

THE EFFECTIVENESS OF KAZAKHSTAN'S CURRENT POSITIONING AND BRANDING ON THE INTERNATIONAL ARENA

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Abstract. As a result of many years of studying "public diplomacy", the term "mediated public diplomacy" appeared in science. After conducting a survey, we found out that there are very few works on public diplomacy of Kazakhstan in the sphere of media communications, and mediated public diplomacy has not been considered by Kazakhstani researchers. Even in the Western world, MPD began to be seriously studied only in 2008. The world of press and TV channels, as well as the Internet are undoubtedly the first means of increasing popularity abroad. Also the urgency of the work is evidenced by the lack of real expert monitoring of the world media, determining the image of Kazakhstan in foreign publications.

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Keywords: MDP, Kazakhstan, image, Mass media, world stage.

ҚАЗАҚСТАННЫҢ ХАЛЫҚАРАЛЫҚ АРЕНАДАҒЫ АҒЫМДАҒЫ ТАНЫМАЛДЫҒЫ МЕН БРЕНДИНГІНІҢ ТИІМДІЛІГІ

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Андатпа. Ұзақ жылдар бойы «қоғамдық дипломатияны» зерттеудің арқасында Медиалық қоғамдық дипломатия (Mediated Public Diplomacy) термині ғылымда пайда болды. Шолу жасау арқылы медиакоммуникация саласы шеңберінде Қазақстанның қоғамдық дипломатиясы туралы еңбектер өте аз, ал Медиалық қоғамдық дипломатия қазақстандық зерттеушілермен мүлдем қарастырылмағанын анықтадық және оны нық сеніммен айта аламыз. Тіпті батыстың өзінде МРД-ға 2008 жылдан бастап ғана шынайы ден қойып, зерттеле бастаған. Сөзсіз баспасөз әлемі және телеарналар мен ғаламтор шетелде танымалдықты арттыратын бірінші құрал. Сондай-ақ Қазақстанның шетел басылымдарындағы бейнесін анықтайтын әлемдік БАҚ –на шынайы сараптамалық мониторинг жасалған сүбелі еңбектің болмауы жұмыстың өзектілігін көрсетеді.

Түйін сөздер: MDP, Қазақстан, имидж, БАҚ, шетел аренасы.

ЭФФЕКТИВНОСТЬ ТЕКУЩЕГО ПОЗИЦИОНИРОВАНИЯ И БРЕНДИРОВАНИЯ КАЗАХСТАНА НА МЕЖДУНАРОДНОЙ АРЕНЕ

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Аннотация. Благодаря многолетнему изучению «публичной дипломатии» в науке появился термин «опосредованная публичная дипломатия». Проведя опрос, мы выяснили, что работ по публичной дипломатии Казахстана в сфере медиакоммуникаций очень мало, а медийная публичная дипломатия не рассма-тривалась казахстанскими исследователями. Даже на западе МРД начали серьез-но изучать только в 2008 году. Несомненно, мир прессы и телеканалов, а также Интернет являются первыми средствами повышения популярности за рубежом. Также об актуальности работы свидетельствует отсутствие реального экспертно-го мониторинга мировых СМИ, определяющего имидж Казахстана в зарубежных изданиях.

Ключевые слова: MDP, Казахстан, имидж, СМИ, международная арена.

Introduction

In a world marked by intricate interconnections and rapid information

dissemination, the perception of nations is significantly shaped by media narratives. Among the many countries that bear the

imprint of these narratives, Kazakhstan stands as an intriguing case study. The international consciousness of Kazakhstan is often colored by preconceived notions influenced by its name's suffix, historical associations, and geopolitical context. The "stan" suffix, prevalent in several Central Asian countries, has inadvertently cast shadows of misconceptions, leading many, particularly in the Western world, to conjure images of conflict and underdevelopment. However, beneath the surface of these stereotypes lies a complex nation with a rich history, diverse culture, and significant contributions to various fields.

