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Summer 7-14-2021

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Zhanysbayeva, Akniyet; Omarov, Bauyrzhan; Shindaliyeva, Menlikul; Nurtazina, Roza; and Toktagazin, Muratbek, "Regional Printed Periodicals as an Important Link in the Country's Media Space" (2021). *Library Philosophy and Practice (e-journal)*. 6057.
<https://digitalcommons.unl.edu/libphilprac/6057>

Regional Printed Periodicals as an Important Link in the Country's Media Space

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Abstract. The article is dedicated to the study of the current state of regional print periodicals in the media space of Kazakhstan. At present, there emerged new types of media with which print press compete. To attract the readership to print press, it is necessary to carry out serious transformations. The concept and distinctive features of the modern regional press are considered. The key trends characteristic of the Kazakhstan market of periodical press, including the fall of market volume, the transition of print mass media and the Internet space are identified. The author provided an analysis of the problems arising in the transition of a periodical to the Internet space. The study was conducted on the example of a large regional newspaper of Kazakhstan *Semej Tangy*, which in accordance with market tendencies, began to develop on the Internet network. In particular, the content analysis, which allowed to determine the position of the publishing house in the market of information resources, is conducted. The article presents the results of an expert survey on the evaluation of news websites of Kazakhstan, among which the studied publishing house occupies a high position. The article analyses the results of a survey of potential consumers representing the Kazakhstan youth aged 18 to 34 years who are potential consumers of information services in the Internet space. The results of the survey allowed to make a conclusion about the most popular ways to obtain the information (articles on the Internet and social networks) and identify interesting news topics (incidents, politics, culture) and the factors determining the choice of means to obtain news information (accessibility and efficiency). This allowed to determine the directions of improving the website of the regional newspaper. Besides, for positioning the newspaper, recommendations on introduction of new rubrics which will allow to distance from competitors were proposed. Also, it applies to such sections as *About People* and

The Main for the Month. The proposed recommendations will form a new target audience of the newspaper and will not allow it to get lost among similar Internet websites.

Keywords: media, target audience, Internet websites, Internet.

Introduction

In the modern Kazakhstan society, an important role is played by the information obtained by the consumer from various media channels: television, radio, print and the Internet. People's turning to the mass media is due to motivational needs: (the desire to obtain the information, learn something new, have fun and rest). Media compete for the time of consumers who affect the media business by their choice (Andreeva, 2015). The modern media market is an area of coverage of the audience by the media owned by one or another company (Shvedova, 2016). The most important characteristic of the media market is competition. The strongest player is television. Newspapers, magazines and commercial FM radio offer consumers similar products with a certain differentiation (Yakovlev, 2015).

One of the segments of the modern media market is the regional press.

The regional press plays an important role in the media system of any state. Of particular relevance becomes the problem of the functioning of this type of periodicals due to the transformation of the information space, resulting in the rethinking of the very concept of "region".

Today, there are two approaches to this issue. Thus, Kazakhstan researchers believe that the regional doctrine is based on the fact of natural, economic, ethno-cultural and other differences in the territories. The specifics of the latter is manifested through landscape and climatic features, the degree of economic development, the sectoral structure of production, the level of urbanisation and industrialisation, the density and ethnic composition of the population, culture, etc. At the same time, "the dominant factor of sigling out the region is the civilisational (socio-cultural) code that integrates the local transformation of natural-geographical, geopolitical, geo-economic and other features" (Nurlanova, 2012).

Foreign researchers also pay attention to these features. However, modern Western regional science shows a tendency to the transition from industrial regions, which are a landscape-organised industrial site to so-called regions - "environments of life", in which the highest value is the standard of life, and the main social processes occur on new main directions – trade, education, information, etc. (Fink, 1986; Stewart, 1994).

Summing up these views, we can imagine the relative criteria with which the concept of region is currently considered. In other words, any region of the state is now considered not only as part of a single historical and cultural space of the country but also a number of neighboring states. And the regional press, which reflects the region's life in all the diversity of its political, economic and cultural ties, forms the socio-cultural code of the region. This is the most satisfactory characteristic of the region.

General characteristics of regional print periodicals

A distinctive feature of the modern regional press is its dynamic functioning in the context of globalisation and it leads to a significant theoretical and applied interest in it, as well as attracts the attention of the scientific, research and management elite. Regional press becomes the object and subject of increased interest both in the typology of modern theory and methodology of journalism which is an important section of scientific professional knowledge. This type of press was one of the most popular segments of the media sphere before, but it did not claim the central place in the society's life and professional creativity of journalists.

Today, in the scientific literature there is no definite answer regarding what periodicals can and should be attributed to the type of regional ones. In the professional

environment, local mass media are attributed among them (regional, district, interdistrict, city, large-circulation, corporate), the periodicals that serve a peripheral audience and whose distribution most often coincides with the administrative territory of the relevant scale. The attempts to more clearly systematise the ideas about the complex organism of this media segment of the modern national information space based on detailed classification, introduction of clear concepts, categories and terms into scientific and professional circulation remain unsuccessful.

