



Saule Kultayeva  
 Department of Printing  
 and Electronic Media  
 Al-Farabi Kazakh National  
 University  
 Al-Farabi 71  
 050040 Almaty  
 Republic of Kazakhstan  
 kultayeva.saule@gmail.com

Saule Kultayeva is a Postgraduate Student at the Department of Printing and Electronic Media, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan. She is interested in online journalism, media communication and differences between online and print media.



Assoc. Prof. Rimma  
 Zhaxylykbayeva, PhD.  
 Department of Printing and  
 Electronic Media  
 Al-Farabi Kazakh National  
 University  
 Al-Farabi 71  
 050040 Almaty  
 Republic of Kazakhstan  
 rimma\_zha@outlook.com

Rimma Zhaxylykbayeva is an Associate Professor at the Department of Printing and Electronic Media, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan. Her research interests are audio-visual media, use of news agency multimedia content, and impact of digital technologies on the relationship between news agencies and publications.



Assoc. Prof. Gulnar Uzbekova,  
 PhD.  
 Department of Printing and  
 Electronic Media  
 Al-Farabi Kazakh National  
 University  
 Al-Farabi 71  
 050040 Almaty  
 Republic of Kazakhstan  
 gulnaruzbekova@hotmail.com

Gulnar Uzbekova is an Associate Professor at the Department of Printing and Electronic Media, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan. Her research interests are international news reliance, news influence on public opinion and ethical content consideration.



Aliya Beldibekova, PhD.  
 Department of Journalism  
 Khoja Akhmet Yassawi  
 International Kazakh-Turkish  
 University  
 B. Sattarkhanov 29  
 161200 Turkestan  
 Republic of Kazakhstan  
 abeldibekova@outlook.com

Aliya Beldibekova is a Senior Lecturer at the Department of Journalism, Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkestan, Republic of Kazakhstan. She is interested in cultural news diversity, news agency agenda-setting and news verification challenges.



Galiya Maikotova, PhD.  
 Department of Printing and  
 Electronic Media  
 Al-Farabi Kazakh National  
 University  
 Al-Farabi 71  
 050040 Almaty  
 Republic of Kazakhstan  
 maikotova-gal@hotmail.com

Galiya Maikotova is a Senior Lecturer at the Department of Printing and Electronic Media, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan. She is interested in online news publications, original reporting balance and relations between government and news media.

# THE INFLUENCE OF NEWS AGENCIES ON PRINT AND ONLINE PUBLICATIONS/ NEWSPAPERS

**Saule KULTAYEVA – Rimma ZHAXYLYKBAYEVA –  
Gulnar UZBEKOVA – Aliya BELDIBEKOVA – Galiya MAIKOTOVA**

## **ABSTRACT:**

The purpose of the study is to analyse the dynamics of the influence of news agencies on the content of print and online publications within the media environment of Kazakhstan. The following methods were used: hypothetical and deductive, content analysis, and comparative. The results of the study have determined that rapid and intensive changes have been taking place in the Kazakh mass media and communications market in recent years, which are especially evident in the market of printed and online publications. It was found that news agencies, which are the standard of reliable data, are the main sources for newspaper materials. However, they still have the greatest influence on state publications, unlike private regional ones, which use publications of large-scale services more often. Content analysis of publications has determined that the number of citations by newspaper publications directly depends on the scale of events. The dynamics of news data from 2020 to 2023 highlighted that the number of mentions of the news agency in online and print publications is decreasing over time. In turn, all subjects of the media environment of Kazakhstan are reorienting themselves to the audience, actively using various platforms, social media, and digital opportunities.

## **KEYWORDS:**

departmental materials, information sources, media environment, news topics, social media

<https://doi.org/10.34135/communicationtoday.2024.Vol.15.No.1.2>

# 1 Introduction

With the development of technology and changing consumer habits, the media market is undergoing several significant transformations. The difference between print and online publications is becoming increasingly blurred, and the dynamics of the development of both directions actively affect the journalistic space as a whole. News agencies play a key role in the world of mass media, performing the function of collecting, processing, and distributing news at the international and national levels. Print and online publications, being important carriers of events, largely depend on the content provided by these services. Digital technologies have radically changed the media environment (Ronzhes, 2023). Most publications and broadcast channels are now available online, which provides instant access to information from almost anywhere in the world. In the Internet age, the speed of providing information has become critically important. With the increasing availability of information publishing on the web, the problem of fake news has intensified, which has raised questions about the quality of content and the responsibility of publishers. Social media have become the main platforms for the dissemination of news, which changes the promotion strategies of both print and online publications. Text articles are supplemented with videos, audio, and interactive elements, providing a deeper and multifaceted interaction with the audience (Sandra et al., 2021). Using analytics and algorithms, media today can offer content that meets the interests and preferences of each user. In conditions of information overproduction, media literacy is becoming a key skill in society.

News agencies play an important role in the modern news landscape, influencing what news society reads and how it is presented to it. They provide quick access to the latest news, which is especially important for publications that need to update their content promptly. Such communities can have a significant influence on the development of public opinion by choosing topics and accents in their news feeds. This, in turn, affects the content of printed and online publications. In the media market, the content vector plays a crucial role, forming the information field and influencing the perception of society. News agencies and newspapers, being the leading news sources, take an active part in this process, but they do it based on their specific goals, capabilities, and limitations (see Kudriashova, 2023; Danilyan et al., 2023). The vector of their content is determined by both internal factors: mission, resources, audience, and external conditions – socio-cultural context, economic situation, and political situation. The influence of information services on the media covers many aspects, ranging from content to the economic and ethical standards of the industry (Yaddarabullah et al., 2019). Changes in the market of printed and online publications reflect the general dynamics of the development of society and technology. How the media will look in the future largely depends on how publishers adapt to new conditions and the needs of the audience.

