

ӘЛЕУМЕТТИК-ГУМАНИТАРЛЫҚ ҒЫЛЫМДАР /  
СОЦИАЛЬНО-ГУМАНИТАРНЫЕ НАУКИ / SOCIAL AND HUMAN SCIENCES

DOI 10.54596/2958-0048-2024-4-110-117

UDK 070.48

IRSTI 19.51.61

THE FEATURES OF THE WORK OF LOCAL MEDIA EDITORIAL OFFICES  
BASED ON THE EXAMPLE OF THE STUDENT NEWSPAPER «PARASAT» AND  
THE TV CHANNEL «QYZYLJAR TV»

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**Abstract**

The work of mass media can be oriented toward different scales of audience. While global media aim to shape a worldwide narrative, smaller editorial offices focus on the interests of residents of a specific region, city, or even organization. Accordingly, the operational features of mass media vary significantly on larger and smaller levels. The goal of our study is to identify these differences, determine the reasons behind the established approaches, and propose ready-made solutions for improving the work of local editorial offices. As examples, we will analyze the QYZYLJAR TV channel, whose agenda is aimed at the residents of the North Kazakhstan region, and the PARASAT newspaper, published by M. Kozybayev North Kazakhstan University for its faculty and students. The scientific and practical significance of the study lies in the fact that we not only expand theoretical knowledge about the formation of media structures but also offer practical recommendations for strengthening the impact of local media. This work was facilitated by content analysis of materials published by these media outlets and interviews with journalists and editors. The study revealed that local media are highly flexible in responding to the informational needs of their audience. However, a lack of personnel and resources creates certain limitations in their operations. To improve the situation, it is necessary to optimize workflows, including enhancing employee qualifications and expanding engagement with the audience. This research represents a significant contribution to the field of media studies, offering new approaches to analyzing and improving the activities of local media. The findings can be applied by small media outlets to enhance the quality of their content and strengthen their connections with the audience.

**Key words:** organization, editorial office, structure, hierarchy, transformation, structural divisions, interaction with the audience, interaction with local communities, public opinion.

ЖЕРГІЛІКТІ БАҚ РЕДАКЦИЯЛАРЫНЫҢ ЕРЕКШЕЛІКТЕРІ «PARASAT»  
СТУДЕНТТІК ГАЗЕТІ ЖӘНЕ «QYZYLJAR TV» ТЕЛЕКАНАЛЫ МЫСАЛЫНДА

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**Андатпа**

Бұқаралық ақпарат құралдарының жұмысы әртүрлі аудитория ауқымына бағытталуы мүмкін. Егер жаһандық БАҚ-тың мақсаты – ғаламдық нарратив қалыптастыру болса, кішігірім редакциялар белгілі бір аймақ, қала немесе тіпті ұйым тұрғындарының мүдделеріне назар аударады. Осыған байланысты, бұқаралық ақпарат құралдарының үлкен және шағын деңгейлерінде өзіндік жұмыс ерекшеліктері қалыптасады. Біздің зерттеудің мақсаты – осы айырмашылықтарды анықтау, қалыптасқан тәсілдердің

себептерін түсіндіру және жергілікті редакциялардың жұмысын жақсартуға дайын шешімдер ұсыну. Мысал ретінде біз Солтүстік Қазақстан облысы тұрғындарына бағытталған «QYZYLJAR» телеарнасы мен М. Қозыбаев атындағы СҚУ-дың оқытушылары мен студенттеріне арналған «PARASAT» газетін қарастырамыз. Зерттеудің ғылыми және практикалық маңыздылығы – біз медиақұрылымдарды қалыптастыру туралы теориялық білімді кеңейтіп қана қоймай, жергілікті медиа әсерін күшейтуге бағытталған практикалық ұсыныстарды ұсынамыз. Бұл жұмысқа бізге аталған БАҚ-та жарияланған материалдарға контент-талдау жүргізу, сондай-ақ журналистер мен редакторлардан алынған сұхбаттар көмектесті. Зерттеу нәтижелері көрсеткендей, жергілікті БАҚ аудиторияның ақпараттық қажеттіліктеріне жедел жауап бере алатын ең икемді құрал болып табылады. Дегенмен, кадрлар мен ресурстардың жетіспеушілігі олардың жұмысына белгілі бір шектеулер қояды. Мәселені шешу үшін жұмыс процестерін оңтайландыру, қызметкерлердің біліктілігін арттыру және аудиториямен өзара әрекеттестікті кеңейту қажет. Бұл зерттеу медиатану саласына маңызды үлес қосады және жергілікті бұқаралық ақпарат құралдарының қызметін талдау мен жетілдіруге жаңа тәсілдер ұсынады. Алынған нәтижелер шағын бұқаралық ақпарат құралдары редакцияларымен қолданылып, контент сапасын арттыруға және аудиториямен байланыстарды нығайтуға септігін тигізе алады.