At large, according to our preliminary study of the data of sociologists who study regional press, the share of Kazakhstan newspapers published for the last decade regarding all mass media is 15.7 %, oblast (oblast, republican) – 47,8 %, city and district – 12,3 %, interregional (distributed in several neighboring oblasts) - 11.4 % (Shyngysova, 2008). Thus, "points of growth" of modern information space are in the oblasts, but most of them are located not in small towns and villages but in regional, oblast and republican centers.

In modern scientific research, every scientist has a different view of the functions performed by local media today. In the research papers of such scientists as Nasimov M.O., Paridinova B.Zh. and Abutalip A.N., the role of mass media is classified as follows, with singling out two main functions:

- 1) humanitarian (information sharing, education and entertainment);
- 2) political (formation of public consciousness).

The main function of local periodicals is an informative function. Political information includes data of high public importance that requires the attention of local public authorities. Based on the information obtained, citizens of the region form an opinion about the activity of the government, parties, akimat and other social institutions, economic and cultural life of the region.

The educational function of local periodicals is aimed at evaluating and streamlining the information obtained from the sources of information. Regional newspapers, by covering all spheres of life, affect the assimilation of political and social information by citizens.

The opposition actively uses the critical function of local periodicals in the political system. But since the completeness of criticism in mass media is very wide, all areas of public policy are in the center of its attention.

The control function based on the activity of public opinion has significant advantages. Although administrative and economic sanctions are not applied to negative phenomena in the society, a legal and universal evaluation of any event and activity of a political figure is given (Nasimov *et al.*, 2014).

P.B. Seytkazy in her research classifies the functions of local periodicals as follows:

- informational function;
- recreational (entertainment) function;
- cultural and educational function;
- educational function;
- communicative function;
- socio-pedagogical function.

If to detail the informational function of local periodicals, which is the main one, it becomes clear that the information of all types of communication means forms a special information space, that is, mass media become a self-sufficient educational system. However, knowledge obtained through mass media is different from the knowledge obtained in the special educational institutions that perform socio-pedagogical, educational, informational, cultural and educational functions in people's lives. If to attach importance to the types of knowledge acquisition here, it is related to self-education of a person, that is, it is significantly different from what kind of knowledge a person obtains in the educational institutions (Seytkazy, 2009). Thus, every function of local periodicals

plays a certain role in the population's life, so they should be paid close attention to. It is possible to note that the scientist studied and classified the functions of local periodicals in connection with pedagogical and educational teachings.

The classification of publications of the modern national and post-Soviet media space has not yet been developed, **also due to the reason that** the sphere itself is changeable and dynamic. The regional press segment is also undergoing notable changes. Scientific understanding of the problem reveals the multi-layering and ambiguity of the widely used term "regional" in relation to the local and "small" press. From the point of view of the theory and methodology of modern journalism, in the strictly scientific philosophical and philological sense, the concept of "regional press" is abstractly relative, dependent on the accepted starting point: "center (capital) periphery". In professional everyday life and at the applied level of sociology of journalism, the use of the term "regional press" is quite acceptable in relation to different kinds of local, "small" and peripheral press, provided the presence of clarifying factors, for example, what type (regional, district, corporate, factory, university, etc.) this segment of mass media belongs to, if we are talking about a territorial sign.

Interesting is the situation in other European countries, the familiarity with which is implemented through the review of research papers of foreign researchers of regional press. Such a concept as a regional press is practically not found in the research papers of foreign authors. In everyday life, Western colleagues often use the concept of local press which can be interpreted as the press characteristic of a certain locality. Domestic researchers of journalism use it as a synonym for the concept of "regional" press. However, these concepts have their own subtleties as well. Local means closed unlike open. The region is a part of the whole. As a rule, regional press is local, but it can be both transcontinental and glocal. Glocalisation is another new term of our time introduced by R. Robertson. It means the place and role of local and regional periodicals in the world of global information space, pointing to "the strengthening of the role of local processes with the strengthening of the role of global ones" (Arbatskaya, 2005). According to E. Arbatskaya, "local mass media should focus on "private" rather than general interests" (Arbatskaya, 2015). But the classification niche of this mass media segment in the typological system of modern journalism is wider and more multifaceted.

We will try to understand these and other nuances by adapting the English texts to the topic of our research. In the article *Regional Media as Creator and Voice of Collective 'We'* (Hujanen, 1997) Professor of Jyväskylä University J. Hujanen writes that there are 22 regional newspapers in Finland, the circulation of which ranges from 30 to 140 thousand copies. Regional newspapers all but one were founded as political agencies.

The author also notes that the regional mass media needs administrative status. News reports and editorials focusing on regional features are a part of the cultural aspect of zoning. They seek to develop regional solidarity and a sense of "community" among the people living in the oblast (Dominick, 1990). Besides, political zoning is understood in this paper as a journalistic discourse that protects the regions of distribution from other oblasts. The researcher raises a number of topical aspects of the functioning of the regional press in the context of the restructuring of administrative-territorial units. In particular, it is stated the increase of competition between the cities, each of which tries to present itself in the more attractive way before potential investors, entrepreneurs and so on to facilitate the promotion and sale of their product. The increase of competition between the oblasts is related to the defence of territorial boundaries by regional mass media.

