

ANNOTATION

For the dissertation research of a doctoral student at al-Farabi Kazah national university Tulpar Zhanibek «Common Turkic Space: Problems of Information and Communication Genesis», submitted for the degree of doctor (PhD) in the educational program 8D03201 – «Journalism»

General description of the work. In the current era of globalization, the rapid development of information and communication technologies and the restructuring of ethno-cultural spaces require a new scientific approach to the process of forming a common Turkic space. In this regard, the dissertation research on the topic "Common Turkic space: issues of information and communication genesis" is aimed at a comprehensive analysis of information and technological factors in the formation of the communication space of Turkic-speaking peoples.

Relevance of the research topic The problems of the general Turkic space and its information and communication genesis today occupy an important place in the attention of the scientific community of Kazakh, Turkish, Azerbaijani and other Turkic-speaking states. The study of this topic has been carried out in several directions: historical and cultural aspects, linguistic and ethnocultural ties, as well as the influence of information and communication technologies. The concepts of the historical and cultural foundations of the Turkic space are widely considered in the scientific literature. For example, the works of Abilgazy Bahadurkhan and K. Amanzholov "History of the Turkic peoples", A. Kaidar "Introduction to Turkic Studies", Zh. Beisenbayuly "In the footsteps of the truth of the ancient Turks" play an important role in describing the historical continuity of the Turkic peoples. The works of well-known scientists, including the Turkic scholar Amanzholov A.S., Kydyrali D.K., are published in the field of studying the problems of cultural and linguistic integration of Turkic-speaking peoples. Several scientific works have been written in the field of cultural integration of Turkic states and in the institutional direction. For example, the article by Mukhamedzhanova A. and Shaldarbekova A. is aimed at determining the role of cooperation and institutionalization processes in the Turkic space. The relevance and novelty of the research topic is due to the need for a comprehensive study of the phenomenon of the formation of the information and communication structure of the Turkic space. Research in this area will serve as a scientific basis for the issues of ensuring information security of Turkic-speaking states, increasing their communication potential, and deepening cultural integration.

Scientific novelty of the research. The dissertation research is innovative in its comprehensive and systematic analysis of the information and communication genesis of the Turkic space. In the course of the research, the features of the formation and development mechanisms of the communication space between Turkic-speaking countries were brought into a single system for the first time at the theoretical and empirical levels. The information and communication space of the Turkic world was studied for the first time on the basis of the spillover effect of the

theory of neofunctionalism, and the laws of the influence of functional integration in the media sphere on political convergence were scientifically substantiated.

In order to measure the effectiveness of media and communication integration in the Turkic World, a mixed research methodology was used, and empirical indicators of integration potential were identified for the first time using quantitative data and qualitative interview results based on the Likert scale. Not only the cultural nature of events such as the Turkic World Documentary Film Festival and the Communication and Art Symposium was revealed, but also their strategic functions as soft power and communication mechanisms in the new information space.

The directions of digital transformation of information cooperation in the Turkic space were identified, and scientific and practical recommendations for the development of common media platforms as a strategic information structure were developed. Based on the empirical data collected during the study, a new scientific view was formed on the information and communication structure of the Turkic space and its development trends. These conclusions and recommendations will allow the scientific community to open new directions in the field of studying the information space in the Turkic world and will lay the foundation for future research.

The object of the study. Media association of Turkic-speaking countries. The research object included Kazakhstan, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan.

Research subject: Identification of issues of general Turkic information and communication genesis.