**Кілт сөздер:** ұйым, редакция, құрылым, иерархия, трансформация, құрылымдық бөлімшелер, аудиториямен өзара әрекеттестік, жергілікті қауымдастықтармен байланыс, қоғамдық пікір.

## **ОСОБЕННОСТИ РАБОТЫ РЕДАКЦИЙ ЛОКАЛЬНЫХ СМИ НА ПРИМЕРЕ СТУДЕНЧЕСКОЙ ГАЗЕТЫ «PARASAT» И ТЕЛЕКАНАЛА «QYZYLJAR TV»**

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### **Аннотация**

Работа средств массовой информации может быть ориентирована на разные масштабы аудитории. Если мировыми медиа преследуется цель формирования глобального нарратива, то более мелкие редакции сосредоточены на интересах жителей отдельного региона, города или даже организации. Соответственно, на больших и малых уровнях СМИ складываются собственные особенности работы. Цель нашего исследования - выявить эти различия, определить причины сложившихся подходов и предложить готовые решения для улучшения работы локальных редакций. В качестве примера нами будут рассмотрены телеканал «QYZYLJAR», чья повестка направлена на жителей Северо-Казахстанской области и газета «PARASAT», выпускаемая СКУ им. М. Козыбаева для преподавателей и студентов вуза. Научная и практическая значимость исследования состоит в том, что мы не только расширяем теоретические знания о формировании медиаструктур, но и предлагаем практические рекомендации для усиления влияния локальных медиа. В этом нам помогли контент-анализ материалов, выходящих в данных СМИ, а также интервью с журналистами и редакторами. Исследование показало, что локальные СМИ наиболее гибки в реагировании на информационные потребности своей аудитории, но недостаток кадров и ресурсов создают определенные ограничения в работе. Для улучшения ситуации необходимы оптимизация рабочих процессов, включая повышение квалификации сотрудников и расширение взаимодействия с аудиторией. Исследование представляет собой значимый вклад в область медиазнаний, предлагающий новые подходы к анализу и улучшению деятельности локальных СМИ. Полученные результаты могут быть применены редакциями небольших средств массовой информации для улучшения качества контента и укрепления связей с аудиторией.

**Ключевые слова:** организация, редакция, структура, иерархия, трансформация, структурные подразделения, взаимодействие с аудиторией, взаимодействие с местными сообществами, общественное мнение.

### Introduction

The issues of the functioning of regional media in the post-Soviet space are relatively similar: the content is not very interesting for the audience, due to the whole list of existing problems. This includes a shortage of ideas, a lack of financial resources, a shortage and aging of personnel, which is reflected in the editorial policy developing in small media. Local media, I.S. Alipulatov notes in his work, speaking about Dagestani media, consciously serve the state, what harms their truthfulness and objectivity [1]. Local media has been little studied by Kazakh science, but the existing works also indicate the impressive influence of the state information order on media policy. According to the authors of the study "State Information Order in the Media", thus a dependent culture is formed in editorial offices, and healthy competition is lost in the media market [2].

However, the growing influence of online media pushes traditional media resources toward transformation: a mass media outlet must be popular with the audience in order to receive funding from the state. Nowadays, it has become obvious that modern mass media face the problem of adapting traditional organizational structures to an ever-changing media landscape. This adaptation entails, among other things, the requirement to produce a significant amount of multimedia content to meet the needs of the modern media environment. Research on the fundamental aspect of classical management, namely the structure of the company and its organizational structure, is quite limited.

As Y.N. Zasurskiy notes, "The correlation of civil, open and information society is of particular interest. In civil society, the media act as the most important tool for the interaction of the three branches of government and the regulation of their relations with citizens. In an open society, the media promote transparency of the activities of all government structures and transparency of the political process" [4].

In the North Kazakhstan region, this has pushed regional media to modernize. The rebranding took place on two main television channels: «Kazakhstan-Petropavl» and «MTRC». The first one changed its name to "QYZYLJAR" and updated the broadcast schedule. The second one also added new projects to the program and changed studios. This indicates the editors' understanding of the conditions in which they need to work today in order to be in demand by the audience and the state as the main investor.

Due to the lack of scientific literature on the specifics of the work of local media, when considering this topic, we will be based on relevant empirical data obtained during work and practical training on the «QYZYLJAR» TV channel and in the student newspaper «PARASAT».

