

6. *Instruktivno-metodicheskoe pis'mo «Ob osobennostyakh uchebno-vospitatel'nogo proczessa v organizacziyakh srednego obrazovaniya Respubliki Kazakhstan v 2022-2023 uchebnom godu»*. – Nur-Sultan: NAO imeni I. Alty`nsarina, 2022. – 320 s. [E`lektron. resurs]. – 2023 – URL:<https://uba.edu.kz/storage/app/2022-2023-uchebnom-23122022godu.pdf> (data obrashheniya: 10.11.2023)
7. *Instruktivno-metodicheskoe pis'mo «Ob osobennostyakh uchebno-vospitatel'nogo proczessa v organizacziyakh srednego obrazovaniya Respubliki Kazakhstan v 2023-2024 uchebnom godu»*. – Astana: NAO imeni I. Alty`nsarina, 2023. – 102 s. [E`lektron. resurs]. – 2023 – URL:<https://uba.edu.kz/storage/app/28.08.23.pdf> (data obrashheniya: 14.10.2023)
8. Polat E.S., Moiseeva M.V., Petrov, A.E. i dr. *Pedagogicheskie tekhnologii distanczionnogo obucheniya*. - M.: Izdatel'skij cenztr «Akademiya», 2008. -400 s.
9. Ryskaliyev, S., Doshybekov, A., Turdaliyev, R., Koldasbaeva, B., & Khakimova, Z. (2020). Development of the level of formation of managerial competence at the future pedagogues of physical culture in the aspect of comparative analysis. *Journal of Human Sport and Exercise*, 15(2proc), S444-S452. <https://doi.org/10.14198/jhse.2020.15.Proc2.35> (data obrashheniya: 11.11.2023)
10. R. Želvys, A. Zhunusbekova, S. Askarkyzy *Razvitie upravlencheskikh kompetencij budushhikh pedagogov v universitetakh Kazakhstana i Litvy`* [E`lektron. resurs]. – 2023 – URL:<https://doi.org/10.26577/JES.2023.v75.i2.01> (data obrashheniya: 20.11.2023)
11. Tatlimuratovich, T.A. *Development of Management Competence of a Future Teacher-Student of the Faculty of Physical Culture of a Pedagogical University*. *Research Journal of Multidisciplinary Bulletin* . 2(1), 1-6. [E`lektron. resurs]. – 2023 – URL:[https://www.researchgate.net/publication/367433473\\_](https://www.researchgate.net/publication/367433473_) (data obrashheniya: 12.11.2023)
12. Berseneva, O. *Professional training tasks as an instrument monitoring of the methodical competence of future teachers*. *Standards and Monitoring in Education*, 2, 9-16. <https://doi.org/10.12737/25137>
13. Biloshchytskyi, A., Omirbayev, S., Mukhatayev, A., Kuchanskyi, O., Biloshchytska, S., Andrashko, Y., Toxanov, S., Faizullin, A. (2023). A structural model for building a system for the development of methodological competence and methods for evaluating its effectiveness. *Eastern-European Journal of Enterprise Technologies*, 5 (3 (125)), 6–22. doi: [E`lektron. resurs]. – 2023 – URL:<https://doi.org/10.15587/1729-4061.2023.289045> (data obrashheniya: 22.11.2023)
14. Loginova, S. L., Akimova, O. B., Dorozhkin, E. M., Zaitseva, E., V. (2018). *Methodical competency as a basis of methodical activities of a teacher of the higher school in modern conditions*. *Education*, 39 (17). [E`lektron. resurs]. – 2023 – URL: <https://www.revistaespacios.com/a18v39n17/18391720.html> (data obrashheniya: 22.11.2023)
15. Berseneva, O. *Professional Training Tasks As an Instrument Monitoring of the Methodical Competence of Future Teachers*. *Standards and Monitoring in Education*, 5 (2), 9–16. doi: [E`lektron. resurs]. – 2023 – URL: <https://doi.org/10.12737/25137> (data obrashheniya: 22.11.2023)