In the modern world, the media environment has a profound impact on the socio-cultural, political, and economic aspects of society. Awareness of its features and mechanisms of functioning is important for every citizen who aspires to be an informed and critically thinking participant in the modern information reality. Since the largest news agencies operate at the international level, they contribute to the establishment of a global view of events and trends, overcoming national and cultural boundaries. Their main clients are the media, corporations, government agencies and other organisations. They subscribe to the news feeds of the services to receive up-to-date information. Information communities are constantly adapting to the changing media landscape by introducing new technologies and formats, such as video content, infographics or podcasts. With the growing influence of social media, they must actively integrate with various platforms to interact with the audience (Gashi & Ahmeti, 2021; Uludag, 2023). Against the background of global and regional conflicts, news agencies, print and online publications, can become propaganda tools or, conversely, anti-propaganda, spreading or refuting certain news stories. Accordingly, such subjects of the media environment play a central role in the media space, providing a constant flow of information for many users around the world. Their role in the modern world is extremely important, and understanding this dynamic helps to better understand how agendas and public opinion are formed (Deuze, 2020; Sámelová, 2021).

There are many studies focused on the activities of news agencies and newspapers in Kazakhstan. Kulshmanov and Ishanova (2014) study the features of the functioning of news agencies in the era of globalisation. They reveal aspects of the development of mass media in the face of new challenges of reality. Auyesbay et al. (2022) consider

the problems of the Kazakh press and global practice through the prism of marketing and management. The researchers raise the topic of obstacles faced by printed publications of Kazakhstan under modern conditions. In turn, Moldabayev et al. (2022), Ahmet et al. (2020), Zhanabekova et al. (2014) and Kudaibergenova (2019) aimed their research at highlighting the state and prospects of the development of regional media systems under modern conditions. They analyse the current problems of modern Kazakh journalism. In addition, Barlybayeva and Yessimova (2019), Kertayev et al. (2023), Bulatova and Beisenkulov (2017), and Doszhan (2023) reveal the issues of the development of mass media in Kazakhstan, considering their position in the international arena. They study the ideology and nation-building of content, which influences the narrative themes in the media environment. However, there is little research on the role, significance, and influence of news agencies on the newspaper market of Kazakhstan. The purpose of the study is to consider the trends of the impact of information services on the materials of printed and online publications. In this regard, the following tasks can be highlighted:

- to identify the main theoretical concepts related to the influence of news agencies on the content and structure of media content in Kazakhstan;
- to assess how interaction with news agencies affects the activities of publications;
- compare how different publications – republican and regional, commercial, and state – use materials from news agencies.

## 2 Materials and Methods

The material base of the study was made up of various information objects, so there are publications of print and online publications that allowed establishing a key role in revealing the impact of news agencies on the newspaper market of Kazakhstan. The research used data, articles, and publications from the website of the Kazinform news agency, as well as the newspapers *Aiqyn*, *Jetisy*, *Zhas Alash*, published in the period 2020 – 2023. The sample met the diversity criteria, which included state and private newspapers at the national and regional levels to understand the features of their functioning and the characteristics of the content provided. They helped determine which stories and topics are distributed through news agencies and how they are adapted or modified by various publications. These materials led to the identification of the main news trends, which may have certain political, social, or economic biases, depending on the scale of the events taking place. They provided an opportunity to highlight how different print and online publications react to major global or local events, and how dependent they are on news agencies for their coverage. In general, articles in print and online publications have provided the necessary material for a deep understanding of how news agencies form and influence the content of the newspaper market.

The methodological basis of the study consisted of the following methods: hypothetical and deductive, content analysis, and comparative. The hypothetical and deductive method at the stage of considering the influence of news agencies on print and online publications allowed the formation of hypotheses about how the subjects of the media environment interact with each other and influence newspaper content. It helped identify common characteristics regarding the role of news agencies in the media space and their influence on the activities of newspapers. Its elements have led to the emphasis on the main trends in relations between information services and the media in general. This method characterised aspects of systematic and purposeful interaction of large-scale organisations with the mass media, while establishing their purposefulness and reliability of the data provided.

The method of content analysis at the stage of information collection allowed both qualitative and quantitative analysis of the content of departmental and printed materials. The information was collected during May – June 2023. It revealed how often and in what context materials from news agencies are published in print and online publications. Content analysis determined which topics and issues were most often covered in newspapers with the involvement of materials from news agencies.

The comparative method at the stage of comparison and identification of differences and similarities in the materials under consideration allowed the determination of how much print and online publications depend on the materials of news agencies, depending on the regional or national direction, considering their form of activity – public or private. It helped establish the main changes over time, that is, how the influence of large-scale services on newspapers changed in different periods depending on the events taking place. Its elements identified how different publications can interpret and present news, considering the resources of human and financial components. The comparison provided a deeper and multifactorial understanding of the influence of news agencies on print and online publications, revealing both universal patterns and unique features of different contexts.

## 3 Results

### *3.1 Features of the Functioning of News Agencies: The Kazinform Service within the Media Environment of Kazakhstan*

In the era of information technology, the quality and quantity of information provided have become one of the key factors influencing the socio-cultural, economic, and political development of society (Boumans, 2016). The volume and nature of the information disseminated can have a significant impact on the perception of reality and the development of opinions. Thus, according to the Ministry of Culture and Information of the Republic of Kazakhstan (2023), as of January 2023, 5,407 mass media were registered in the state, of which 3,779 belong to newspaper publications. Nowadays, every person is faced with a huge flow of information every day. Social media, news portals, newspapers, television – all these channels are bombarded with data. However, an excessive amount of information can lead to its devaluation, when important and useful information is lost among the information noise. Equally important is the nature of the information provided. Its impact on the audience depends on whether it is objective, positive, negative, or manipulative (Vasterman et al., 2008; Shynkar et al., 2023). What is relevant and interesting for young people may be insignificant for older people (Kolo, 2019). Given the impact that information can have, media platforms and content creators have an ethical responsibility for what data they distribute and how.

