

*Materials of Conferences***MODERN KAZAKHSTAN: THE DEVELOPMENT OF POLITICAL COMMUNICATION IN MASS-MEDIA**

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In the last decades in Kazakhstan, Russia and the other countries of the CIS actively have been surveyed researches of the political communication in information-oriented society and have been forming scientific schools in this direction. The study Eurasian countries' political communication's theoretical-methodological and practical bases, including consideration Kazakhstan's political system's political particularities, is materially vital and timely step for designing and prediction of the region's further development. Changes in the society which occur in the last decade demand rearrangement of incidences which are inseparably linked with social consciousness.

Today there are outlined two tendencies in mass political information. One of them appears in transformation of different messages, without any monitoring system, in huge quantity. Humanity lost his social orientation which turns, in conclusion, to indifference toward politics of the society's main part. Huge number of messages is being published in the newspapers, coverage of facts happens in common stream system. The splitting up method pursues quite definite political aims. It helps to form man's consciousness, the man's consciousness that seems to be well-informed, but in reality the person who doesn't have clear ideas in politics.

The other political information tendency consists informational stream's cruel submission to ideological propagandistic purposes. This approach is typical for those printings which are the properties of political parties and movements. For party prints in Kazakhstan are typical periodicals like 'Ak zhol', 'Kazakhstan', 'Zhas alash', 'Megapolis', 'Kala men Dala', 'Strana I Mir', 'Express K', 'Subbota', 'Azamat Times' etc. The activity of such periodicals is especially

become apart during the pre-electional agitational period. In 2004 in pre-electional period for Parliament Mazhilis of RK the newspaper 'Zhas Alash' published series of materials about leaders and strategically platform of 'Ak zhol' party.

The occurrence of yellow press is natural process in the information market in Kazakhstan and others the exsoviet countries. The mass editions 'of yellow press' and occurrence 'of the electronic yellow newspapers' define (determine) differentiation of MASS-MEDIA in political life. "Navigator" - among the web-editions differs by the boldness and criticism of a different sort of "unreasonable" and "biased" materials in relation to authority. The republican

newspaper "Caravan" (in Russian) and regional newspaper "Zamana" (in the Kazakh language) and many other appendices of this periodic edition is limited to secular news, materials and stories of entertaining character, do not cause serious fear of государственно-governmental bodies. On the contrary increases of quantities(amounts) and increase of circulation 'of yellow press' in the market of MASS-MEDIA just testifies of viability of a method 'splittings of the information'. The periodic editions opposition of character 'Epoch', newspaper of a party(set) 'Akh zhol-Kazakhstan' and close to them 'Vremia', 'Zhas alash', 'Azamat Times', 'Soz', 'Subbota', 'Kazakhstan' in modern information space have the certain audience, is especial in the large cities of republic. Among the periodic editions of the country 'Exclusive', 'Mir Eurasia', 'Kazakhstan' etc. is the well illustrated republican and corporate editions. They concerns to a category 'of the qualitative editions'.

Having summarized a role of the Kazakhstan MASS-MEDIAS on development of the political communications, the political technologies and formation of public consciousness can allocate the following tendencies: increase of the editions of an analytical periodic seal and organizations of analytical interactive transfers; occurrence party and opposition of the editions; increase of professionalism of the international journalism illuminating political news, use of dirty PR-technologies in pre-election information campaigns, increase of the political electronic editions etc.

As the negative tendencies of development of the Kazakhstan MASS-MEDIAS it is possible to define(determine): monopolizing MASS-MEDIA; practice of the custom-made publications; weak understanding of modern PR-technologies by all participants of the market; backward economic model of activity of MASS-MEDIA; corruption; high enough politicians of business.

The modern condition of the market of MASS-MEDIA in Kazakhstan is characterized: by occurrence large of mass media by practice of clauses; by self-censorship; by the state orders for accommodation in MASS-MEDIA of paid materials.

In the future the development of the political communications in Kazakhstan is connected to competent realization of process of political choices, political activity of the citizens, use of new models of information technologies in political process, civilized observance of norms of behaviour and ethical morals, professional belief of the political players.