The review of other foreign sources confirms the unity of views of researchers of different schools that the regional press is regulated more effectively than the nationwide mass press or centralised news agencies. So, it is possible to conclude that local mass media are more suitable, useful and effective than national ones in terms of supporting transformational processes. In this issue, of interest are the views of P. Gross, the

University of California Professor who investigates "Romanian laboratory" in his paper *Mass Media in the Revolution and National Development* (Gross, 1996). He notes that in the period after the overthrow of the Ceausescu regime, between December 1989 and 1995, the Romanian press was divided into three categories which sometimes overlapped: national press, regional press and local press.

P. Gross says that local mass media are more suitable, useful and effective than national ones in terms of supporting transformational processes. The use of local periodicals facilitates the decentralisation, and this is an important aspect of the diversification of mass media that is essential for distancing from the centralised communist system.

It is difficult not to agree with this point of view. In terms of carrying out certain moods, the local and regional press are certainly an ideal tool, as the professional level of many local newspapers is low, production and distribution of periodicals and organising the creative process are rather archaic and do not meet the requirements and opportunities of the time, as well as the level of information requests of the public. These ones and a number of other circumstances allow to easily affect small creative teams, their leaders, sponsors and this attracts the attention of modern researchers to content analysis and design of the regional press to find the ways to improve the quality of their information and increase the effectiveness of its impact on public opinion. This interest has an ambiguous vector orientation. However, to prevent the destructive use of this tool, and ensure the security of the national information space, it is necessary to increase the constructive impact of different types of mass media on the audience (Caplow, 1991).

But there are other points of view regarding the increased attention to the prospects of the regional press. In the article *Local Media and Windmills: the Struggle is Going On* E. Urusciuc (Urusciuc, 2003) says that mass media should be a business. However, the situation on the mass media market in Moldova suggests the opposite. The author reveals some of the most important reasons for such a condition of mass media in the country.

He writes that in the period of transformation, the end of which is not visible, local mass media in Moldova can be compared to a shipwreck, and journalists are forgotten like Robinson on a desert island. In most cases, local mass media are faced with a number of problems. It is difficult to talk about a stable local mass media market as many newspapers, television and radio stations have emerged and disappeared in recent years. Social and political processes strongly affected local media. The division of the country and the restructuring of the districts affected the stability achieved by some local mass media. The return to the district system contributed to the mass flight of journalists from independent mass media to the periodicals created by local government agencies. Moreover, the new type of press that emerged in the districts is comparable to the type of periodicals in Soviet times, whose role was to promote the Soviet system. The story repeats itself. These new and old district newspapers promote the interests of local authorities that, according to the author, is unacceptable in the democratic society. Is it really necessary to allocate money from the public budget to perpetuate in the newspaper every movement of the district Chairman or other officials? For example, on four pages of the district newspaper, the researcher found four photos of the district leader, and this tendency is probably characteristic of every district newspaper, according to E. Urusciuc. But who is the consumer of these newspapers: readers or officials?

For many periodicals, grants are presented as their lifejacket, allowing them to avoid bankruptcy. The statement that mass media should be a business has not yet become a reality in Kazakhstan because there are many subjective and objective factors that prevent this. Another problem managers refuse to talk about is a salary. Low salaries in the local press are the main reason why the local press of Kazakhstan has such poor quality. Besides, the involvement of the authorities with their administrative resources in subscription campaigns to support official district newspapers (which are usually of poor

quality) undermines the already dubious position of independent newspapers. Local newspapers do not have a clear conception. Due to personnel shortages and sometimes absence of desire, local newspapers are done mostly intuitively, "by touch in the dark" without taking into account certain professional principles. Local news in newspapers make up 30 %, the main place is given to politicised materials. As a rule, a reader is interested in the events in the region where he lives. The advantage of local newspapers should be regional information, but not the facts "borrowed" from the Internet. The author comes to the conclusion: in the modern situation, it is very difficult to produce and really free press of good quality. Before Kazakhstan has better times for the local press, the struggle against windmills will continue (Urusciuc, 2003).

Factors impeding the development of the local press

An important problem of the functioning of the regional press in modern conditions is the sharp reduction of the number of readers. Print newspapers and magazines are disappearing from the information space.

There are several objective factors impeding the development of the local press. In particular, the author (Urusciuc, 2003) points to the lack of money and poor financing of the mass media, as well as the low qualification of professional journalists. He believes that local mass media will become rich only when the general economic situation in the country improves. However, he notes that financing is less of a problem than personnel. The regional press is not financed by the local executive authority. Therefore, there is a need to find sponsors in the field of private business.

Regional print periodicals are being replaced by modern Internet technology. Multimedia allows to convey the information in the following ways: through text and statistical images, dynamic graphics and sound (Ibraeva, 2013). There are not enough colour illustrations in magazines and newspapers that require special processing. As a result, the production of print periodicals becomes more complicated and more expensive. On the Internet pages, illustrative material contains much more information than print text (Fomicheva, 2016). The Internet reports, shows and says about the causes of the event. The Internet as a media structure is characterised by globality, multimedia and interactivity (Kozybaev *et al.*, 2006). The growth of education and welfare of the population, cultural exchange and technical capabilities of the Internet technology have led to the fact that the "new fast media" took away the audience from print periodicals (Nazaikin, 2016). In many expert opinions of Kazakhstan specialists, there is a pronounced tendency to reduce the domestic market of publishing print products, in full accordance with analogical tendencies in the world market. Since 2014, there has been a tendency to reduce the number of print periodicals. During this time, the number of issued newspapers decreased by 10% and that of magazines – by 7.5 %. According to the forecast values for the results of 2019, this tendency has continued (Table 1 and Fig. 1).