Present study seeks to delve beyond the clichés and directives, to dissect Kazakhstan's image in the global media landscape. While the International Information Committee of Kazakhstan's Ministry of Foreign Affairs actively endeavors to foster positive portrayals of the country, this study aims to explore the genuine, unadulterated perceptions that arise organically from international media sources. It acknowledges that Kazakhstan's image is not solely the product of state-driven efforts, but is a confluence of factors that include historical contexts, cultural interactions, economic growth, and geopolitical dynamics. The beginning of the 1990s marked a transformative era for countries worldwide, as traditional print media underwent a profound shift towards digitization. In this period, the dissemination of information underwent a remarkable simplification, reshaping the way societies accessed and absorbed knowledge. A pervasive concern at the time was the scarcity of information, reflecting a global landscape where information flows were still in their infancy. During this epoch, both citizens of Kazakhstan and individuals from other nations encountered limited exposure

to each other's realities. However, as the XXI century unfolded, a technological revolution rapidly swept across the globe, birthing a new era defined by emerging digital technologies. The advent of the internet and the widespread adoption of digitalization mechanisms catalyzed an unprecedented acceleration of change across various facets of life. The impact was far-reaching, not only in terms of technological advancements but also in the fundamental reconfiguration of human aspirations and lifestyles. Boundaries between disciplines blurred, and the contours of established sciences and professions transformed in tandem with the rapid pace of technological innovation.

Building a brand nowadays is more than just a business venture. Both politics and public service have made image construction an interesting topic. The term "country branding" is now commonly used in research, public relations, and communication. "National identity" is often used in relation to country branding. Any country must be viewed positively by the rest of the world in order to have a distinct "national identity" of its own.

In certain aspects, Mediated Public Diplomacy (MPD) differs from "soft power." Soft power is not the same as mediated public diplomacy. According to Golan [1,] many public diplomacy professionals (people-to-people) regard science-knowledge exchange and cultural dialogue as powerful means of "soft power." However, vast majority of foreign citizens believe that "soft power" does not provide them with as much information about another country as the media does. If the state is frequently covered in the media, it helps to attract investment [5]. And now information has become more accessible when media distribution was digitized. Entaman believes that state presidents and their subordinates use the

MPD to keep the American framework under control and to withstand it as much as possible [2]. It is also plausible, given the power of the American press. There is a popular assumption that the media is the Fourth Estate.

Poland as an example of the use of media monitoring. The Polish Foreign Ministry and embassies around the world monitor global media to create the image that Poles did not commit atrocities alongside the Nazis during World War II, and embassies embed information that concentration camps remain on Polish soil as a result of the war, and Poland is peaceful and tolerant [4]. Moreover, the Russian Embassy in London used to tag British media for each Twitter post [4,1]. Because the most logical method to frame is through local media. According to Gilboa's [6] description, the MPD's function is different from public diplomacy and media diplomacy. The use of the media in conjunction with interpersonal, and other means (courses, cultural exchanges) in long term constitutes public diplomacy. And media diplomacy is when leaders use the media to establish trust and partnerships. MPD is used to gain support from mass communication (including the Internet) and conduct foreign policy outside the country [7].

Since there are few research articles about Kazakhstan's image, the present study seeks to find out how Kazakhstan is portrayed in international English-language media.

METHODOLOGY

The research focuses on examining Kazakhstan's media public diplomacy and determining its present popularity and image in global media. Data is primarily collected from the LexisNexis database, specifically utilizing the Nexis Uni platform. This database provides access

to an extensive array of media sources, including print and electronic media, news agency channels, websites, blogs, and transcripts of TV and radio news. This approach ensures a comprehensive and diverse dataset, offering a holistic view of global media coverage.

The collected materials related to Kazakhstan undergo both quantitative and qualitative content analysis. Quantitative analysis aids in identifying trends and patterns across the media landscape. Qualitative text analysis delves deeper into the contextual nuances, tones, and underlying narratives within the media content. This combined approach enables a thorough understanding of how Kazakhstan is portrayed and perceived internationally.

To enrich the analysis, expert insights are integrated into the research. Expert opinions from individuals knowledgeable about Kazakhstan's international image are solicited. These experts provide valuable context, nuanced interpretations, and real-world perspectives, contributing to a holistic analysis.

RESEARCH RESULTS

Kazakhstan is considered by Western countries as a point of contact with Turkic-speaking Muslims. In Central Asia, Kazakhstan is regarded as a pioneer in attracting foreign investment. Attracting investors is one of the most important image markers. And one of the highest image indicators is getting investment. A study of the current popularity of Kazakhstan reveals these advantages and disadvantages. [8] According to The Times of Central Asia, published on February 15, 2022, the European Union is happy to