Kazakhstan's print and online publications largely depend on the content provided by major national and regional news agencies. There are several key services operating in the media market, and their competition, one way or another, affects the diversity and quality of the content provided. One of them is the Kazinform agency, which arose on the basis of the Soviet TASS, which existed for more than a century (Yessenbekova, 2016). Currently, it is part of the Television and Radio Complex of the President of the Republic of Kazakhstan, that is, it is defined as a state organisation. The agency does not operate on a subscription system, and its audience is not limited to media organisations. Before determining how often Kazinform agency's messages are covered and published in print media and Internet resources, it is necessary to form an idea of the total volume and nature of the information disseminated. To determine the average range of materials using the search engine of the agency's website, the total number of messages published in one day was calculated. For example, as of September 27, 2022, Kazinform published only 128 materials, and as of March 27, 2023 – 108 materials. In turn, a variety of topics can be organised into socio-political and socio-economic discourses, which differ in their narrative volume, considering the time period under investigation (Figure 1).

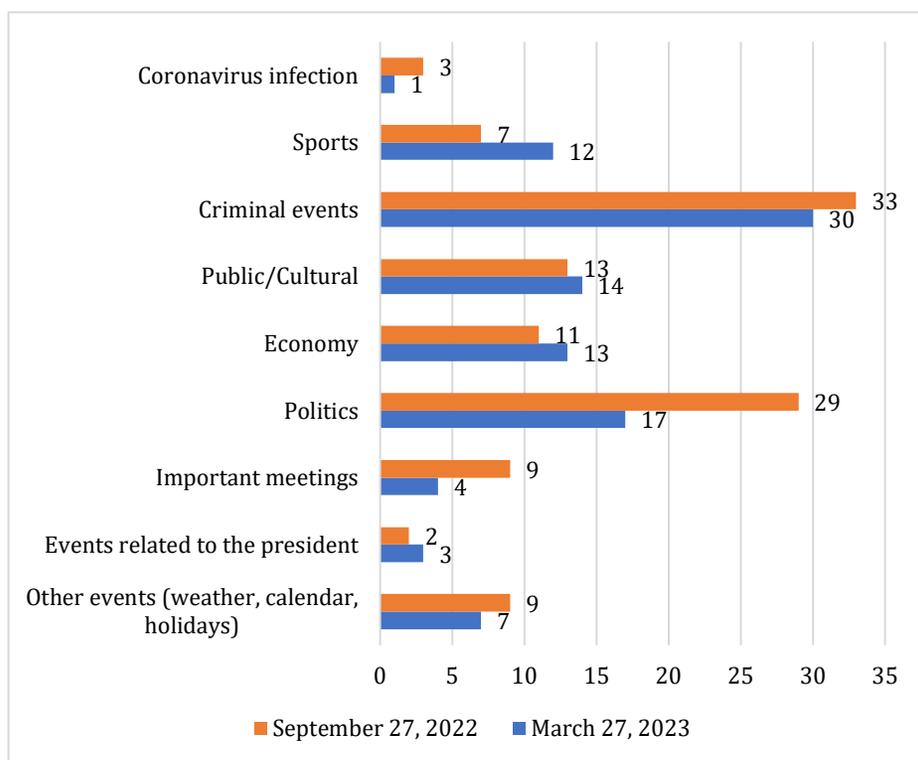


Figure 1. Indicators of the dynamics of topics of the Kazinform news agency according to the content analysis conducted for certain dates

Source: own processing, 2023

Thus, it can be noted that the agency most often distributes information about social events, politics, economics, and sports. In most cases, the materials are based on information from official sources – akimats, courts, prosecutor’s offices, and other state bodies. For a more accurate understanding, specific decisions taken by the Government and Parliament were grouped by the topic of politics, the National Bank and business representatives – by the topic of economics, and materials on the reflection and results of these decisions – by the topic of society. The agency’s website also has an “Expertise” section, which provides statistical information on various industries and current trends, expert comments, and forecasts. A striking example is the article by Kasymova (2023). This suggests that such interviews, opinions, topics, and comments may be of interest not only to various media, but also to social networks and other audiences of agencies. Kazinform tries to adapt as much as possible to the modern media environment and opportunities from the standpoint of technology, publishing information only after verifying its authenticity.

This situation confirms that Kazinform covers many topics, reflecting the political, economic, cultural, and social life of Kazakhstan, as well as international events. The main topics and areas that are usually covered by the agency are: news about the activities of the government, parliament, regional authorities, summits, international relations of Kazakhstan, economic growth, statistics, investments, trade, industry and the agricultural sector, events and trends of the world economy, coverage of social issues, education, health, social protection, national holidays, sporting events, customs, and traditions. This list is not exhaustive, since the service in question, being a large information aggregate, constantly updates its content, responding to current events and the needs of the audience.

Kazinform news agency, as one of the leading media services in Kazakhstan, has long functioned as the main source of news at the state level. In this regard, it is characterised by certain features of functioning within the media environment of Kazakhstan (Table 1).

*Table 1. Features of the functioning of the Kazinform news agency in the media market in Kazakhstan*

| Features                              | Characteristics   |
|---------------------------------------|---|
| State support                         | Kazinform started as a government agency that has received significant support from the government for many years. This provided it with access to the primary sources of information and guaranteed a certain level of influence in the media environment. |
| Large regional network                | It has an extensive network of regional correspondents and offices, which allows the agency to promptly cover events throughout the country, considering the features of each region.   |
| Multilinguality                       | Reflecting the multinational nature of Kazakhstan, Kazinform publishes materials not only in Kazakh, but also in Russian, English, Chinese, and other languages.  |
| Digitalisation                        | With the development of the Internet, the agency actively integrated into the digital space, launching its own website, mobile applications, and social media accounts to attract a young audience.   |
| International presence                | Cooperates with many international news agencies and has correspondents abroad.   |
| Ethical standards and professionalism | As a government agency, it adheres to certain standards regarding the verification of information and the provision of objective and accurate news.   |

*Source: own processing, 2023*

This situation confirms that there should be no shortage of reliable information, and for this, it is necessary to conduct high-quality fact-checking to disseminate reliable data. It is also worth mentioning that the Kazinform news agency, like many other modern mass media, is actively adapting to changes in the media space, using social media platforms to expand its reach and interaction with the audience. Social media such as Telegram and Instagram have become important channels for transmitting information. Telegram allows the Kazinform organisation to instantly distribute news among its subscribers. The creation of official channels and opportunities for two-way communication makes social networks a convenient tool for interaction. Many young people prefer to receive information through messengers, which present news in a visual format using photos, videos, and infographics. Through comments, surveys, and other functions, the agency can receive feedback and interact with readers. Using such platforms, Kazinform not only expands its audience, but also adapts to the modern needs of users, providing information in convenient and relevant formats.