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ROLE OF FISHING INDUSTRY IN PROVIDING COUNTRY'S FOOD SECURITY

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Food security is one of the most important problems of Russia's economy. Scientific researches show that the majority of agribusiness sectors in Russia have already exceeded their threshold limits of food security. And fishery is not an exception. Products of the fishing industry are an essential part of balanced nutrition and a valuable source of animal proteins. Moreover, fishing industry in the world, and especially in coastal countries, is regarded as one of the most vital factors of food security of the country and plays an important role in providing population with fish products.

According to Russia's official statistics, the harvest in 2006 consisted of 3263992 tonnes (101,6% in comparison with the previous year); seafood production, including canned seafood amounted for 346502 tonnes (102,6%) [1]. Seafood export increased yearly, having reached a level of about 1,1 million tonnes. At the same time, seafood import also rose considerably, and was estimated to be 686109,7 tonnes.

As a result, the Russians consume 13,1 kg of seafood a year, which is almost two times less than recommended by the Russian Institute of Nutrition, which advises to eat about 23,7 kg of seafood a year for the average person). Moreover, seafood consumption differs considerably in the Russian regions. This is caused by their peculiarities, geographical location, current financial state and lack of stable relations between them. For example, consumption in the Far East Federal District reaches 22,5 kg, in the North-Western District – 18,2 kg, Central – 14,3 kg, Ural – 14,2 kg, Siberian – 11,7 kg, Southern – 10,4 kg and in the Volga Federal District – 9,9 kg.

In general, the Russian regions are being unequally supplied with fish products, except for Moscow and the Arkhangelsk, Kaliningrad, Moscow, Murmansk and Primorsky regions. Population prefers frozen fish, light-salted and smoked seafood, as well as many types of canned seafood. However, the quality of many products available on the consumer market, does not always meet all the standards. According to the Russian Agency for Health and Consumer Rights, in 2006, 35% of national and 21% of imported goods were of a poor quality.

It should be mentioned, that fishery is a subsidized branch of economy. World investments into the fishing industry are about 120 billion dollars, but the revenues do not exceed 70 billion dollars. Positive ef-

fect is achieved through profit distribution in fishing sales and processing sectors. Governments are focusing on improving fish resource management in the 200-mile zone, where the majority of fish is being caught, as well as support the fishing industry. Unfortunately, this scheme is not efficiently used in Russia.

Unlike Russia, seafood consumption in the leading countries varies from 19 kg till 100 kg per capita (Netherlands – 19 kg, Italy – 20 kg, France – 25 kg, Denmark – 31 kg, Norway – 55 kg, Japan – 72 kg, Island – 100 kg) [2]. Average consumption level in Europe is 20 kg per capita a year, i.e. twice as much as in Russia.

In many countries, seafood is not only a source of animal protein, but also contributes to the development of the domestic fishing industry, as it brings foreign currency to the country's budget. In the structure of the international food trade, seafood has a higher quote than many other products. According to the FAO, export from the developing countries to the developed ones exceeds 13 billion dollars, which is much higher than export of meat, rice, coffee, tea and bananas. Such countries as Canada, Norway and Island, export seafood for over 3 billion dollars a year, but not at the expense of the domestic market.

The state keeps its food independence, if import does not exceed 25% of the domestic consumption. In Russia, the level of seafood import has already exceeded the critical point of economic security (since 2001 import amounts to nearly 30% of the seafood consumption in the country), although Russia has great resources of food fish.

Russia's seafood export, mainly from its Far East, consists of raw products. More than 80% of the total export is frozen fish. Export of canned shellfish accounts for 6,63% and fish fillet - 5,53%. Russia exports seafood in more than 20 countries: Korea, China, U.S.A., Japan, Gibraltar, Singapore, Virgin Islands, Germany, Mauritania, Panama and other.

At the same time, about 70% of import is also inexpensive frozen fish (herring, poutassou and etc.), which is mainly consumed in the European part of Russia. Import of canned seafood (12,08%) and fish fillet (7,78%) also remains considerable.

Active development of seafood export from Russia does not result from a balance between import and export. On the contrary, export of seafood, which is also demanded in the home market, stimulates its import from abroad, but for a higher price.

However, seafood import cannot and should not be limited by governmental measures only. In our opinion, a complex state policy is needed to support national fish market and producers. Growing domestic demand for seafood can be satisfied by means of a modern wholesale seafood trading system, especially in Russia's coastal regions; crediting seafood trading in futures contracts; renewing state orders for seafood production, including canned seafood.