**FTAMP 14.35.05**

<https://doi.org/10.51889/2959-5762.2024.81.1.026>

А.А.Масимбаева<sup>1</sup>, А.Қ.Дүйсенбаев<sup>1\*</sup>

<sup>1</sup>Әл-Фараби атындағы Қазақ ұлттық университеті,  
Алматы қ, Қазақстан Республикасы

## **БОЛАШАҚ ПЕДАГОГ-ПСИХОЛОГТЫ ЖОҒАРЫ СЫНЫП ОҚУШЫЛАРЫНЫҢ МЕДИАМӘДЕНИЕТІН ҚАЛЫПТАСТЫРУҒА ДАЯРЛАУДЫҢ МӘНІ**

*Аңдатпа*

Мақала мазмұнында болашақ педагог-психологты жоғары сынып оқушыларының медиамәдениетін қалыптастыруға даярланудың мәні туралы жан-жақты ғылыми талдау берілген. Зерттеу сипаты жаһандану үдерісіндегі ақпарат пен мәдениет үйлесімділігі, медиамәдениеттің дамуы

мен қызметі, оның жоғары сынып оқушыларына ықпал етуінен туындайтын жаңа бағыт аясындағы медиамәдениеттің өзекті мәселелерін қарастыруға арналған. Қоғамдағы медиамәдениеттің рөлін айқындаудың ғылыми-әдістемелік теориясы негізделіп, одан туындаған маңызды мәселелерінің айқындалуымен сабақтас медиамәдениеттің басым бағыттары сипатталды. Цифрлық қоғамдағы медиамәдениет үдерісі кеңінен қарастырылып, теориялық және тәжірибелік үлгісі отандық және шетелдік басылымдар материалдары бойынша ұсынылады. Заманауи бұқаралық ақпарат құралдары арқылы адамның өзін-өзі танытуына, оның қоғамдық өмірге араласуына, барлық мүмкін әлеуметтік рөлдерді игеруіне және т.б. ықпал етеді. Ақпараттық технологиялардың қазіргі кездегі өнімдері әртүрлі әлеуметтік топтардың ақыл-ойына, эмоцияларына, өз бетімен шығармашылық және сыни ойлануына, құндылық бағдарлары мен нанымдарына әсер етеді. Дегенмен ақпараттардың жағымды және жағымсыз типтері болатындығын ескерсек, соңғысынан қорғана алуға қабілетті тұлға қалыптастырудың мәні зор болып табылады.

**Түйін сөздер:** медиа, ақпараттық мәдениет, тұлға, қарым-қатынас, медиасауаттылық, медиабілім, медиамәдениет.

*Масимбаева А.А.,<sup>1</sup> Дүйсенбаев А.К.<sup>1\*</sup>*

*<sup>1</sup>Казахский национальный университет имени аль-Фараби,  
г.Алматы, Республика Казахстан*

## **СУЩНОСТЬ ПОДГОТОВКИ БУДУЩЕГО ПЕДАГОГА-ПСИХОЛОГА К ФОРМИРОВАНИЮ МЕДИАКУЛЬТУРЫ СТАРШЕКЛАСНИКОВ**

### *Аннотация*

В содержании статьи представлен всесторонний научный анализ сущности подготовки будущего педагога-психолога к формированию медиакультуры старшекласников. В характере исследования рассматриваются актуальные проблемы медиакультуры в рамках нового направления, вытекающего из сочетания информации и культуры в процессе глобализации, развития и деятельности медиакультуры, ее влияния на старшекласников. Обоснована научно-методическая теория определения роли медиакультуры в обществе, описаны приоритетные направления смежной медиакультуры с выявлением возникших из нее важных проблем. Широко рассматривается процесс медиакультуры в цифровом обществе, теоретическая и практическая модель представлена по материалам отечественных и зарубежных изданий. Способствует самовыражению человека через современные средства массовой информации, его вовлечению в общественную жизнь, усвоению всех возможных социальных ролей и др. Современные продукты информационных технологий влияют на интеллект, эмоции, самостоятельное творческое и критическое мышление, ценностные ориентации и убеждения различных социальных групп. Тем не менее, учитывая, что информация имеет как положительные, так и отрицательные типы, имеет большое значение для формирования личности, способной защищаться от последнего.