Having analysed the features of the functioning of the Kazinform news agency within the media environment of Kazakhstan, it was found that this state service of narration is often the primary source of official news of the Government of Kazakhstan and other state bodies. It covers a wide range of topics ranging from domestic politics and economics to culture, science, and sports. Kazinform is actively developing its social media channels, adapting content to the specifics of each platform and following modern communication trends in the media environment. It also highlights the information service's commitment to modernity, innovation, and audience orientation. Given the

fact that it has its place and reputation in the media market, it can be argued that such a business model, offering reliable content and high-quality journalistic products considering modern challenges, changes, and opportunities, enjoys great success and trust among society. In general, the agency’s content reflects modern Kazakhstan, its history, culture, and aspirations, while combining the professionalism of journalism with the state vector of development.

### 3.2 Influence of the Kazinform News Agency on the Newspaper Market of Kazakhstan

The Kazinform news agency occupies an important place in the Kazakh media landscape and, of course, has a significant impact on the country’s newspaper market. For many publications, this service is the main or one of the main sources of news, especially when it comes to state and official news. Thus, to determine the influence of the agency on the activity and content of online publications, the materials of the *Aiqyn* newspaper published during March 2020 and 2023 were analysed using a direct link to the Kazinform agency (Figure 2).

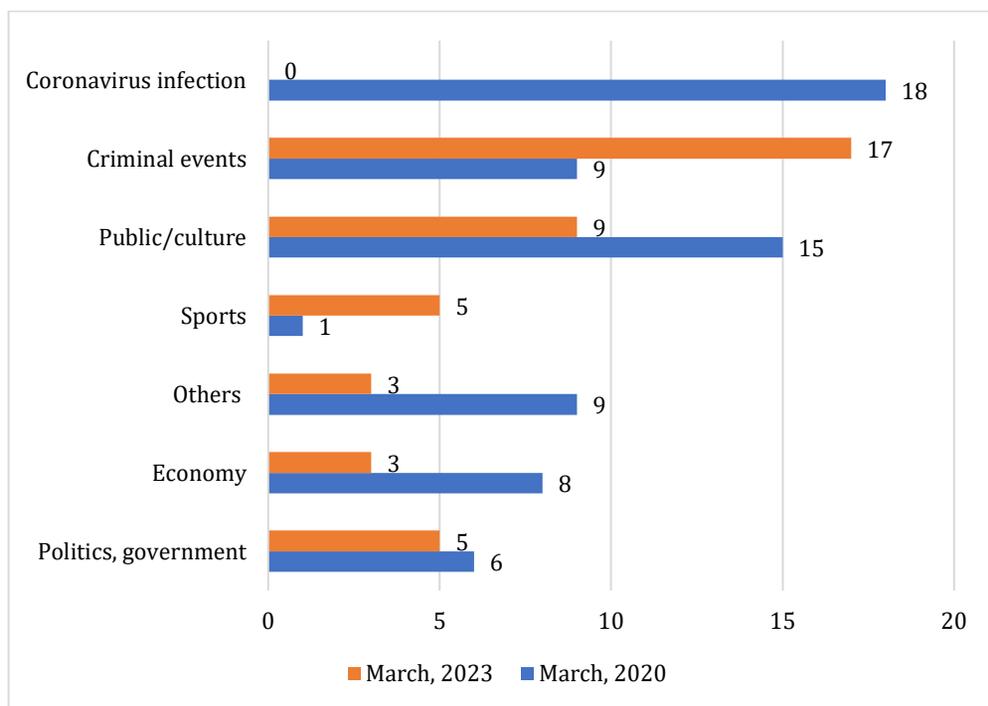


Figure 2. Indicators of the dynamics of *Aiqyn* newspaper topics taken from the Kazinform agency according to the content analysis conducted for certain dates

Source: own processing, 2023

When comparing the data, the most significant change is the reduction in the number of materials. In March 2020, the main topic was coronavirus, and the newspaper’s editorial referred to the agency’s official information and recommendations regarding the pandemic. In March 2023, the main topic was the elections of deputies of the Parliament and Maslikhat, where the editors preferred to refer to direct sources, such as their correspondents, central and regional election commissions. For example, the *Aiqyn* newspaper published an article entitled “AMANAT party approved the new composition of deputies in Mazhilis” (Aiqyn, 2023). The number of articles about accidents and crimes has also increased. This can be explained by the fact that in 2020 most of the news was

focused on the coronavirus and that there were not so many real accidents and crimes worthy of coverage at that time. As for foreign news, it should be noted that the vast majority of it was also associated with the coronavirus (Bakyt, 2020; Minap, 2020). The volume of foreign news on the site is small, since such information is not in particular demand among the audience of the publication.

Considering the content of the materials, Kazinform’s messages were published in the *Aiqyn* newspaper in most cases without any changes or with minor abbreviations of the main topic, where background information or contexts were not added. This can be explained by lack of time and lack of resources. This is especially true for complex, long materials. For example, an article prepared by the Kazinform agency – an interview with an ethnographer about the origin of the Korysu holiday was only abridged in the *Aiqyn* newspaper, and not in the form of an interview, but rather as informational material (Bakyt, 2023). However, in most cases, the newspaper uses departmental information in short messages and informational materials. In addition, it is necessary to consider the features of the publication, whether it is in traditional or online version (Scolari, 2022). In this regard, as part of the study, it was decided to determine to what extent the data of the Kazinform agency are used by regional newspapers in addition to republican ones. Therefore, the materials for March 2020 and 2023 published by the online publication *Jetisy* (Figure 3) were also analysed.