support the "New Kazakhstan" initiative. In addition, referring to the words of French Ambassador Didier Canesse, "France's presidency of the European Union Council (the first half of 2022) is aimed at strengthening cooperation with Kazakhstan, which is the main partner in Central Asia." If we compare with the information of the previous 10 years, we notice that the current flow of information about Kazakhstan is in a positive direction. On the contrary, the world seems to be waiting for good news from Kazakhstan. Another informational process has started in the campaign to hold a referendum on amendments and additions to the Constitution of the Republic of Kazakhstan. SeeNews Southeast Europe's business-analytical database published news (British lawyers positively assess constitutional reform in Kazakhstan), which says "British legal experts positively assessed the reforms aimed at creating the "New Kazakhstan" and emphasized their importance." "We were happy to hear that you are carrying out constitutional reforms and that a referendum will be held. We hope to see good results in a few days," said Felicity Cullen, Chairwoman of the British Bar and Solicitors Association. On March 25, 2022, an article entitled "A New and Modern Kazakhstan" was published in the Pakistani Daily Times. The voluminous article provides some information about Kazakhstan. On March 16, the European EU Reporter portal wrote the President's address to the people in a positive sense. "Turning Kazakhstan into a Competitive, Merit-Based Political System" Pope Francis' state visit to Kazakhstan last year undoubtedly attracted the attention of the people of Catholic countries. Despite being ill, the Pope's visit to Kazakhstan is highly appreciated by local experts as "diplomatic success". The most important

thing that can be gained here is that Francis, a God figure for Catholics, speaks publicly about the main theme of the XXI century-the war "Russia-Ukraine" on the Kazakh land and calls for peace. His opinion is dear to Catholics and creates an image of Kazakhstan as peace-loving. The fact that the country holds large-scale meetings and mutual dialogues at a time of such global imbalances is a clear sign that Kazakhstan wants to play the role of a "mediator". According to the NexisUni international information base, in September 2022, 1,891 pieces of information about Kazakhstan, which were connected with the name of Francis, were distributed. EurActive pan-European media network senior editor Georgy Gotev (Analyst: Kazakhstan comfortable as 'bridge between West and East') in his article written on September 19 describes Kazakhstan as a country with high ambitions that wants to be in the world's attention. He received an opinion from expert at KISI (Kazakhstan Institute for Strategic Studies under the President of The Republic of Kazakhstan) Anastasiya Reshetnyak, and her answer was: "It is very important for Kazakhstan to be active in this time of instability, to continue the country's multi-vector policy and to be in the role of a peacekeeper during conflicts." Since 2003, Kazakhstan has been organizing a congress of world and traditional religious leaders every three years in order to develop spiritual diplomacy with other countries. Here is an excerpt from President K. Tokayev's speech at the VII Congress of world and traditional religious leaders held this year: "Kazakhstan always insists on solving any controversial issue only through the negotiation table in accordance with the UN Charter. We are sure that it is impossible to settle the conflicts that have arisen by force, intimidation or sanctions." The head of state also presented several

theses on the fight against radicalism. Neighboring countries that are acquainted with Kazakhstan well know it as a hospitable, tolerant, peace-loving country. On September 13, Al-Jazeera's newstex blogs ("Kazakhstan approves proposal to restore capital's old name Astana"), in an article about returning the old name of the country's capital, described President K. Tokayev as "loyal". "Loyal" is a positive word for K. Tokayev's personality, which depicts him as a leader who wants only peace and democracy for his people and country. This is how K. Tokayev is described in many foreign publications. The flow of information about Kazakhstan is diverse. If we focus

on thoughts, opinions, expert opinions and quantitative indicators, we cannot say that there is only one threat or problem. If we look at the sources of information for two decades since 2000, the popularity of Kazakhstan has increased in the second decade. The information base selected for the purpose of the research can not only show the distribution of the brand in the world media, but also determine which persons are associated with it. We typed "Kazakhstan" in the search of NexisUni international information base. We preferred to present the received information through infographics. The first chart shows the information spread around the world in 2000-2010.