**Ключевые слова:** медиа, информационная культура, личность, коммуникация, медиаобразование, медиакультура.

*Massimbaeva A.,<sup>1</sup> Duisenbaev A.<sup>1\*</sup>*

*<sup>1</sup>Kazakh Al-Farabi National University,  
Almaty, Kazakhstan*

## **THE ESSENCE OF THE PREPARATION OF THE FUTURE TEACHER- PSYCHOLOGIST FOR THE FORMATION OF THE MEDIA CULTURE OF HIGH SCHOOL STUDENTS**

### *Abstract*

The content of the article presents a comprehensive scientific analysis of the essence of the preparation of the future teacher-psychologist for the formation of the media culture of high school students. In the nature of the study, the current problems of media culture are considered within the framework of a new direction arising from the combination of information and culture in the process of globalization, the development and

activity of media culture, its impact on high school students. The scientific and methodological theory of determining the role of media culture in society is substantiated, priority directions of related media culture are described with the identification of important problems arising from it. The process of media culture in a digital society is widely considered, the theoretical and practical model is presented based on the materials of domestic and foreign publications. Promotes a person's self-expression through modern mass media, his involvement in public life, assimilation of all possible social roles, etc. Modern information technology products affect intelligence, emotions, independent creative and critical thinking, value orientations and beliefs of various social groups. Nevertheless, given that information has both positive and negative types, it is of great importance for the formation of a personality capable of defending itself from the latter.

**Keywords:** media, information culture, personality, communication, media education, media culture.

**Basic provisions.** In the content of the scientific article we described a competitive level of the domestic higher education – it is the mastering of the education of students of educational psychology, their adaptation to the worldwide demand and requirements during the intensive development process. Therefore, according to the experience of developed countries, of their media literacy in the preparation of professionals by media materials and in the base of their media culture, scientific analysis was made and was given proposals of using them in practice.

**Introduction.** In today's pedagogical and psychological science is noticed more often the using of the terms «media», «mass media», «communication» etc. Than the classical traditional name of informational literacy. XXI century – is the century of technologies. But the globalization process and developing speed of informational technologies made the Mass media into the innovational tool of truth in the exceptional description of media. The possibilities to get acquainted, get to know each other better by the cultural connection among nations is extremely focused in today's world. A powerful nation who adopted the necessary and important part of the global and social spiritual, information system of thinking as their developing support, their essential basis in literature and history – is culture. One of the founders of national press Akhmet Baitursynuly said: «The growth of the culture happens with skillful tedious activity and strengthening of consciousness» which proves the historical development of the nation [1, p. 96]. The culture issue is the common theme for humanity, it is one of the decisive factors which affects the formation of an individual. Cross cultural exchange has a significant look in basic economic, professional, cultural and social communications together with education, in the system of scientific development.

These days media culture by saving the traditional and modern culture that has been kept in the consciousness of the society and sharing it, with a specific symbolic code has appeared as an unique method of the mass media tools in encouraging culture. The functions of culture were increased, based on its importance and socio-psychological output took an important place in the media platform. If to say that the media culture is a multifunctional phenomena, its ideological, informatic, communication, social functions describe its fundament in social life. By enabling communication between different social groups, as an instrument of social power media culture plays a valuable role. Its role in the issues of education and upbringing has been considered in the works of domestic researchers, among them there are A.M. Erzhanova's work about mass communication and its effect on the global transformation of culture [2]; L.S. Akhmetova, media education in Kazakhstan: about its theory and practice [3]; A.E. Baimuhametova, In the condition of mass media accordance, the tendency of modern media globalization [4]; E.Zh. Masanov: the human issues in media culture [5]; P.B.Seitkazy: The scientific theoretical principles of preparation of future teachers in the upbringing process by mass media tools [6]; A.A.Tashetov made scientific-practical researches about the using of media resources in developing the critical thinking of future pedagog-psychologists [7].