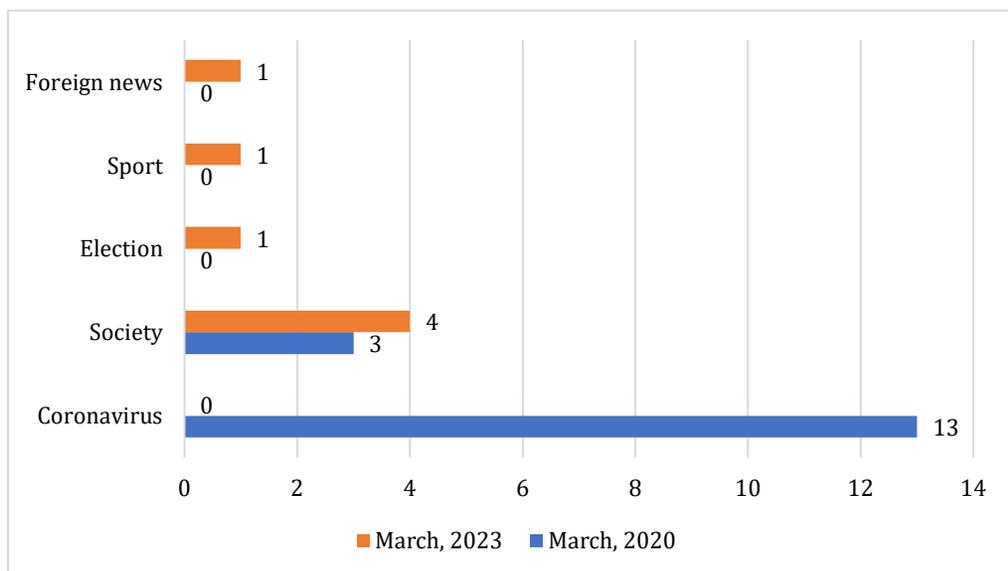


Figure 3. Indicators of the dynamics of the topics of the online publication *Jetisy*, taken from the Kazinform agency according to the content analysis for certain dates

Source: own processing, 2023

Thus, in March 2020, almost all news covered the topic of coronavirus, and in March 2023, the range of topics covered expanded due to sports and foreign news. When preparing election materials, the publication directly relied on reports from the press service of the central and regional election commissions, regional Akimat (Jetisy, 2023). From this data, we can see that the reviewed publication uses articles referring to Kazinform agency reports in a small number.

*Aiqyn* is an information resource of the Amanat party, and *Jetisy* is an information resource of the Akimat of Zhetysu district, so they can be defined as state-owned. Therefore, for comparative diversity, a review was made of the private newspaper *Zhas Alash*, whose materials with reference to Kazinform agency are published rarely, on average 2 or 3 articles per month, which are based mainly on the news section. In June 2020, 8 materials were published, 6 of which were devoted to the topic of coronavirus. In turn, in February 2023, 4 reports were mentioned, three of which related to the earthquake in Turkey, where one article was presented based on data from

Reuters (Zhas Alash, 2023). From the above data, it can be noted that the larger and more important the event, the greater the number of materials quoting the agency's messages on this topic. This may be a manifestation of a lack of personnel and other resources at the editorial office of the publication for full coverage and publication of such news and events on their own.

It should be noted that the reports of the Kazinform agency are also referred to by foreign mass media. In their materials, they usually use specific facts and quotes provided by the service, as well as add their own explanations and additions. One of such messages is an article presented in the English-language newspaper *Financial Times* (Ivanova, 2022). The article begins with a description of the general situation, attaching statements by President K. Tokayev, information about the border between Kazakhstan and Russia, and their general relationship. The reference to the Kazinform agency is reflected as a quote from the comment of the Minister of Internal Affairs of the Republic of Kazakhstan M. Akhmetzhanov on the described situation. English-language media outlets very rarely publish actual news about Kazakhstan, in most cases the topic is covered broadly with expert opinion and commentary, so links to Kazinform are rarely used by such newspapers of wide coverage. Well-known international publications, both print and online, have a reputation as reliable and objective sources of information, which adds credibility to the content of information services, providing them with relevant, objective and professionally prepared information for readers.

Comparing the total number of messages provided by the Kazinform agency and the number of materials published with a link in online newspapers, it can be emphasised that the information service has an impact on online, especially state-owned publications, but not to a large extent. Private expert publications rarely use the agency's materials. Kazinform is a state body, so it can be argued that newspapers and online publications do not turn to the services of the organisation, but directly to its press service. However, information about the president, the activities of the government, and certain appointments are only part of the messages provided by the agency. After analysing the material covered, it was found that the use of departmental materials by newspapers has decreased, albeit slightly, and now journalists have much more opportunities to work with sources directly. For the agency, this is a trend that should be considered. Although Kazinform does not operate under the subscription system, print and online publications make up a large and important part of the consumers of its content, adapting to changes in the modern media market. They play a significant role in shaping the content and discourse of online government publications.