Table 1. Issue of magazines and newspapers in the period since 2014 till 2018.

Year	Number of newspapers	Number of magazines
2014	1068	805
2015	1110	859
2016	1106	884
2017	1050	884
2018	1005	817

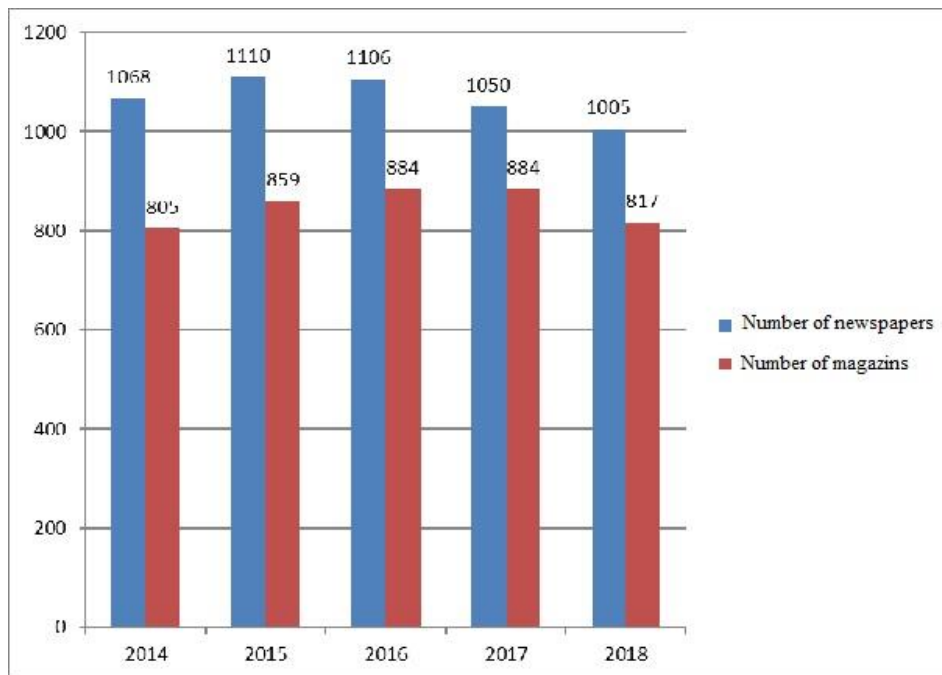


Fig. 1. Issue of magazines and newspapers in the period since 2014 till 2018.

Statistics show the reduction of not only the number of periodicals, but also of the number of copies issuable (Table 2).

Table 2. Issue of print production in 2014-2018.

Years	Magazines and other periodicals			Newspapers		
	annual circulation			single circulation		
	total, million copies	million	on average per 1000 people of population, copies	total, million copies	million	on average per 1000 people of population, copies
2014	183		1283	23	166	0.9
2015	190		1327	25	180	1
2016	173		1188	24	169	0.9
2017	149		1023	20	138	0.8
2018	138		943	21	148	0.7

Thus, annual circulations of magazines and other periodicals for 5 years reduced by 35 % per 1000 people of population, for the same period the single circulation of newspapers lost almost 30%. However, the reduction of circulation demonstrates an increasing dynamics. If as far back as in 2013 it was observed the increase by 3.5 % among magazines and more than 8 % among newspapers. The year of 2013 became a turning point for the printing industry of Kazakhstan, after which the industry has a negative dynamics. The rate of decline of circulation of magazines and newspapers in the period from 2014 to 2018 is shown in figure 2.