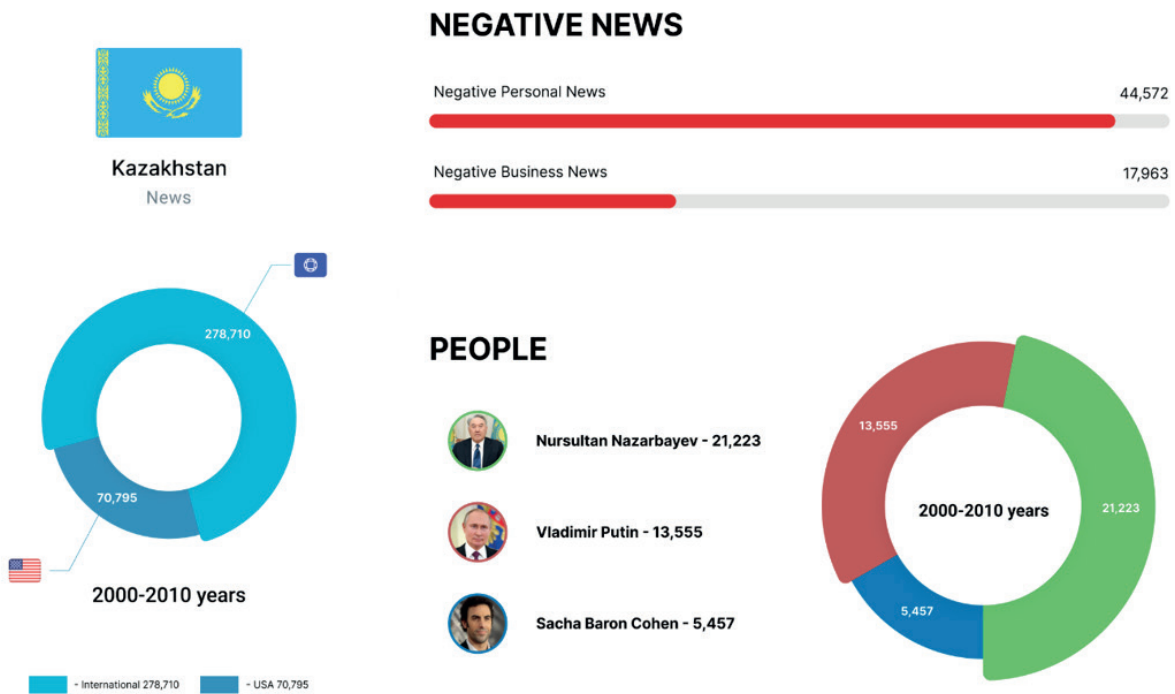


Table 1. All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

In total, the number of information published regarding Kazakhstan in 10 years is 379,505. According to the database, the first place is N. Nazarbayev, the second place is V. Putin, and the third place is the actor of the film "Borat", which

caused a negative resonance at that time. Last year, second parts of this film was shot. Later, on American Newstex blogs, journalist Zach Scharf wrote a journalistic article titled "Kazakh Organization Urges Oscars, Golden Globes, and More to Ban

'Borat 2' from Competing" was published. In it, it is said that "The actor lowered the position of the Kazakh people through his racist actions." Because of this film, many Kazakhs were exposed to sexual and street violence abroad. Although this franchise creates a negative image, foreigners who have come to Kazakhstan and seen it with their own eyes do not agree with film content. Since NexisUni is an American base, it lists information about Kazakhstan in any US state. There

was information about Kazakhstan in the states of Wyoming, Connecticut, and Utah. However, most of them are written in connection with the business of other countries. And the names of the cities are not shown in the global information servers. At the same time, this base does not show "Positive news". Therefore, we compare the number of negative information with the general information and group the rest as positive or neutral.