## 4 Discussion

Modern changes involving mass media are not limited to the problem of content competitiveness. The place and social role of information is changing. Each of the media tools has already changed significantly, revealing its fragility. This mutation is so deep that it creates some uncertainty about possible changes and strategies that need to be defined in the media environment. This process will persist for a long period of time as technologies, applications and services derived from digital capabilities scale. According to De Lima-Santos et al. (2022), the activities of news agencies and publications are based on the idea of the relationship of editorial content, support, and report. This approach, based on the communication component to new media, helps understand the social logic that goes through the industrialisation of press content. It is a kind of set of rules that determine the structuring and functioning of the media sector, characterising the functions of creation, production, provision, and consumption of information materials. Technological and communication economic changes are destroying the traditional forms that functioned within the framework of the communicative market. Digitalisation has shaken up the business model of information services based on a high monopoly and large advertisers (Mathiasová et al., 2022; Maldynova et al., 2023). However, these changes have also provided opportunities for the development of more news information providers and creators of relevant access platforms. Changing the ecosystem means that a new way of providing high-quality news is needed, considering the functioning of large-scale agencies and various kinds of newspaper

publications. The research data emphasises that the media discourse is a constantly transforming object that needs modern elements of communication and digitalisation for effective activity.

Westlund et al. (2021) suggest that news production is at a transitional stage. The fundamental problem the mass media face is not the economic aspect, but the change, the way, and structure of the influence of news agencies. The current transformations in technology, the economic environment and audience preferences contribute to the process of diversification of journalists. They influence the institutional concept of media organisations and their behaviour. The information service model is that the media transform news products into services that pass through various platforms, focusing on obtaining data and comments through a syndicate, and on publicly available content and links to other information providers. It changes the functions of news organisations, the necessary work skills, and their relationships with various agencies. As a result, the relationship between the media and users has also changed, which has led to a different form of pricing. The core of this transformation in news delivery is the deinstitutionalisation of journalism itself. In the past, news usually provided geographically defined media outlets that often operated independently, rarely collaborated with other news providers, and had nothing to do with society. Now journalists are setting industry and professional standards, which form an appropriate news reporting regime based on a common belief system, structure, relationships, and business norms. The hypotheses of the researchers under consideration echo the results obtained, emphasising the transformation of relations between the subjects of the media space, and news transmission strategies in terms of professional cooperation.

The opinion of researchers Scott et al. (2019) emphasises that the modern mass media market can accommodate a wide range of reliable information providers in various forms, including print publications, radio and television, online networks, blogs, and social platforms. In the digital age, entirely fresh ways of news practices are bringing different standards, structure, and attitudes to the industry itself. Commercial and non-commercial media have some opportunities for development in the future. However, large providers of comprehensive business news will still dominate for a long period of time. The idea that high-quality news can only rely on major media outlets not only contradicts history, but also devalues the contribution of independent and freelance journalists who have been covering society and the entire world for almost three centuries. However, it is obvious that these journalists cannot independently provide all the information needed by the current user. Although traditional information providers and online companies are gradually in a symbiotic relationship, competitive hostility, and antagonism between them make their cooperation impossible, where it is difficult to create a network of values that would be mutually beneficial for all subjects of journalistic activity (Dzyana & Dzyanyy, 2023). Over the centuries, the impact on news structure and funding has changed dramatically. It is still unclear whether to follow the old ways or boldly innovate. However, it is not difficult to find that the market is still effective in providing certain types of information and content, but it obviously cannot fully meet the basic information needs of a democratic society and cannot cover the broad social ideas required by the audience. When analysing the data, it is noted that constant improvements are needed for the proper functioning of the media space, which will allow the establishment of the process of effective cooperation of journalism subjects.

According to Wang (2021), the media ecosystem requires the emergence of new and more flexible methods of news reporting. Large information services are becoming more flexible and are increasingly adopting new data production processes and methods. In addition, they have become more networked, actively cooperating with other information providers and manufacturers, consciously participating in public life. This caused competition in journalism, and pressure between value norms and practice. Currently, data providers use several platforms to approach and engage the public. They began to reflect on the nature of the audience, thinking about the needs in spatial and temporal aspects, simplifying the methods of transmitting information. All these are the keys to the emergence of more modern and adapted news relations and practices. The division of labour and collaboration in journalism continues to evolve, where small teams of specialists produce professional and local news, while others are committed to high-quality data. These groups play the role of mass media in the preparation and dissemination of news without the same large-scale institutional investments as in the past. Thus, news practice is changing from a relatively closed system of news production, adopted by official sources and professional journalists, to a more open structure in which information components come from public observations and data, and a stream of comments. The

results of the researchers coincide with the conclusions obtained in this paper, emphasising that the subjects of the media environment use a large arsenal of appropriate tools to transmit information, considering the needs of the audience.

Thus, after analysing information about the modern media market, it was found that digital news is changing the form of information transmission, providing opportunities for new methods of storytelling and interactive data visualisation. They constantly encourage news providers, both news agencies and various kinds of publications, to create different types and practices in the field of content management and information analysis to improve its authenticity and accuracy. Such a media environment causes conflicts in the role function and value concepts of journalism and differences in how journalists understand the ideas of the audience. In addition, it was determined that the mass media are entering an age when journalism is recognised by the public, and the importance of information is no longer appreciated only by commercial news organisations or editors. Relations between the subjects of the media market should be based on mutually beneficial cooperation, playing a key role in the development of journalism, and providing information to a wide range of readers.

## 5 Conclusion

As a result of the study, it was found that in the media market of Kazakhstan, relations between news agencies and newspapers, both printed and online, have several features reflecting the specifics of the region, and the cultural and political realities of the country. Major news agencies are becoming the main news sources for many newspapers. This ensures the rapid dissemination of the official view on various issues. Given the multinational and multilingual nature of Kazakhstan, information services often publish materials in different languages, most often in Kazakh, English, and Russian. Even though the main news often comes from major agencies, print and online publications try to differentiate their content by adding their own analytical articles, interviews and reports. It was also determined that as a state agency, Kazinform often reports the official views of the Government of Kazakhstan. This makes this news especially important for citation or use in other publications, especially when covering key government decisions or events. Moreover, there is an active development of online media, where news agencies are actively developing their Internet portals and social networks, and newspapers are strengthening their online presence. Currently, the Kazinform agency uses social media such as Telegram and Instagram to promote itself and disseminate information in the media market. However, it is obvious that it is necessary to constantly pay attention to the rapid development of technologies and their impact on the media in general and information consumption.