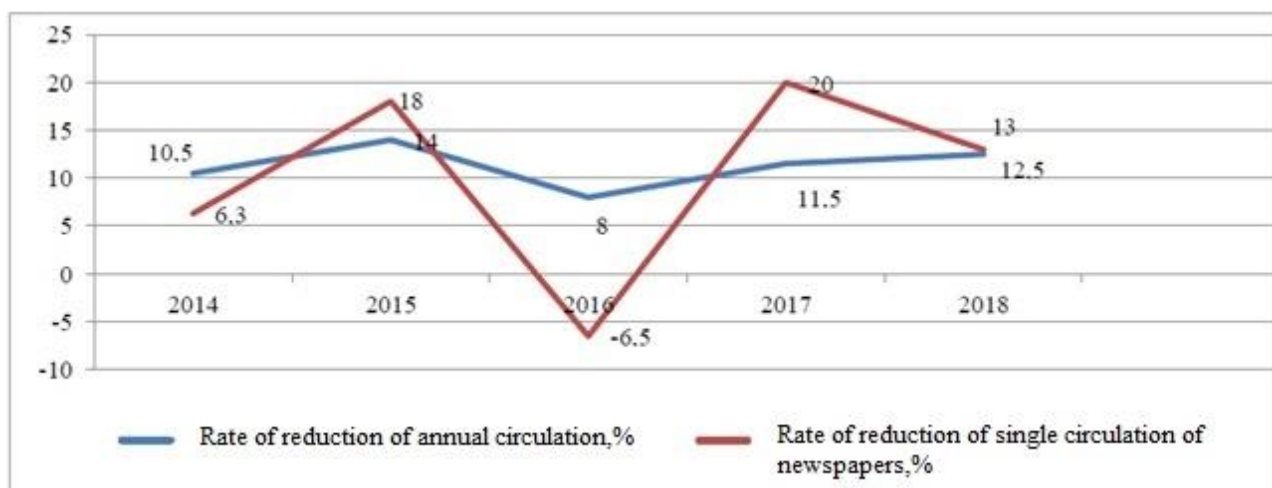


Fig. 2. Dynamics of reduction of circulation of newspapers and magazines in 2014-2018

Assessing the market as a whole, it should be noted that the dynamics of changes in the volume of newspaper circulations has a more unstable value. This is due to the attempts of newspapers to change the format of periodicals, for example, to reduce the number of issues. Daily periodicals are transitioning to a weekly issue format. However, annual value of the circulation of newspapers shows a negative tendency. For 2018, the circulation of newspapers has dropped to 6 069 285 copies, more than 700 thousand less than the values of 2017.

At large, the situation in the Kazakhstan printing market is negative. The initial reason for the decline was the crisis situation in the country which led to the reduction of demand and the increase of the price for print sorts of paper. Another factor of the decline was the spread of the mobile Internet, which replaced paper periodicals (Mambetova, 2016).

In the scientific literature, insufficient attention is paid to the problem of saving existing or forming new target groups of consumers in the transition from offline to online segment. Marketing implies a clear definition of its target audience which should be understood as a group of people the company is focused on in its activity. At the same time, consumers of offline and online segments have different characteristics and it complicates keeping the existing audience when working through the Internet, as noted by many researchers (Kovalenko and Sergeev, 2011). A number of authors note that on the Internet network the process of determining the target audience is more time-consuming (Nagiyatova, 2012). Indeed, in his real life, a person consumes the goods which correspond to his position and status in the society. The Internet space does not limit a consumer by social norms.

Latypova Yu.A. and Sokolova A.S. (Latypova and Sokolova, 2014) in their research note that the effectiveness of the Internet mass media is determined by the demand among advertisers, and it is important for them to have a certain target audience. A number of researchers (Krasnov et al., 2018) note that a too broad target audience in the market, especially when working in B2C sector Cheredov (Cheredov, 2016). proposes the following methods that provide an opportunity to form segments of the target audience: analysis of search inquiries, parsing the target audience of social networks, analysis of comments on forums and social media, evaluation of ready market research and online field research.

In this research, we would like to focus on the features of the formation of a new audience of the regional print periodical on the example of the *Semey Tañi Newspaper*.

The history of *Semey Tañi*, the regional newspaper in the Kazakh language, begins with the 60s of the XX century. Today, *Semey Tañi* is headed by R.A. Moldasheva, the Director-editor-in-chief, Deputy of maslikhat of Semey City and laureate of the Prize of the

President of the Republic of Kazakhstan. In *Semey Tañi Newspaper* work 20 journalists, 12 of whom are professional editors.

The newspaper reflects important events in the region, the republic and abroad. The newspaper tries to give readers as much useful information on any topic – politics, economy, social life, culture, education, health, etc. To raise awareness of the readership is one of the directions of the concept of *Semey Tañi* as the formation of active civil position and patriotism.

The Information Center of *Semey Tañi* which issues the newspaper, a year ago decided to intensify the work on the Internet. This decision was due to a number of factors. At present, the target audience of the print version of the newspaper are mainly people of retirement age in Semey, in all districts of the region and oblast. Their demand for the periodical is stable, but the number of the target audience of consumers is constantly reducing. Also, the newspaper is mainly subscribed for by the residents of the region and oblast, and the reduction of the population in the villages due to migration to the cities entails the reduction of subscriptions.

Therefore, the newspaper's editorial board made a decision to develop the newspaper in a new format – in the form of an online edition, with a focus on the young readership. The format of the print periodical is saved in the same form (*Semey Tañi Newspaper ...*).

Results of the survey of potential consumers of information services in the Internet space

The sample size is 272 Kazakhstanis with an actual sampling error 5 % and confidence level 90 % (accuracy).

The following formula of non-repeated random sampling with an alternating feature was used for the calculation (Equation 1):

$$S = (Z^2 * (p) * (1 - p))/C^2 \quad (1)$$

Z = Z Factor (for example, 1.96 for 95 % of confidence interval);

p = percentage of respondents or responses of interest, in decimal form (0.5 by default);

C = confidence interval in confidence interval.

The survey was conducted through the Google Form tool among members of groups in the most popular social networks.

Initially, it was decided to find out which method of obtaining the information and news for Kazakhstan youth is preferable and more convenient (Fig. 3).

