

болады. Наурыз мейрамы, түркі тілдес халқына ортақ мерекелер, тарихи жазбалар мен ескерткіштер, яки ынтымақтастыратын факторлар неғұрлым көп болса бұқараға соншалықты тартымды, жағымды имидж қалыптастырады.

Қорыта келсек, қазіргі уақытта қоғамдастықпен байланыс дәстүрлі маркетингтің құраушы элементі ретінде қаралады. Яғни, ҚР позитивті имиджін қалыптастыру мақсатында қоғамдастықпен байланысты аумақтық маркетингтің негізгі міндеттерін іске асыруға мүмкіндік беретін түрлі PR - технологиялар мен құралдар пайдаланылуы керек. Бұл ретте PR – технологиялар дегенде басқару субъектісінің міндеттерін анағұрлым оңтайлы іске асыру мақсатында «имидж жеке элементтерін бірыңғай үйлесімді бүтінге байланыстыруға» бағытталған саналы әрекеттердің жиынтығы, жүйелі қолданылатын әлеуметтік – коммуникативтік құралдардың, әдістердің және PR - қызметтің жиынтығы, өз кезегінде PR – құралдар – бұл PR - субъектінің мақсатына қолжеткізу үшін іске асырылатын қоғаммен байланысты ұйымдастыру бойынша оңтайлы және жол берілетін әрекет әдістерін іске асырудың процессуалдық және ұйымдық тактикалық нысандары.

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COMPARATIVE ANALYSIS OF THE ADVERTISING SECTOR IN KAZAKHSTAN AND TURKEY

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Annotation

The article offers an in-depth research look at the advertising industries of Kazakhstan and Turkey, revealing key dynamics and features of their development. Having analyzed various segments of the advertising market, including television, internet, outdoor advertising, radio and print, we highlight significant trends that are shaping the current landscape in both countries.

The article discusses the challenges facing advertising companies in each region. We look at the impact of digital transformation and changing media preferences on marketing strategies. The economic context also acts as an important factor in determining the dynamics of advertising markets.

Highlighting opportunities for growth and development, the article highlights how advertising companies can take advantage of the opportunities presented by the digital era and innovative technologies. The article concludes by prompting discussion on how companies can strategically adapt to effectively navigate today's media environment, overcoming challenges and innovating to achieve maximum impact and success in the marketplace.

Keywords: advertising market, comparative analysis, growth trends, digital transformation, media preferences, challenges and opportunities, innovations in advertising, market structure, advertising trends.

Every day, modern societies are faced with a deluge of advertising influences that permeate our everyday experiences. Advertising plays a key role in the modern economy, shaping consumer preferences and determining the success of brands and businesses. In the context of the global development of advertising industries, national markets represent unique ecosystems influenced by cultural, economic and legislative factors.

In this article we will attempt to conduct a comparative analysis of the advertising sectors of two countries - Kazakhstan and Turkey. Both states, located in strategically important regions of Eurasia, have similarities and differences in their economic and cultural characteristics, which directly influence advertising strategies and trends.

Let's analyze the main aspects of the advertising markets of these countries, identify similarities and differences, and, finally, pay attention to the challenges and prospects faced by the advertising industries of Kazakhstan and Turkey in the modern world. Our analysis will cover both general trends in advertising and the specific features that make these markets unique in their own way.

A comparison of the advertising sectors of Kazakhstan and Turkey reveals common trends that reflect global changes in the advertising industry and at the same time take into account the unique characteristics of each market.

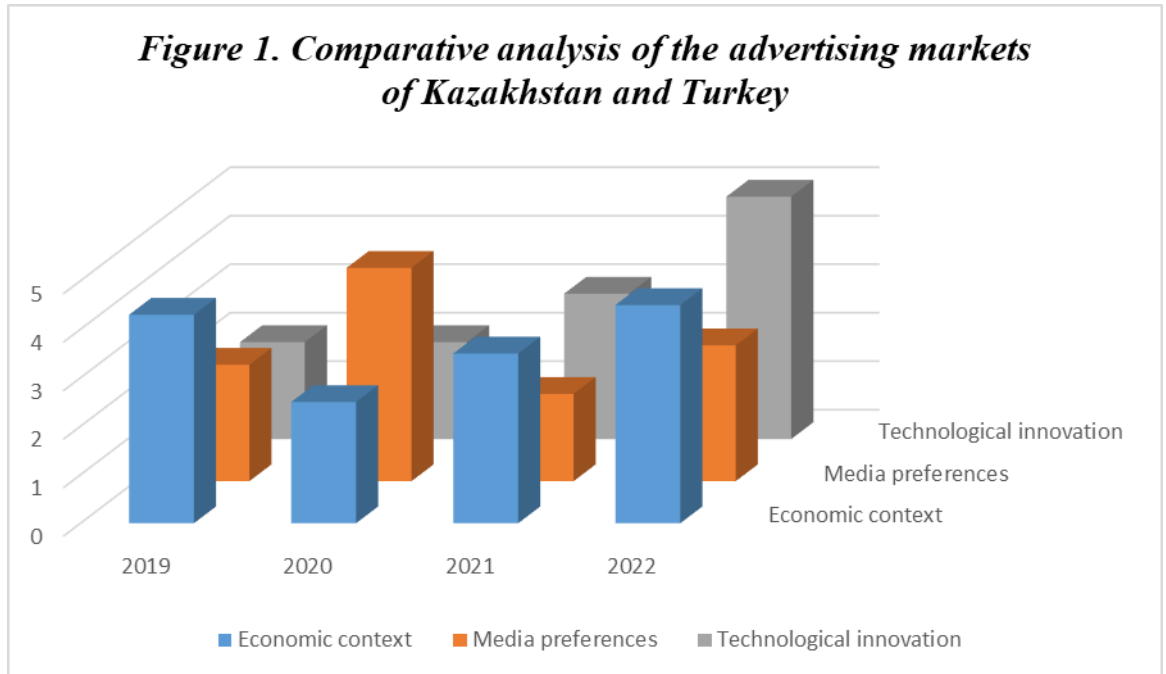
In Turkey, the digital revolution is particularly noticeable due to increased activity on social media. Social networks such as Instagram, Twitter and Facebook have become not only platforms for communication, but also important tools for marketing and advertising. The growth of the digital segment in Turkey is highlighted not only by the expansion of audiences in the online space, but also by increased engagement through interactive formats and personalized content.