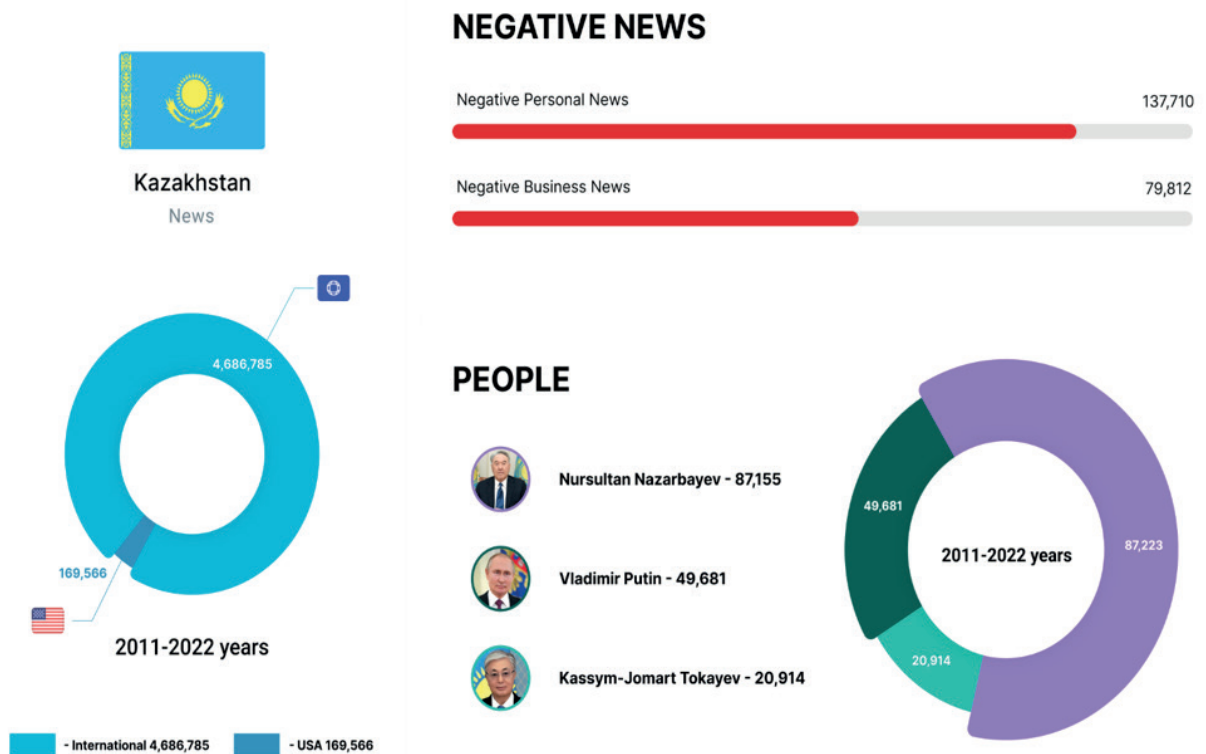
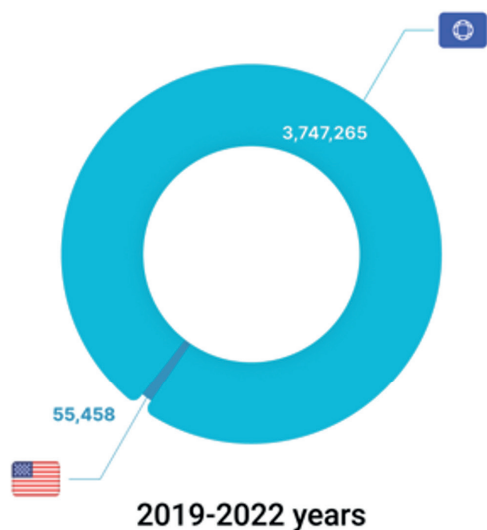


Table 2. All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author’s elaboration

In the second decade, the number of information does not reach 5 million. There is a lot of meaning behind these numbers. If we list the top three names of Kazakhstan's most mentioned people in this decade, the first place is taken by N. Nazarbayev, the second place by

V. Putin, and the third place by the current president K. Tokaev. According to experts, since 2019, the popularity of Kazakhstan has increased both in terms of politics and tourism. For that, we selected the index for 2019-2022 from the database:



PEOPLE



Nursultan Nazarbayev - 43,145



Vladimir Putin - 23,931



Kassym-Jomart Tokayev - 20,545

Table 3. All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

The number of materials published in 2019-2022 exceeded the indicator of all years. Indeed, we can see that the popularity has increased in these years. Let's turn to the world of sports. Another big information flow connecting Kazakhstan with neighboring Russia is Yelena Rybakina's triumphant victory at Wimbledon. E.Rybakina's victory undoubtedly surprised the world. The article published in the British newspaper TheObserver on July 9 (Elena Rybakina's victory puts Kazakhstan on the map of world tennis) is very rationally written. In it, of course, it is mentioned that Rybakina is Russian. But the general meaning of the information is "positive". Kim Clijsters, the former world number one racketeer who worked as a presenter and commentator for the BBC during the game, said that "after Rybakina's victory, there will be a tennis boom in Kazakhstan". In other words, it is a good prediction that the interest in tennis in Kazakhstan will increase sharply and new winners will be trained. The British Internet publication The Independent also wrote that Rybakina answered "tough to say" to the

question about whether she feels Kazakh or Russian. The investigative agency Insider, which distributes information from 10 countries around the world, wrote an article entitled "What do we know about the rising Kazakh star Elena Rybakina, who defeated former champion Simona Halep?". The agency wrote only that she was born in Russia, and all other information was devoted to Elena's athletic skills and how she achieved them. It was beneficial that she was described not as Kazakhstani citizen, but as "Kazakh Star" (Here's everything you need to know about the fast-rising Kazakh star). It can be called a free image article. "Honestly, I like Rybakina, I believed that she will win, because she plays tennis very well." -Austrian tennis player Barbara Schett told Eurosport. The main headline that attracted the attention of all media is as follows: in the year when Russians were banned from participating in the match, E.Rybakina, a native of Russia, not only participated in the famous Wimbledon competition, but became its winner. Some experts have criticized the fact that in a sport like tennis, an athlete is not allowed