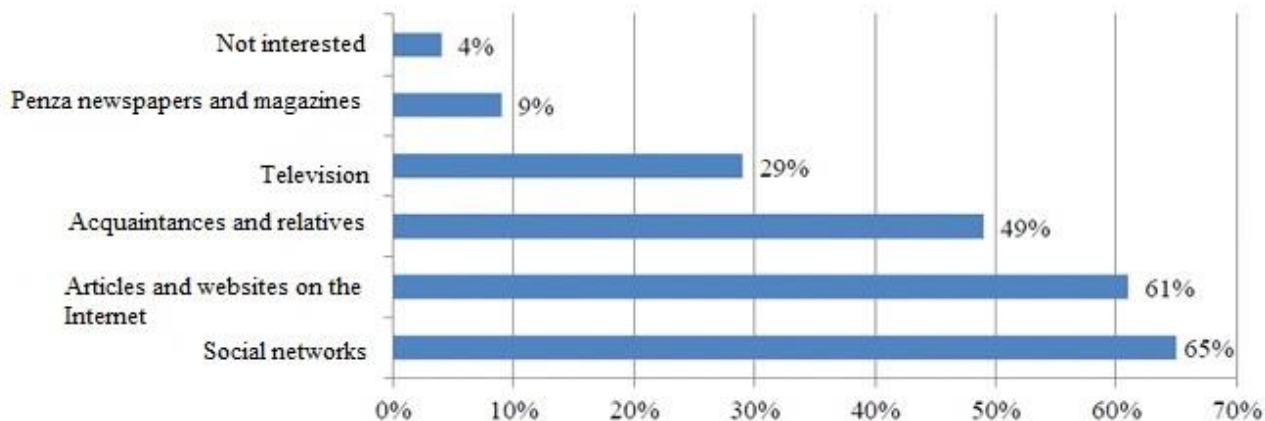


Fig. 3. Ways to obtain information from which young people learn the news

The results of the analysis showed that 65 % of respondents preferred to learn news from social networks, almost the same percentage of respondents (61 %) read articles on

the Internet. Almost half of the respondents (49 %) receive news from acquaintances and relatives. 29 % of respondents watch television to learn the latest news. And only 9 % out of 285 young people surveyed read newspapers and other print periodicals for obtaining the information. This confirmed the hypothesis that newspapers and print periodicals were in small demand among the youth.

It is also important to know what information young people want to read and what they are interested in (Table 3).

Table 3. The most interesting news topics for the Kazakhstan youth

News topics	Number of people	Percentage
Incidents	165	58 %
Politics	144	51 %
Culture news	143	51 %
Economy	90	32 %
Science	81	28 %
Sports news	80	28 %
Criminal news	72	25 %
Ecology	3	1 %

The table shows that the youth are mainly interested in incidents (58 %), news of culture and politics (51 %), as well as economic news (32 %), inventions of scientists, sports news (28 %) and criminal news (25 %).

The next question of the questionnaire was about what information the Kazakhstan youth want to read, what news is not enough, what is missing (Table 4).

Table 4. News topics that, according to the Kazakhstan youth, are poorly or not sufficiently covered

News topics	Number of people	Percent
Culture events	138	48 %
Scientific innovations / inventions of scientists	137	48 %
Economic news	105	38 %
Sport activities	66	23 %
Ecology	3	1 %
Criminal news	3	1 %
Not interested	3	1 %

The table shows that the Kazakhstan youth are not satisfied with the quality/ quantity of news of culture and science (48% of respondents), as well as economic news (38 %). According to respondents, information about the above events is not fully covered in the mass media.

From the answers to the next two questions, one can learn which ways to get news are preferable for the youth and why (Fig. 4 and Fig. 5).