In Kazakhstan, digital transformation is also actively progressing, supported by the introduction of new technologies and increased activity of advertisers in the online space. The growth of the digital segment reflects the desire of companies to adapt to modern trends by offering digital formats, including search engine advertising, contextual advertising and video advertising. The increased use of online platforms indicates that Kazakh advertisers are recognizing the potential of digital channels to reach target audiences and measure the effectiveness of advertising campaigns[1].

Both markets are distinguished by their desire to use data and analytics for more precise targeting, a key element of digital transformation. The transition to mobile advertising, interactive formats and the use of artificial intelligence technologies is also noticeable in both Turkey and Kazakhstan. Overall, both markets demonstrate a desire for innovation and efficient use of digital resources in a rapidly changing digital landscape.

Türkiye continues to integrate new technologies and formats to meet the needs of advertisers and audiences. In a changing media environment, the Turkish advertising market remains dynamic and adaptive. Interest in collaboration with Digital, the growth of online advertising and the use of innovative formats highlight the desire to effectively adapt to the requirements of modern audiences. These trends indicate continued growth and diversity in the Turkish advertising industry[2].

Both markets are showing growth trends despite the challenges they face. The optimistic outlook in Kazakhstan highlights the successful adaptation to media changes and the resilience of the advertising market. In Turkey, the integration of new technologies and formats reflects the desire to innovate and meet the needs of modern audiences. Thus, both markets leave room for optimism and provide prospects for further growth in the advertising industry.



Advertising companies in Kazakhstan and Turkey have significant prospects for growth and development based on various factors such as economic development, technological trends and changes in consumer behavior.

There is a dynamic development of the business environment in Kazakhstan, which creates favorable conditions for the growth of advertising companies. The economic diversity of the country and the active attraction of foreign investment contribute to an increase in the advertising budget. It is also worth noting that the rapid growth of the online space in Kazakhstan is opening up new opportunities for digital marketing and online advertising.

In Turkey, the advertising market also represents significant potential for development. The country remains a key player in the region, with its dynamic economy and commitment to innovation creating a favorable environment for advertising agencies. The rise of online consumption and the popularity of social media in Turkey are opening up new opportunities for digital marketing and targeted advertising [3].

Technology trends such as the use of artificial intelligence, data analytics and process automation are becoming key factors in the development of advertising companies in both countries. Effective use of modern technologies helps optimize advertising campaigns, increase their efficiency and accuracy in reaching the target audience [4].

Consequently, advertising companies in Kazakhstan and Turkey have growth prospects based on economic development, a vibrant online space and the use of advanced technologies. However, for successful development it is necessary to take into account the specifics of the market, changes in consumer behavior and effectively adapt to the modern requirements of the advertising industry.

In conclusion, a comparative analysis of the advertising sectors of Kazakhstan and Turkey revealed unique features and similar trends in the development of both markets. Both states are actively adapting to the challenges of the digital era, delving into digital transformation and developing new media strategies.

In Kazakhstan, despite a decline in press coverage, the market is showing overall growth, especially in television and online advertising. It is important to note the resilience of television, which continues to be a key communication channel. While in Turkey, the dynamic advertising ecosystem is actively integrating new technologies and focusing on the digital future. Both countries face challenges such as declining interest in print media and changes in the global political environment. However, the growth of online advertising and the desire for innovation provide advertising companies with new opportunities for development.

With rapidly evolving technology and ever-changing audience preferences, companies that can adapt and seize new opportunities will have an advantage. The advertising markets of both countries offer promising prospects for innovation and growth, while remaining at the forefront of global business.

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ПЕРЕДОВЫЕ ТЕХНОЛОГИИ В СЛУЖБЕ МИРОВЫХ СМИ: ОТ ВИРТУАЛЬНОЙ РЕАЛЬНОСТИ ДО БЛОКЧЕЙНА

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Аннотация.

В эпоху цифровой трансформации медиа-ландшафт испытывает беспрецедентные изменения, заставляющие средства массовой информации (СМИ) искать новые способы