

**THE 24-HOUR TELEVISION CHANNEL ‘KHABAR 24’  
IN THE MEDIA SPACE OF KAZAKHSTAN: GLOBAL EXPERIENCE**

**Almagyul Alievna Kurmanbayeva, Shinar Ydrishevna Kaliyazhdarova\***

*The channel ‘Khabar-24’ is the only channel in the media market of Kazakhstan to provide news coverage for 24 hours. It was established on the basis of experience of the informational channels in the global media space. The activities of the channels which broadcast information in the European countries and Russia had totally been studied and analyzed before launching the domestic one. ‘Khabar-24’ started its work by providing news, and then proceeded in presenting its own products in various genres. The article considers the development and creative search of the channel in scientific terms.*

**Key words:** interface, digitization, format, transformation, content, convergence, rebranding

Information and communication is both goods and product nowadays. The development of technology has given the spectators a chance to get the latest news from other sources online.

First, we shall give the definition to the term ‘informational journalism’. Journalism is an activity of gathering, processing and quick broadcasting of information. Scientist V. Zwick classified the genres of journalism into three groups: informational, analytic and fictional. The materials reach their customers in one of these genres (Kuznetsov et al, 2002). The main peculiarity of the informational journalism is its quickness. It may be represented in the form of ‘oral news release, videospots, brief interviews and reports’ (Kachkaeva, 2010). Their main object is a real event, and the method of information transmission is publication of facts.

Another peculiarity of the informational television journalism is the field of broadcasting information. The emotional influence of television is significant, because the customers perceive the most part of the information by means of video images. This leads to

increase in orientation of the information by fields. One more peculiarity of the informational television journalism is transmission of the event immediately after it happens. Live presentation of the event increases trust more and more. The abovementioned peculiarities of the teletransmission have influenced its functioning. The main function of the informational television journalism is satisfying the demand of the society in information. Moreover, TV news is also functioning as a cultural tool.

The rapid technological development has stimulated the 24-hour work of the informational activities in the media market. The majority of the mass media representatives are attempting to provide their work for 24 hours. Scientist A. Kachkayeva says that in earlier days television channels competed with each other from 8.00 p.m. to 11 p.m., and newspapers competed with each other daily from 8.00 a.m. to 10.00 a.m., but the appearance of the World Wide Web has totally changed this situation. Nowadays the public does not wait for news on the newspapers, TV, radio, because it has an opportunity to read unpublished information on the web, as well as watch extracts of TV programs. The modern media have to compete not only with each other, but also with cinema, amateur video clips and video games (Kachkaeva, 2010). All in all, customers create the daily news edition themselves. Network interactivity has encouraged writing and immediate broadcasting of informational messages, and getting feedback on them. These functions on the Internet have enforced the change of the informational activity on TV channels. This has resulted in using various methods in order not to lose television viewers. For instance, using the topics of the video materials as teasers, writing texts in simple words, improving the quality of the visuals, reinforce their clearness, using gaming method in giving information. The increase in demand in daily news has brought to opening of the 24-hour channel '24 KZ' in the media market of Kazakhstan. The channel was launched in September 2012, and is directed at broadcasting quick, true and credible information about the events happening in our country and around the world today, this hour or even right now. Each viewer can watch it at any time of the day at his or her comfort. The channel has proved its necessity in the market in about one year.

It is known that the presence of a 24-hour channel is a trend characteristic to the world media community. According to the historical data, the first 24-hour channel was opened by the American entrepreneur Ted Turner. Later in 1980 it became the famous 'CNN' empire (Bikov, 2014).

The founder of the CNN – cable news network Sidney Pike says that at the beginning there were such opinions as ‘what’s the point of such a channel, who needs such an amount of information, who watches news for 24 hours, it’s a funny thing’. But Ted Turner insisted on his initiative, and made the channel world-famous.

The working principle of the CNN was different: it broadcasted international news live right from the venue.

The Russian channels also used the CNN principle. They broadcasted live, changed the broadcasting network frequently according to the rating, and started to provide news coverage for 24 hours. There are several news channels in Russia: Russia-24, Moscow-24, Euronews Russia, and Russia Today. The channels ‘Russia-24’ and ‘Moscow-24’ were opened in 2006 and 2011, respectively, while ‘Russia Today’ has been broadcasting totally in English since 1993 (Bikov, 2014).