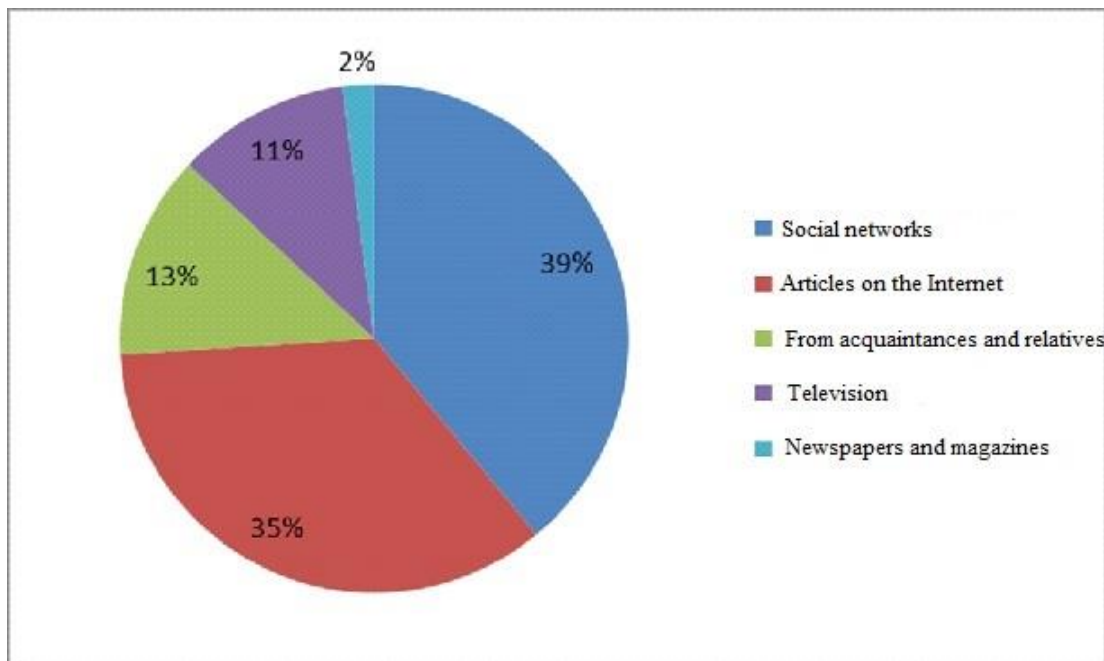


Fig. 4. Preferred information sources from which the Kazakhstan youth obtains the information about the region

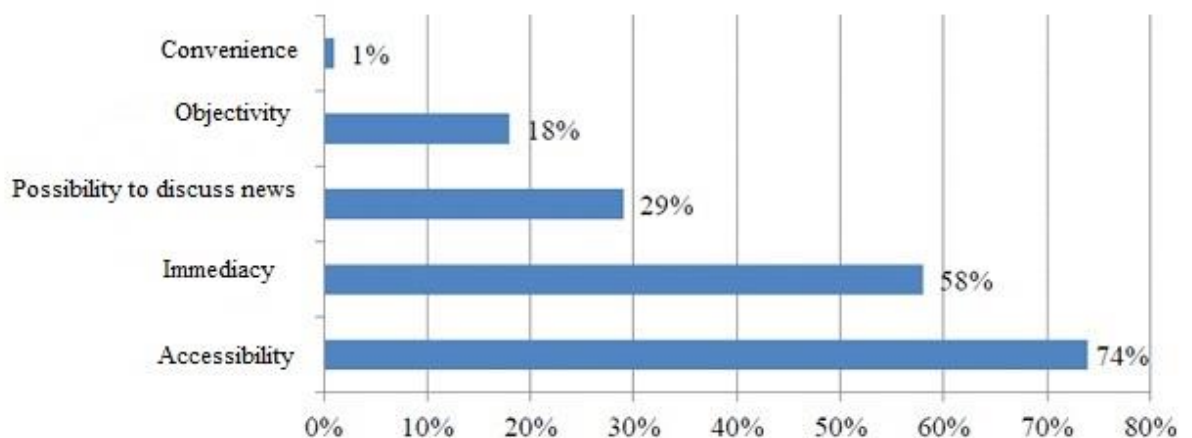


Fig. 5. Qualities that are crucial in choosing the way to obtain the information and news about events

It follows from these graphs that the Kazakhstan youth mainly obtain the information through the Internet (social networks and articles on the Internet). Young people chose these ways of obtaining the information because of their accessibility and immediacy. An important factor young people also pointed out is the possibility to discuss the news. One can say that for respondents, time is important, they do not want to spend time on finding the information, so the majority of respondents identified accessibility and immediacy as the two main qualities when choosing a method of obtaining the information (74% and 58 %).

One of the current global tendencies is that young people are gradually ceasing to read print literature and mass media, as confirmed by the analysis of the answers to the previous questions of the questionnaire. But this does not mean that this phenomenon is negative, rather, on the contrary, it is progress which is on the go. With the emergence of the Internet, it has become easier for young people to obtain the information from there than from newspapers and magazines.

It is necessary to determine what first of all the Kazakhstan youth pay attention to when choosing news of interest (Fig. 6).