Due to the content analysis of news materials, both quantitatively and qualitatively, it was found that Kazinform, being one of the key news agencies in Kazakhstan, has a noticeable impact on national print and online publications. In turn, regional publications often take data from ready-made news feeds only when it comes to key events at the national level or international incidents. This allows them to provide up-to-date content without significant information collection costs. That is, the number of materials with links to the agency increases if the news or event is large-scale and important. Content analysis of publications, including the years 2020 – 2023, established that the current and most quoted news topics changed depending on the events that accompanied society at that time. Thus, it can be concluded that relying on data from news agencies is a way for newspapers to ensure the publication of truthful, verified events without wasting time checking them. However, at the regional level, newspapers rarely use sources or publications of large-scale news organisations, causing a lack of time and a lack of resources in their professional activities. In general, to create a unified information space, enrich content, and raise the standards of journalism at the international, national and regional levels, it is necessary to promote the development of mutually beneficial cooperation between information services and newspaper publications. Accordingly, it can be concluded that the purpose of the study has been achieved. However, the issues of cultural and political influences on the functioning of the media environment, including national news agencies, require further research.

## BIBLIOGRAPHY:

- Ahmet, A., Kurmanbayeva, A., & Janibeyk, T. (2020). Actual problems of modern journalism. *Farabi Journal of Social Sciences*, 6(3), 22-27. <https://doi.org/10.26577/CAJSH.2020.v7.i3.04>
- Aiqyn. (2023, March 28). *AMANAT: Нартиясы Мәжілістегі депутаттардың жаңа құрамын бекітті* [AMANAT: Party approved the new composition of deputies in Mazhilis]. <https://aikyn.kz/246596/amanat-partiyasy-mezhilistegi-deputattardyn-zhana-kuramyn-bekitti>
- Auyesbay, K., Togtarbay, B., Zhaksylyk, A., Amangeldiyeva, G., & Sak, K. (2022). Media management and marketing: World practice and problems of Kazakh press. *Journal of Language and Linguistic Studies*, 18(1), 223-234. <https://www.jlls.org/index.php/jlls/article/download/3486/964>
- Bakyt, N. (2020, March 12). *The World Health Organization has called the coronavirus a global pandemic*. <https://aikyn.kz/27289/dueniczhezilik-densawlyq-saqtaw-ujymy-koronavirwsty-buckil-qurlyqqa-taraghan-pandemiya-dep-atady>
- Bakyt, N. (2023, March 14). *Этнограф-ғалым Көрісу мерекесінің шығу тарихы туралы айтты* [The ethnographer-scientist spoke about the history of the Korisu holiday]. <https://aikyn.kz/244529/etnograf-galym-korisu-merekesinin-tarihy-turaly-aytty>
- Barlybayeva, S., & Yessimova, M. (2019). The impact of communication technology on the development of modern journalism in Kazakhstan. *Journal of Communications*, 14(11), 1084-1090. <https://www.jocm.us/uploadfile/2019/0930/20190930025458988.pdf>
- Boumans, J. W. (2016). *Outsourcing the news? An empirical assessment of the role of sources and news agencies in the contemporary news landscape*. Amsterdam School of Communication Research.
- Bulatova, M., & Beisenkulov, A. (2017). The role of social media in Kazakhstani journalism: New traditions and challenges. *Global Media Journal*, 15(28), article no. 70. <https://doi.org/10.32523/2616-7174-2018-125-4-87-96>
- Danilyan, O. G., Dzeban, A. P., Hetman, Y. A., & Kalynovskiy, Y. Yu. (2023). Features of information war in the media space in the conditions of Russian aggression against Ukraine. *Cogito*, 15(3), 55-71.
- De Lima-Santos, M. F., Mesquita, L., de Melo Peixoto, J. G., & Camargo, I. (2022). Digital news business models in the age of Industry 4.0: Digital Brazilian news players find in technology new ways to bring revenue and competitive advantage. *Digital Journalism*, 1-25. <https://doi.org/10.1080/21670811.2022.2037444>
- Deuze, M. (2020). The role of media and mass communication theory in the global pandemic. *Communication Today*, 11(2), 4-16.
- Doszhan, R. (2023). Multi-vector cultural connection in the conditions of modern globalization. *Interdisciplinary Cultural and Humanities Review*, 2(1), 27-32. <https://doi.org/10.59214/2786-7110-2023-2-1-27-32>
- Dzyana, H., & Dzyanyy, R. (2023). Public administrative activity in the conditions of contemporary uncertainty: Information and communication aspect. *Democratic Governance*, 1(31), 37-51. <https://doi.org/10.23939/dg2023.01.037>
- Gashi, R., & Ahmeti, H. G. (2021). Impact of social media on the development of new products, marketing and customer relationship management in Kosovo. *Emerging Science Journal*, 5(2), 125-138. <https://doi.org/10.28991/esj-2021-01263>
- Ivanova, P. (2022, September 27). Kazakhstan and Georgia welcome Russians fleeing conscription. *Financial Times*. <https://www.ft.com/content/00ec8cef-446b-4042-9278-a7603965a698>
- Jetisy. (2023, March 27). Ресми: Оск сайлау қортындысын жариялады [Official: OSC announces election results]. *Jetisy*. <https://7-su.kz/news/cat-1/16583/>
- Kasymova, A. (2023, April 4). *Диверсификация экономики: какие возможности есть у Казахстана* [Diversification of the economy: What opportunities Kazakhstan has]. [https://www.inform.kz/ru/diversifikaciya-ekonomiki-kakie-vozmozhnosti-est-u-kazahstana\\_a4053105](https://www.inform.kz/ru/diversifikaciya-ekonomiki-kakie-vozmozhnosti-est-u-kazahstana_a4053105)