In Kazakhstan only one channel ‘Khabar-24’ is aimed at broadcasting for 24 hours. The channel was opened under the name ‘24 KZ’ in 2012. That time Minister of Culture and Information of the Republic of Kazakhstan Darkhan Mynbay said: ‘We mustn’t stay behind other countries. This channel provides not only news of our country, but also global news. Because it is a requirement of the modern time. That’s why we require credibility, speed and creativity from this channel. We will reach this goal due to young, perspective and energetic specialists working here’ (24 KZ, 2015).

‘24 KZ’ is the first domestic channel broadcasting wide format (16x9) data with HD quality video. The television experts considered the opening of the new channel a new stage in the development of television, and declared that the technical equipment of the channel is alike to global media holdings. ‘24 KZ’ is a part of the ‘Khabar’ agency JSC. Air policy of the informational channel was formed on the principle ‘News every half an hour’. And air time in the intervals is divided into topical programs. According to the hosts of ‘24 KZ’, the main feature of the channel is quickness and neutrality. This is a format of the informational television agency. One who watches it every half an hour will be aware of all main events that happened in and beyond the country.

In September 2016 the channel ‘24 KZ’ was rebranded. The name of the channel was changed to ‘Khabar 24’, and included in ‘Khabar’ channel. According to chairwoman of the

Administration of 'Khabar' agency JSC Almagul Akhmetzhanova, this practice is very popular in global media holdings. For example, within BBC Corporation there are BBC One, BBC Two, BBC World News, etc. (Xabar, 2016). The channel broadcasts not only news, but also programs of various genres. The main emphasis is put on analytical and report projects. Thus, the number of high quality analytical programs on air, the share of programs in report genre, as well as the number of projects about life of the regions have increased. Though the variety of projects widened, their principle was the same – quickness and credibility. In addition, the video image of the channel and the interface of the website have changed. The updated website is user-friendly, and it is easy to retrieve information.

The channel 'Khabar 24' broadcasts domestic news as well as news from around the world every 30 minutes. The channel provides news coverage 48 times a day. Teams of journalists work in all regions of Kazakhstan. According to the Head of the channel Arman Baltabayuly, they have mobile television stations that give an opportunity of live broadcasting at any time. Moreover, there are 8 official correspondents and 5 freelancers in China, Russia, South Korea, Turkey, USA and European countries (Xabar 24, 2016).

The channel covers all traditional segments of news: economy, sports, international review, press review and special author reports. According to the data of the channel, it has increased the live broadcasted programs since last year. In 2016 it broadcasted live 354 times, and prepared about 30 thousand videospots for news. All important measures in the Central communication service are also broadcasted live. Public watches the reports of akims (mayors) of all provinces of the republic, the meetings of the board of ministers on the channel 'Khabar 24', etc.

One more feature of the channel is that all programs of the channel are 100% domestic product. According to the hosts of 'Khabar 24', the data and issues presented on the channel are made directly for the Kazakhstani people. Today the channel has strengthened the requirements upon production companies which prepare the projects. It requested informational programs before, but now most air time is spent on informational-analytical programs. For instance, the projects 'Bastau kerek' (A need to start), 'Drive'. For people who are fond of cultural news there is 'Madeniyetke sayakhat' (Travel to culture), and 'Zhassyl ekonomika' (Green economy) for solving ecological issues. The project 'Shanyrak' (House) gives information about the culture, customs, the modern state of the nations. Moreover, there are a lot of contemporary projects about modern themes like 'Akyldy kala' (Smart city),

‘Abailanyz: import!’ (Look out: import!) and ‘Kolik zhane logistika’ (Transport and logistics).

The channel ‘Khabar 24’ has also updated its official website ‘Khabar 24’ for the viewers. The service keeps all the content that has been shown on TV. Moreover, some exclusive materials not shown on air are also uploaded on the website. It is user-friendly, the search mechanism is easy and comfortable for the readers. The channel has pages on all social networks, as well as a mobile application (TV “Xabar 24”, 2016).

The broadcasting of television programs on air has depended on the time in the timetable so far, but the development of technologies has cancelled this dependence. All the channels started to upload all the broadcasted information to the Internet, so that one can watch the desired programs any time wanted, or even record them. The geographical limit, i.e. limiting the region the information is broadcasted in, has also been cancelled. Thus, the informational journalism has become a field to apply new telecommunication technologies, and influences the development of new formats, quickness, interrelation and convergence in providing content. The changes happening in the traditional system are influencing the integration of technologies in mass media and media market. The convergence has brought a lot of modifications into collection, sorting and broadcasting information. The convergent changes in television channels have resulted in the free application of new technologies (Beisenkulov, 2017).