### Research methods

Since 2020, students of the Journalism Department A. Fedorovich and L. Ragimova, who are co-authors of this study, have prepared materials for several media outlets. At the university level, this is the newspaper "PARASAT", at the regional level – the main base for the practical training of students of the department, the TV channel "QYZYLJAR". Practical experience allowed the students to identify the main features of the functioning of the editorial offices of these local media.

Thus, the structure of the editorial office of the newspaper "PARASAT" consists of the editor responsible for the content of this monthly publication, the layout designer and the authors, who are students and teachers of the university. It is noteworthy that the Department of Journalism of the North Kazakhstan University is responsible for the newspaper itself, in general. That is, in fact, each of its employees is a teacher as well. Previously, the newspaper was published by the media center of the North Kazakhstan University, which is currently

reoriented to the external PR of the university, while the newspaper is responsible for the information agenda within it.

Thanks to the available archives, we have seen the difference in editorial approaches used at different times. For example, in 2016, when the newspaper «PARASAT» was still a part of the NKU media center, its editorial staff was much broader: there were two editors, a separate technical employee was also assigned to the photo and layout. This allowed this media to optimize its forces and resources: the average content of the newspaper was 24 A4 pages with a variety of materials and topics [5].

The main part of the materials was coverage of events taking place inside the university, as well as articles in the form of detailed interviews with the leadership of the university, its successful representatives, etc.

Today, in 2024, this local media is structured differently. The university's own website has reoriented the main information agenda. It is difficult for a newspaper published once a month to keep up with current information guides: only the brightest news events appear on the pages of the newspaper. For example, the issue for May 5, 2020 is completely focused on the personality of Professor Z. Tayshybay, who celebrated his 80th birthday at that time. The issue presented materials that had not been published in electronic media – responses and articles by his comrades, colleagues, and students [6]. A similar example is the issue dedicated to the memory of Professor Z.P. Tabakova – this is one of the largest in recent times. It has 16 A4 pages, the materials are based on the memories of people close to the professor [7].

The analysis of the materials shows that today the editorial staff of this media is focused not on the information agenda, but on university topics: articles dedicated to activists, athletes, teachers and students who contribute to the scientific and social life of the university. The problem of the current editorial office is the lack of time: it is problematic to combine the creation of a newspaper with the teaching process itself, which should remain at the head of the department's activities. Also, the lack of a professional photographer and layout designer in the staff can be called a disadvantage in the work – this mission also falls on the teaching staff.

At the same time, the content can be called quite youthful and in demand by the audience. Highlight the article "For Fun" in the April 15, 2024 issue, dedicated to the popular "stand-up" movement among young people. As a positive addition to the material, the author offers jokes compiled by the hero of this article for his speeches [8]. We consider this approach to be suitable for university-oriented local media.

At the same time, in order to promote the publication, it is necessary to relay the content published in it to social networks. This requires an SMM specialist, which is also an additional workload on the editorial staff. Due to the lack of promotion on the Internet, many materials remain unnoticed by the audience: the main paper circulation of the newspaper is only 10 copies, and the electronic version on the site, as practice shows, is read by a small number of users.

A more professional approach to the local editorial staff is presented on the «QYZYLJAR» TV channel. Firstly, it is a media-oriented media outlet that does not have third-party tasks.

Secondly, television is more popular among the population than newspapers. The editorial structure consists of the editor-in-chief; the managing editor – an experienced journalist who checks materials written by colleagues; correspondents; producer - responsible for the production of programs; director - responsible for the production of TV shows; videographers; sound engineer; editor; announcers – conducting news outlets. The same staff units are typical for large media.

The channel went through a rebranding in 2017. It means both a complete content update and a name change. «STRC Kazakhstan-Petropavl» has received a new name «QYZYLJAR», as well as a whole list of new projects. Among them are such programs as «Firsthand», «On the wave», etc.

«Firsthand» program is a dialogue with experts on a particular topic in the format of information provided directly from the person involved in it. The program is broadcast live and viewers have the opportunity to call the studio, Indira Baymukhambet, editor-in-chief of the «QYZYLJAR» TV channel, said withing our research.

It should be noted that the channel follows trends in the media. Thus, the project "On the Wave" refers to informal, informal interviews, which were previously rare for regional media.