- Kertayev, R., Baigozhina, D., Amangeldiyeva, G., Takhan, S., & Duisengazy, S. (2023). Television in Kazakhstan media space: Development paradigm and new trends. *Quarterly Review of Film and Video*, 1-17. <https://doi.org/10.1080/10509208.2023.2224706>
- Kolo, C. (2019). Strategic challenges of newspaper publishing in an international perspective. *Newspaper Research Journal*, 40(3), 275-298. <https://doi.org/10.1177/0739532919862367>
- Kudaibergenova, D. T. (2019). Compartmentalized ideology and nation-building in non-democratic states. *Communist and Post-Communist Studies*, 52(3), 247-257. <https://doi.org/10.1016/j.postcomstud.2019.07.002>
- Kudriashova, A. (2023). Ranking of factors influencing the quality of implementation of post-printing processes. *Bulletin of Cherkasy State Technological University*, 2, 71-79. <https://doi.org/10.24025/2306-4412.2.2023.278908>
- Kulshmanov, K., & Ishanova, A. (2014). News agencies in the era of globalization and new challenges of reality. *Mediterranean Journal of Social Sciences*, 5(19), 48-53. <http://dx.doi.org/10.5901/mjss.2014.v5n19p48>
- Maldynova, A. V., Osmanov, Z. D., Smagulova, N. T., Baigelova, A. N., & Orazgaliyeva, E. B. (2023). Enterprise strategic plan: Service business model. *Business Strategy and Development*, 6(1), 101-116. <https://doi.org/10.1002/bsd2.226>
- Mathiasová, A., Solík, M., & Mináriková, J. (2022). Paid subscriptions and premium content: Online news publishers' monetisation strategies. *Communication Today*, 13(1), 18-26.
- Minap, R. (2020, March 10). Әлемдік экономика шығыны коронавирусқа байланысты 2 триллион долларға жетуі мүмкін [The cost of the global economy due to the coronavirus may reach 2 trillion dollars]. <https://aikyn.kz/26849/26849-2>
- Ministry of Culture and Information of the Republic of Kazakhstan. (2023). *Статистика СМИ [Media statistics]*. <https://www.gov.kz/memleket/entities/mam/activities/145?lang=ru>
- Moldabayev, Kh. S., Rystina, I. S., & Koshkenov, N. Zh. (2022). State and prospects of development of regional media systems in modern conditions. *Journal of Positive School Psychology*, 6(2), 694-702.
- Ronzhes, O. (2023). Digital applications as tools for psychological adaptation of citizens to changes. *Scientific Studies on Social and Political Psychology*, 52(55), 34-46. <https://doi.org/10.61727/ssppj/2.2023.34>
- Sámelová, A. (2021). The paradigmatic change in the media-mediated communication after the onset of online media technologies. *Communication Today*, 12(2), 20-30.
- Sandra, L., Trisetarso, A., Ramadhan, A., Abdurachnan, E., Lumbangaol, F., & Isa, S. M. (2021). Social network analysis algorithms, techniques and methods. In *2021 International conference on advanced mechatronics, intelligent manufacture and industrial automation* (pp. 182-189). Institute of Electrical and Electronics Engineers. <https://doi.org/10.1109/ICAMIMIA54022.2021.9807748>
- Scolari, C. A. (2022). Evolution of the media: Map of a discipline under construction. A review. *Profesional de la Informacion Information Profesional*, 31(2), article no. c310217. <https://doi.org/10.3145/epi.2022.mar.17>
- Scott, M., Bunce, M., & Wright, K. (2019). Foundation funding and the boundaries of journalism. *Journalism Studies*, 20(14), 2034-2052. <https://doi.org/10.1080/1461670X.2018.1556321>
- Shynkar, T., Levchenko, T., & Dudar, V. (2023). Manipulative technologies in terms of information security. *Society. Document. Communication*, (19), 270-286. <https://doi.org/10.31470/2518-7600-2023-19-270-286>
- Uludag, K. (2023). Personalised video recommendation system and its potential role as a trigger of addiction. *Scientific Studies on Social and Political Psychology*, 52(55), 4-6. <https://doi.org/10.61727/ssppj/2.2023.04>
- Vasterman, P., Scholten, O., & Ruigrok, N. (2008). A model for evaluating risk reporting: The case of UMTS and fine particles. *European Journal of Communication*, 23(3), 319-341. <https://doi.org/10.1177/0267323108092538>

- Wang, X. (2021). Research on the transformation and development of traditional media in the new media era. *Open Journal of Social Science*, 9(3), 457-462. <https://doi.org/10.4236/jss.2021.93029>
- Westlund, O., Krumsvik, A. H., & Lewis, S. C. (2021). Competition, change, and coordination and collaboration: Tracing news executives' perceptions about participation in media innovation. *Journalism Studies*, 22(1), 1-21. <https://doi.org/10.1080/1461670X.2020.1835526>
- Yaddarabullah, M. F., & Rafiansyah, M. (2019). Service-oriented architecture for e-marketplace model based on multi-platform distributed system. *IOP Conference Series: Materials Science and Engineering*, 662(4), article no. 042028. <https://doi.org/10.1088/1757-899X/662/4/042028>
- Yessenbekova, U. M. (2016). Promotion of national traditions by Kazakhstan mass media as a mean of ideological influence. *Indian Journal of Science and Technology*, 9(9), 1-7. <https://dx.doi.org/10.17485/ijst/2016/v9i9/86600>
- Zhanabekova, M., Barlybayeva, S., & Myssayeva, K. (2014). Development of mass media in Kazakhstan. *Procedia – Social and Behavioral Sciences*, 159, 512-516. <https://doi.org/10.1016/j.sbspro.2014.12.415>
- Zhas Alash. (2023, February 8). Түркия мен Сириядағы жер сілкінісінен қаза болғандар саны 7 мыңнан асты [The number of people killed in the earthquake in Turkey and Syria has exceeded 7 thousand]. *Республикалық қоғамдық-саяси газеті [Republican Socio-Political Newspaper]*. <https://zhasalash.kz/news/turkiya-men-siriyadagy-zher-silkinisinen-qaza-bolgandar-sany-7-mynnan-asty-23309/>