to participate in the competition because of his origin and nationality. They accused heads of not understanding tennis. For example, the Indian news agency Indian Express criticized this situation in its article about E. Rybakina. They think it is wrong that famous Russian tennis players Rublev and Medvedev, despite being against the war, did not participate in this year's tennis competition. Also, "the Russian media criticizes the fact that the Russian Tennis Federation attributed the victory of E. Rybakina to them and called it the victory of Russia." In addition, it is said that E. Rybakina received real support only from Kazakhstan. Information about Kazakhstan is always very relevant. Foreigners, who did not know where Kazakhstan was before, got to know a little about it through tennis. Now it is impossible not to mention the famous professional boxer Gennady Golovkin, who contributed to the creation of the "Kazakh image" while writing about Kazakhstan's popularity in sports. The

world media likes to write, film and talk about this athlete who owns the brand "Triple G". The media of Latin America and Mexico describe him as "Kazakh Boxer". For example: according to CE Noticias Financieras English agency in the article "Who is Gennady Golovkin and how is he coming to the rematch against 'Canelo' Álvarez?" he is referred as "Kazakh boxer". Even the fact that during the fight with Alvarez, President K. Tokayev called and supported him was written. This is a good image information for countries that do not know much about Kazakhstan. Fans of G. Golovkin will definitely be aware of his origin. They may come to Kazakhstan as tourists in the future. Because foreign fans flocked to see Dimash Kudaibergen, another bright star on the world stage, and attend his concert. At this point, let's focus on the image created by Dimash. If we look at the information base of NexisUni about Dimash, it turns out that more than 214 sources of information were distributed

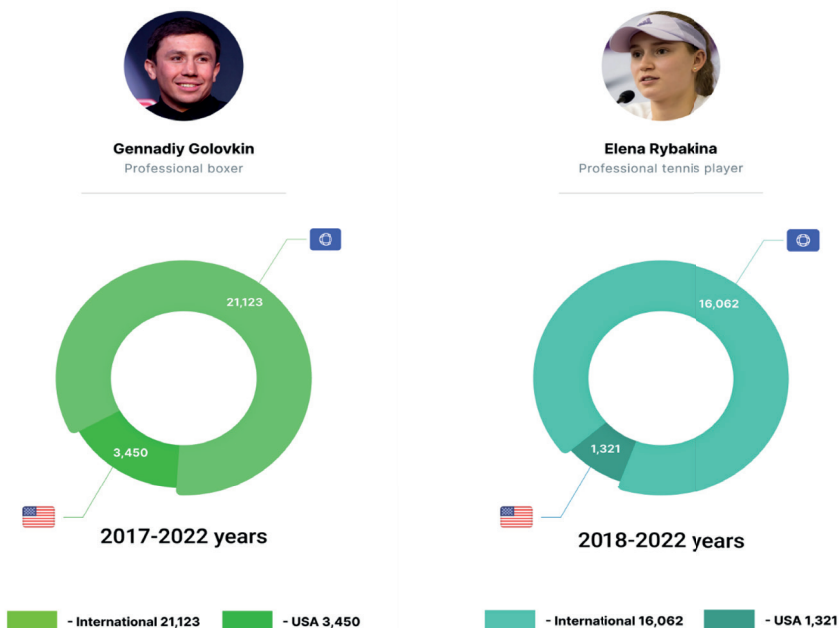


Table 4. All information were retrieved from LexisNexis.com (NexisUni) Nexis Uni® - Sign In | LexisNexis. Source: author's elaboration

between 2017 and 2022. A lot of information about Dimash Kudaibergen is written in connection with China. Some sites have already written about him in a negative sense regarding his singing in G. Golovkin's fight. D. Kudaibergen's contribution to the world recognition of Kazakh art is great. He is the only singer who has become a favorite of famous Hollywood actors. An artist recognized by world experts. However, Dimash alone is not capable of creating a positive image of the whole country. In any case, information about "Kazakh star", "Kazakhstan's Rybakina", "Kazakhstan's Golovkin" is circulating on the pages of the world media. Below is an infographic of two athletes.