Chronological period of the study : 2010-2025

1. **Sources of the research work** Egizbayeva M.K. "Ethnography of the Turkic world: a textbook - Almaty: Kazakh University, 2019. - 342 p. (page 9)
2. Kabyshul Islam "The World of Turan" History of the Turkic-Mongol Peoples, Almaty: "Sanat", 2007. - 320 p. (page 301)
3. Abzhanov Kh. "Kazakhstan: national history, idea, methodology" - Almaty: "Eltanyim Publishing House", 2014 - 328 pages. (page 56)
4. Turkic sources on the history of Kazakhstan Volume II Ancient Turkic inscriptions and monuments (Orkhon, Yenisei, Talas). - Almaty: Dayk-Press, 2005. 252 p. +144 p. labels. (11th page)
5. Mahir İbrahimov, "Türk devletleri Birliği Gerçeği ve İşbirliği Perspektifleri", Akademik Tarih ve Düşünce Dergisi, Armağan issue of the 270th year of Azerbaijan Kültür Capital Şuşa, 2022, p. 195-212
6. Shaken uly Jadi, "Turkic origin and Kazakh settlements" research - Nursultan: "Ornek" publishing house, 2020 - 428 pages (27 pages)

Research base: experimental and analytical work was carried out at the National Library of the Republic of Kazakhstan, the Faculty of Journalism of the Al-Farabi Kazakh National University and the Al-Farabi Library, the Marmara

University and Library in Turkey, and organizations of Turkic-speaking journalists in Turkey and Kazakhstan.

Research methods. The dissertation is based on the analysis of the media in Turkic-speaking countries and a comprehensive assessment of their qualitative and quantitative characteristics. In addition, the work used methods of historical systematization, summarization, inference, structural-functional, comprehensive and comparative analysis. The research areas were focused on the study of scientific works, such as publications of the Turkic community.

Methodological basis of the study. The work used a mixed methodological approach to analysis . Quantitative method: The views and assessments of media professionals and experts on integration processes were statistically processed using an online survey (Google Forms) based on the Likert scale. Qualitative method : A systematic and structural analysis was conducted of the media initiatives of the Organization of Turkic States, materials from international media forums and festivals .

The purpose of the research work is to form the idea of Turkic unity in the media of Turkic-speaking countries and to unite countries with the same language, religion, history and culture in the information space in today's era of globalization. The idea of Turkic unity was born from the dream of our Alash intellectuals. Continuing this goal as a trust, the idea of Turkic unity in the information world is to form.

Theoretical and practical significance of the study: As a result of the research, this study can be used as methodological material in the study of general Turkic information and communication issues from the perspective of Turkic ideology, which renews the theoretical significance of the work. This scientific work, which has supplemented the general scientific research methodology, theoretical and practical directions on the topic " General Turkic space: issues of information and communication genesis", can be taken into account when developing curricula, methodological projects, tools and workshops for journalism courses.

The main conclusions proposed for defense.

To achieve this goal, qualitative and quantitative analysis of news materials was conducted. In addition, the theoretical basis of the study was based on mass communication theories, neofunctionalism of international integration (E. Haas, L. Lindberg) theory, The concept of media ecology (M. McLuhan), the theory of network society and information flows (M. Castells), as well as Gaspyrali's principle of "unity in language, thought, and action" were used to study the cultural and civilizational function of journalism. As a result of the research, the main conclusions proposed for defense were:

1. The genesis of information and communication among the Turkic peoples is described as a historical process that developed on the basis of the continuity of oral tradition, written culture, religious and spiritual ties, and modern digital communication.

2. The dominance of Russian information sources in the media systems of post-Soviet Turkic states complicates the institutional formation of pan-Turkic information and communication integration.
3. The principle of "Unity in language, opinion, and action" proposed by Ismayil Gaspyrali is a universal theoretical model that allows analyzing the Turkic media space as a systematic structure. Within the framework of this model, the press, television and radio, Internet media, social media, and news agencies are considered as interdependent elements of a single information and communication system.

Publication and approval of the research work. 6 articles were published on the main results of the research work. 2 articles were published in journals recommended by the Committee for Quality Assurance in Science and Higher Education of the Republic of Kazakhstan. 3 articles were published at international scientific and practical foreign conferences. In addition, 1 article was published in an international publication with a non-zero impact factor, included in the Scopus database. The dissertation work was discussed, examined and submitted for defense at the Department of Press and Electronic Media of the Kazakh National University named after Al-Farabi.

Structure of the research work. The dissertation work consists of an introduction, three chapters divided into nine subsections, a conclusion, and a list of references.

The volume of the dissertation is 141 pages.