссертаций, в том числе 2 докторских, а именно: Исабаев Б.О. Средства массовой информации и этнополитические процессы в Казахстане. Дисс. канд. полит. наук. – Алматы, 1998. – 120с.; Кенжалин Ж.О. Роль средств массовой информации в формировании казахстанского патриотизма. Дисс. канд. полит. наук. – Алматы, 2004. – 137с.; Медеуова Д.Т. Средства массовой информации РК в формировании и развитии политических процессов в условиях глобализации. Дисс. докт. полит. наук. – Алматы, 2004. – 353с.; Мусинова А.А. Средства массовой информации и духовный потенциал нации в условиях суверенитета Казахстана. Дисс. канд. филол. наук. – Астана, 2006. – 170с.; Бруштунов В.Н. Средства массовой информации Казахстана и России в трансформационный период: политологический анализ. Дисс. канд. полит. наук. – Астана, 2007. – 165с.; Ермухамбетов А.А. Средства массовой информации как инструмент политической борьбы и конкуренции (политологический анализ). Дисс. канд. полит. наук. – Астана, 2007. – 137с.; Жаксылыков Н.Н. Средства массовой информации как институт, формирующий гражданское общество Республики Казахстан. Дисс. канд. юрид. наук. – Алматы, 2008. – 139с.; Султанбаева Г.С. Политическая коммуникация в средствах массовой информации: зарубежный опыт и Казахстан. Дисс. докт. полит. наук. – Астана, 2010. – 350с.

После этого серьезные научно-исследовательские работы по данной проблеме проводились только в условиях перехода Казахстана на западную модель защиты диссертаций. Но в любом случае изучение роли СМИ в формировании нравственных ценностей современной молодежи остается весьма актуальным, так как возникают новые или расширяются прежние коммуникационно-информационные средства массовой информации. Поэтому нам важно иметь научное представление о тех процессах, которые происходят в Казахстане при функционировании различных СМИ.

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