However, some projects to some extent fall short of the set bar. Let's consider the project "Kayyrly tan", which is a morning program. Despite the potential, this is an entertaining program, similar in idea to the Channel One project "Good Morning", there are certain problems here: it is difficult for the hosts to enter into an informal dialogue with the guests, which is why it often has an official tone that is not too popular with the audience. Consider the issue of "Kayyrly tan" for January 10, 2024, dedicated to the staff and soldiers of the National Guard. The presenter uses mainly elements of the official business style in her speech. Nevertheless, the journalist begins the interview with the question "How are you?" - probably in order to conciliate the speaker for further conversation. Then, after receiving a positive response, the presenter asks the guest to tell about the history of the holiday. Moreover, to tell "more". Most likely, the presenter is trying to stretch the timing of the interview with such a technique, because from the point of view of a number of journalists, including Larisa Parfentieva, whose list includes such speakers as Alla Pugacheva, Ivan Urgant and Keanu Reeves, this approach is banal [9]. That is, we can find information about the holiday, especially expanded information, if we wish. In general, further questions also differ in banality: "What is the role of a military unit in ensuring internal security?", "How much time soldiers servesnowadays?". When asked what has changed in the National Guard system in recent years, the journalist loses control of the program – the speaker finally takes the floor, talking about how the part functions [10]. This characterizes the insufficient level of professionalism of the presenter. This is another problem of the local media. In practice: the backbone of the channel's employees are either young journalists or students of the North Kazakhstan University with little experience.

#### **The results of the study**

Comparing the nominal positions in two local media structures (newspapers and TV channels), we can draw some conclusions: the size and structural divisions of editorial offices may differ significantly from each other.

The television industry, unlike newspapers, is still a highly competitive market. As a result, TV channels are constantly striving to improve their content and even at the regional level have certain resources for that. In particular, the rebranding of 2017 allowed the «QYZYLJAR» TV channel to introduce new projects that, with the correct approaches, can be interesting to the audience. As a positive example, we will highlight the program "On the Wave" with its non-standard approach to interviewing for regional media.

However, the personnel factor affects the fact that not all ideas are implemented successfully. In this case, the TV channel should involve at least at the initial stage in such projects journalists who already have practical experience and are able to competently manage airtime. Such steps, for example, are being taken by another North Kazakhstan TV channel LTRC – serious non-news projects are conducted either already established staff units or invited media representatives (Darya Pyshmyntseva – "Main Topics", Pavel Pritolyuk (inbusiness

portal.kz), Ulyana Ashimova (newspaper "Vremya") – "Mandate"). For young employees, in turn, they need to provide continuous training and advanced training courses in order to build their own highly professional pool of journalists and presenters.

The situation in the newspaper «PARASAT» is more complicated – the format of the youth media is partially maintained, but the lack of resources, a small staff, and a small circulation of the publication do not allow the editorial staff to constantly form deep meaningful content. The solution would be to transfer some of the content, primarily unique, which does not overlap with the information provided by the media center, to social networks in the blog format. Such a move would increase the awareness of this media, which means it would increase the chances of attracting an additional audience, and therefore investments and resources.

In general, it should be borne taken into consideration that newspaper journalism as a whole is experiencing a number of problems today and new media in the near future may leave the traditional paper press out of business [11]. Therefore, newspaper publications should already think about alternative forms of information transmission, according to foreign researchers [12]. The digital age offers the main option, Fahmy Nagwa and Maha Abdul Majid Attiyah write: it is necessary to master the full potential of social networks, focusing on mobile operational journalism [13]. Now regional media consider social networks mainly as a source of news, but interactive media has long been a platform for much more significant opportunities [14]. Innovations, A. Ginnild points out, are able, in turn, to reverse the vector of perception of the mass media by the audience [15]. For example, the newspaper «PARASAT» could post life videos of student life, projects implemented by the department, etc. on its page in social networks. The «QYZYLJAR» TV channel has the opportunity to directly maintain contact with viewers through social networks, forming a grid, focusing on the audience's order. Many new media, precisely due to their human orientation in social networks, receive an information order from the state. Traditional media should adopt this approach.

### **The conclusions**

The productivity of the social media benchmark was confirmed by the work of the world's media during the coronavirus pandemic. The situation has shown that journalists do not have to be tied to editorial offices, and interesting content can be built even remotely [16]. And it was social networks at that moment became the most operational source of information and remain such to this day. Traditional media, especially local media, cannot survive without a transformation of approaches to work, foreign experts write [17].

At the same time, our research shows the importance of local mass media as an integral element of the media space, capable of effectively responding to the needs and interests of specific communities – in particular, university students and teachers, and North Kazakhstan in general. Solving problems with resources and personnel, as well as active access to social networks, would allow such media as «PARASAT» and «QYZYLJAR» not only to retain the existing audience, but also to get a new one.

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