Another image advantage that introduced Kazakhstan to the world is tourism. The country's tourism is not without shortcomings. However, the tourism popularity of Kazakhstan, which is developed in Central Asia, economy is second only to Russia, and occupies the 9th place on the world map, is rapidly increasing. In connection with the tourism image of Kazakhstan, we

conducted an extensive interview with Yernur Kenzhebekov, the press secretary of JSC NC "Kazakh Tourism". From the information provided regarding domestic tourism, we heard that Kazakhstan's tourism has been developing well in recent years. Until 2019, the country's domestic tourism increased by 13-14 percent. In addition, sectoral state programs have been launched since that year. In its framework, various large-scale infrastructural works are being carried out. By infrastructure, we mean building roads to old tourist places, carrying out various repair works, and creating favorable conditions for tourists. According to the expert, compared to 2017, the number of places of accommodation in Kazakhstan has increased (hotels, hostels, green camps). There were 2,700-2,800 placements that year, and 3,700 placements this year. Therefore, it has increased to 1000 places within 5 years. During the interview with the expert, we learned that there are several projects in the country that have no analogues abroad, and that there is a system for monitoring domestic tourism. One of them is "e-qonaq" system and

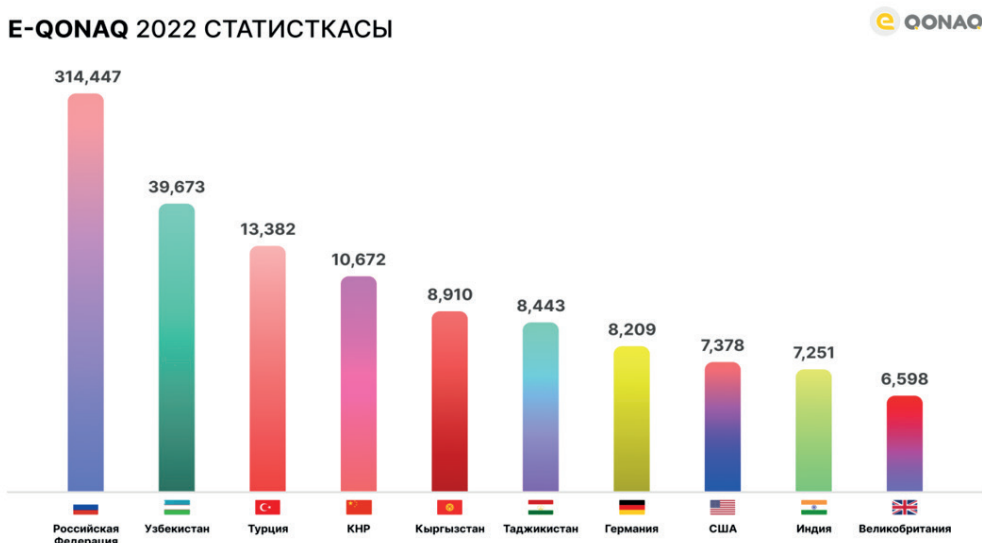


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National portal "Kazakhstan Travel". For example, the "e-qonaq" system can scan passports of 190 countries in one second. This "electronic guest" system is a system that works together with the National Security Agency and the Ministry of Internal Affairs. The advantage of the system is that it has the ability to track guests coming to the country from abroad. "That is, it is a very suitable system for statistical examination to determine the number of foreign tourists and from which country they came," experts say. The countries of Georgia and Azerbaijan showed great interest in this system and made offers to buy it. At this point, we present an infographic of the data obtained through the "e-qonaq" system.

As the graph shows, the largest number of guests came from Russia, and the least number of guests came from Great Britain. The number of tourists from European countries is small. Foreign guests are very important for Kazakhstan. Because they bring foreign currency to the country. It is huge revenue boost. The tourism image in Europe is weak. This is the reason why experts are concerned. There are very few advertisement. National portal "Kazakhstan Travel" is second after e-guest. It distributes information about all tourist areas and objects of Kazakhstan in 8 languages. A person entering the portal will be satisfied with detailed information about all tourist facilities. Find answers to questions like climate, best time to travel and more. All this contributes to the development of Kazakhstani tourism. Tourism of Kazakhstan is often compared with Uzbekistan. The stereotype that the tourism of the neighboring and fraternal Uzbek country is stronger than that of Kazakhstan has been formed, even among Kazakhstani citizens. Two neighboring countries gained independence at the same time. And today, despite the total number