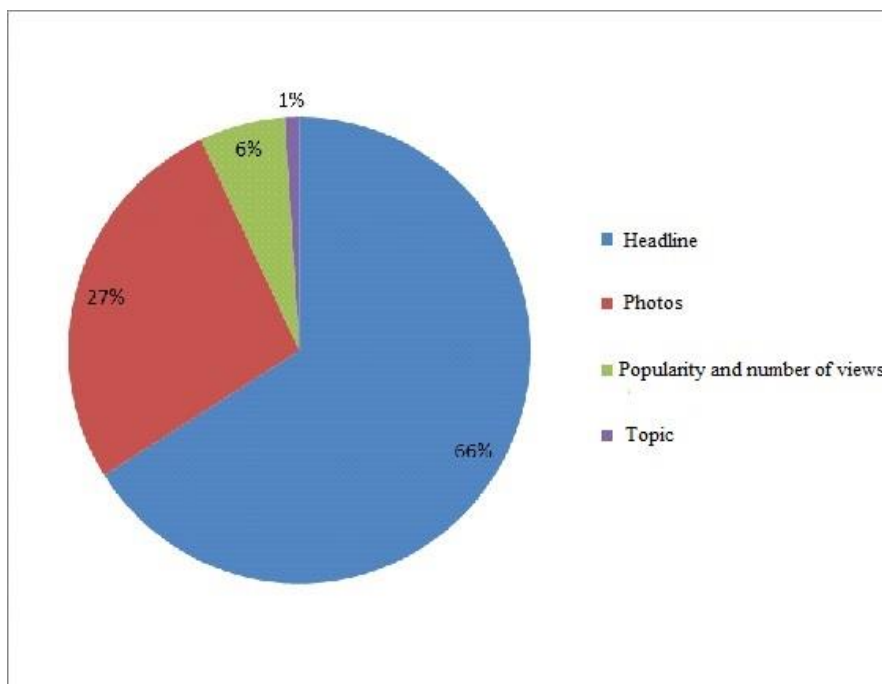


Fig. 6. Criteria for choosing articles to read on the Internet

Mainly, respondents pay attention to the headlines (66 %) and photos (27 %). This suggests that a catchy headline and a colorful photo will ensure the popularity of the news.

The next question of the second unit of the questionnaire concerned the specific features of the website that the Kazakhstan youth like and why they choose this particular news website (Table 5).

Table 5. Choice criteria of news website

Characteristics	Number of people	Percentage
Frequent update of articles	90	32 %
Informativity of articles	87	31 %
Photos	70	24 %
Convenient interface	54	19 %
Presence of interesting topics	48	17 %
Possibility to leave a comment	30	11 %
Do not visit news websites	69	24 %

According to the analysis, when choosing a website with news, young people pay the greatest attention to frequent update of articles (32 %) and their content (31 %). The presence of photos is also important for young people (24 %). The presence of interesting topics, comfortable website interface and the possibility to comment on the news are not less important aspects.

It is also important to know what factors need to be improved to ensure that young people should not refuse to visit news websites, and what should be improved to make this method of obtaining the information function even better (Table 6).

Table 6. Factors negatively affecting the choice of Kazakhstan news websites

Criterion	Number of people	Percentage
Interface	90	32 %
Rare update of articles	30	11 %
Absence of photos	24	8 %

Too much discussion in the comments, conflicts	60	21 %
Bias and unreliability of articles	120	42 %
Absence of entertaining moments when presenting the news	117	40 %
Do not visit news websites	55	20 %

The results of this table show that the majority of respondents (42 %) are not satisfied with the quality of articles, i.e. these articles are not always objective and reliable. Also, 40 % of respondents dislike the absence of entertainment when presenting the news on news websites. Also, the Kazakhstan youth are not satisfied with the interface of news websites, 30% of respondents answered.

Based on the survey data, one can say that the youth are not fully satisfied with the articles published on news websites of our region. Young people dislike the degree of objectivity and reliability of articles (42% of respondents) on Kazakhstan news websites, as well as the lack of entertaining moments when presenting the news (40% of the youth).

The creation of one's own unique rubrics, which will allow to stand out among the competitors, will contribute to a clearer positioning.

As found out from the survey, the majority of respondents read the news on websites only periodically, a small percentage does it all the time. Therefore, it is advisable to suggest to the Information Center to introduce the following headlines - *The main for the week* and *The main for the month*. These rubrics will include something like a review of the main topics and news of the week/month.

According to the results of the survey, a number of respondents said that they liked reading articles about people. Therefore, one more new rubric can meet the needs of these young people. This rubric will be simply called *About people* and will include articles about famous, interesting people with a difficult history of life.

Conclusion

To overcome the existing problems, it is necessary to improve the quality of regional print periodicals: to create electronic versions and new headlines, develop mobile Internet, organise campaigns and use courier delivery.

Electronic versions of the regional press allow to quickly publish the material, regularly update news and advertising information, copy, process and quote articles from the "electronic filing".

The development of mobile Internet opens up new opportunities for advertisers and increases the income of periodicals. It is necessary to encourage readers of newspapers and magazines with different gifts. Courier delivery of regional print will contribute to sales growth.

Thus, the dynamics of the print mass media industry indicates the contraction of the market. In these conditions, print media should look for new forms and methods of competitive struggle. One of the segments of the media market is regional print periodicals. There are the following problems in their functioning: reduction of print newspapers, magazines and readership, absence of financing from the authorities, reduction of the number of advertisements, increase of the attractiveness of "new fast media".

In most cases, publishing houses of the Republic of Kazakhstan make a decision on the transition to the Internet space. Many regional newspapers began to develop, diversify and update their websites very responsibly. This can include the following print regional periodicals of the Republic of Kazakhstan: Semey Tañi (<http://semeytany.kz>), Ortalyq Qazaqstan, Oñtústik Qazaqstan and Mangustau. This decision is reasonable, but it often leads to the loss of uniqueness, and a periodical becomes one of the variety of similar mass media. Besides, when transiting to the online segment, competition is tightened due to the presence of multi-format electronic publishing houses. For example, news portals,

groups in social networks, videos on specialised websites. Therefore, the transition process must be accompanied by the clear positioning. To form a new target audience in the Internet space, research was conducted. It included different ways of collecting the information: content analysis, expert survey and questioning of potential consumers. The conducted research allowed to define the main aspects of positioning of a newspaper and develop the relevant recommendations. They include the change of the domain name, introduction of new headlines and change of the format of the material. All this will contribute to the growth of the number of potential consumers and will allow to focus more exactly on the target audience.

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