Transformation of information into digital format (digitization) and the increase in the number of mass media have decreased the power of mass media. In addition, the number of universal people who pay attention to all the mass media has fallen down. Now journalism pays a significant attention to the format, in which the text is created by both the reader and the journalist. Thus, the dominance of integrated media, prognostic and civic journalism is evident.

The famous British television and radio news broadcasting company BBC has opened a ‘Customer newsroom’ in London. Any person can present his or her own news, idea or project. Silvia Costeltoe who works for the BBC UGC hub says: ‘The wisdom of the public is very valuable. We can collect valuable data and opinions by means of connecting it with journalism. We broadcast the information on air only after thorough checking. The social network gives right results only after connection with professional activity’. The channel Al

Jazeera has also shown a model to use the materials presented by the simple spectators. In the news editions of the social television NOS Net in Netherlands spectators participate as partners by means of crowd sourcing, thus broadcasting various opinions on air.

The motto of the channel 'Khabar 24' is 'A life is news itself', so the most important section is news. Broadcasting information in a professional way and quicker than the competitors raises the recognition and authority of television. Despite the development of electronic technologies increase the speed of information broadcasting the professional orientation mostly falls beyond attention. But in journalism credibility and professionalism are the most important indicators. In this relation, the channel 'Khabar 24' deserves the trust of the customers due to value, credibility and relevance of its materials.

In several countries there are some channels that provide information coverage for 24 hours. They attempt to find new models of information presentation, and search for a novel style of the channel in order to compete with each other, and increase the demand of the audience. The activity of the channel 'Khabar 24' is based on the model of information broadcasting of CNN and the Russian channels by adapting it to the demands of the local audience.

## **REFERENCES:**

Beisenkulov A.A.( 2017) Telekontentti damıtwdagı sandıq texnologiyaniñ jaña mümkindikteri. [New Features of Digital Technology in Telecommunications Development]. *Vestnik ENU*. 28.05.2017.

URI: <http://www.repository.enu.kz:8080/handle/data/12570>

Bykov D.V. Format kruglosutochnogo novostnogo veshchaniya na televidenii SSHA I Rossii: problemi I perspektivi. [The Format of Round-the-Clock News Broadcast on US and Russian television: problems and prospects]. *Vestnik PGU*. URL: <http://www.pglu.ru/upload/iblock/813/p140021.pdf>

Kachkaeva A.G.(2010) Jurnalistika i konvergenciya: pochemu i kak tradicionnie SMI prevraşhchautsya v multimediyne. [Journalism and Convergence: Why and

How Traditional Media Are Transformed into Multimedia]. Moscow: Fokus Media. 66 p.

Kuznetsov G.V., V. L. Zwick, A. Y. Yurovsky (eds.). (2002). *Televizionnaya journalistika*. [Television Journalism] Textbook. 4 th ed. Moscow: Moscow State University. 230 p.

«24 KZ» telearnası täwlik boyı xabar taratadı. [«24 KZ» Broadcasts Around the Clock]. «Ana tili» gazetı. URL: [www.anatili.kazgazeta.kz](http://www.anatili.kazgazeta.kz)

TV «Xabar 24». [www.24.kz](http://www.24.kz) «Xabar» agenttigin on özgerister kütip tur. [«Khabar» Agency Is Waiting for Positive Changes]. «Egemen Qazaqstan» gazetı. № 179. 20. 09. 2016.

"Xabar 24" arnasınıñ basşısı Arman Seyitmamıtpen suxbat. [Interview with Arman Seytmamyt, Head of "Message 24" Channel]. «Egemen Qazaqstan» gazetı. URL: <https://www.facebook.com/egemenkz/posts>.

---

\***Almagyul Kurmanbayeva, PhD, Associate Professor.** Author of about fifty scientific publications. Her research interests are connected with the electronic media in the information society and the information policy in Kazakhstan.

Al-Farabi Kazakh National University, Republic of Kazakhstan  
[alma\\_kurmanbaeva@mail.ru](mailto:alma_kurmanbaeva@mail.ru)

\***Shinar Y. Kaliyazhdarova, PhD student.** TV journalist, producer. Recently explores the development and trends of Kazakhstani television. She is the author of about fifteen scientific articles and manuals on technology of television programs.

Al-Farabi Kazakh National University, Republic of Kazakhstan  
[s.kaliyazhdarova@mail.ru](mailto:s.kaliyazhdarova@mail.ru)