of domestic tourist places of Uzbekistan being 28, the annual income is 30%, and in Kazakhstan, even though Almaty has more than 30 tourist objects, the income is 3%. We asked Ernur Kenzhebekov to clarify this indicator, and his answer was as follows: (important answer) "During the USSR, all the countries of the Union recognized Uzbekistan as "Zvezda Vostoka". They were interested in the grand old palaces of the place, made films and promoted them strongly. They formed the concept that "if you want to see the wonders of the East, you should go to Uzbekistan." During the USSR, no one considered Kazakhstan a country for tourism. They probably only knew Medeu in Almaty as "You can go skating". But there was no advertisement like Uzbekistan. This means that it started early. There is a rivalry between the two brother states. That competition revolves around who owns and how the big projects are progressing. Their advantage is that they developed historical ethnotourism well. And we have many types of tourism. We have extreme tourism, beach tourism, eco- and ethno-tourism, sanatorium tourism, everything. However, all this requires attention. We wish that everything will develop. And all they have is ethno, historical, gastrotourism. Everything is ready in one line. And we still have a lot of tourism that needs a lot of attention. But they are interested in us, because one traveler's check in Uzbekistan costs \$300, while one traveler's check with us costs \$1,500. This means that we earn more from tourists. Although the number of tourists in Uzbekistan is large, they leave 5 times less in terms of money. Another advantage is that tourists who visit Uzbekistan will see everything they can see in 2-3 days. And in our country, there are many places to see and relax even if it is only 1 week. That is, tourists stay

for a long time. Another interesting thing is that tourists who come to Uzbekistan necessarily come to Kazakhstan or vice versa. Here is a sign that we are a brother countries." According to the expert, the state is doing everything to improve the domestic tourism situation. For example, if any businessman builds a hotel for tourists or some kind of recreation center, the state will pay him 10% interest. That is, if an object is built for 200 million, 20 million will be returned to him as cashback. Ernur Kenzhebekov: "There are many types of subsidies provided by the state, and there is also state support. In terms of taxation, infrastructure construction, and sewerage construction benefits are provided by the state. And for new entrepreneur, the information on benefits and subsidies is not freely available, therefore they keep going without it". If you look at it, there is support from the state for tourism and there are many types of it. It seems that many entrepreneurs do not know that the state provides such conditions and supports. The biggest problem here is the state's inability to provide information to entrepreneurs. Entrepreneurs do not have enough information at their level. It is mentioned in the media only once, and then it is forgotten. Young entrepreneurs, who have just started a business, do not know who, what and how to ask, and complain that there is no support, no help. This inhibits the development of tourist places. In turn, it can damage the image of the country and the mechanisms of bringing in money.

Discussion

The study of the current popularity and effectiveness of Kazakhstani branding helped to define the main image of the country. After studying, we concluded that there is still a lot of work to be done. In the global information

space, there is very little articles related to science and education, technology, robotics or digitization in the country. In terms of industrial image, it was found that our popularity is only around oil and uranium raw materials. In the process of interviewing five experts, searching foreign media, and writing about image and popularity, we proved that we are mostly recognized only from a political point of view. We realized that if the world media wants to spread information about Kazakhstan, it will be only with political content. In fact, foreigners consider Kazakhstan to be a country that plays an important role in Central Asia. On July 2, 2022, Kazakhstan celebrated the 30th anniversary of diplomatic service. President K. Tokayev announced that the state will conduct constructive and balanced diplomacy in the international arena for the national interest. The country's achievements, successes and failures in these three decades have formed a certain image in foreign media. Before considering foreign information about Kazakhstan, the first thing expected was to fight the information about "autocratic country". We took these factors into account to determine the exact image. We sorted out sources of information that the general public does not know about in the country. Among them, we even looked at the media of the African continent, distant Latin America, and Mexico. The indicated countries first receive news from "news agencies". "Associated Press", a giant American agency, is the first to distribute news to the English-language world media. Many mass media write news based on this agency. Kazakhstan is intensively working to create a positive frame in the world. It is not just an image article consisting of praise. According to our research, news about the country in Kazakh media agencies, such as English-

language Newline Kazakhstan, which writes about Central Asia, is often used by European media, that is, it is often referenced. Based on that, they make a decision and write an opinion. That is, the first source is Kazakhstani media. Therefore, the Kazakh mass media should spread a lot of competent information and expert articles in English.

Conclusion

Summarizing the research, we came to the decision that it is necessary to start promoting all the mentioned areas through periodical press and media. Today, "New Kazakhstan" has become a very interesting topic for the world. If we look at the statistics from the beginning of 2022 until today, about 2 million pieces of information have been distributed. This is the indicator within 1 year. There is growing evidence for the opinion that interest in Kazakhstan has increased. And 90% of those millions of information

are political. Above, we mentioned that there was great hope and praise for the new reforms in the country. If in the next 7 years the country becomes one of the fully democratized, corruption-free, free speech and open states, then in 2030 we may join the ranks of developed countries. It is worth trying to become a leader in information dissemination. It is better to create news agencies in English, support them at the state level, hire competent journalists, give them freedom of speech, and conduct public media diplomacy. It is necessary to increase the amount of work on making PR videos and various feature films that shape the image of the country. There is no better way to create an image in the 21st century. We have a saying that a country with strong media is also strong.

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