Nowadays the cultural prosperity of individual and society with the integration of countries in consumption of media products and rapprochement of cultures, the binding of intersectoral terms in the international media stage is growing into a big process. When entering the global space of media culture, exploration of the cultural-psychological horizon of social life and monitoring its

theoretical and practical direction has great significance. The result of intensive elaboration of various relationships between cultures and their integration and the actions realized by the Mass media with the relationship of people, nowadays led to the active appearance of such terms as cross-cultural communication, media culture, cross-culture etc. Social opinions and the relationships among detached figures are deepening as much as possible with the research in the purpose of comprehensive development and they are completely providing the social life of the whole state in the integration process of culture informatization. Today the mass media is one of the instruments in forming thoroughly developed people. The scientist G.S. Tazhenova said: «the help of modern mass media tools influence the individual's self-knowledge, his participation in the social life and to master all the social roles» [8, p.].

Nowadays the importance of development and principals in sphere continuity, different terms and directions are represented in the one system. Similarly in the storage of Kazakh culture and its organic entrance into the global media the research of theoretical media culture and its practical value play a big role. In the Kazakh media platform the construction of the media culture and encouragement of national ideology by the media community is the base for the social-psychological culture.

**Materials and Methods.** During the writing of scientific articles we used the following methods: at first we made theoretical analysis, which means to gather and analyze scientific articles' themes and literatures in the fields of philosophical, culturology, psychology and pedagogy sciences. Underpinning the collecting method of data we marked official documents and information in the international scopus base of scientists. Also, we used an analyzing method to receive materials, in exploring information from the logical and theoretical side was applied synthesis method. While inquiring firstly we perpetuate analysis to the researches of domestic, close and distant foreign scientists. C.Cooley, who committed his own contribution to establish the theory of media culture and informatic relationship in society wrote: «The formation of human relationship and its development mechanism - is the spreading of information with all possible symbols of consciousness in space and storage methods on time. It includes mimic, gesture, relationship, voice, words, writing, printing, railways, telegraph, cell phone and the latest inventions to win the time in space. There is no exact boundary between the outer world and means of communication. Otherwise, with the existence of the outer world, the standard system of symbols to convey thoughts was appeared, from this the development level of traditional informative relationships took his origin», [9, p. 125]. If consider the origin of the term relationship from the scientific side, «communication» from Latin means «common, to connect, to socialize». That's why its widespread variety is communication. The second meaning is structure, the model of transmitting information, exchanging information.

Today in the foundation of communication theory two methods play an important role: first one - comes from idea, integrating with other fields, it creates the direction of interspheric communication. The difference of this communication is generated by society, human, many communication objects and processes. While analyzing scientific works the problems of communication concerns the fields of culture, linguistics, sociology, philosophy, cybernetics, informatics, psychology, pedagogics, etc. Each field of science has its own «inherent» communication theory and unique method. With the emergence of new education is used information from various scientific spheres. In this process the subject field can enlarge. In this condition the ontological status of the communication theory occurs as an independent subject. Second one is concerned as the main object that contains only the communication process. Modern society calls the mass media as the fourth spokesperson of power. The researcher of this field E. Toffler disassembling about the analyses of the multichannel system of information, uses the figurative language: «the informatic boom is directed straight to people, explodes among them, gives us its different particles, accepts actions of worldview in inner world and changes it completely, establishes the collecting bank of every images, makes the real model for each individe

of us», - he concerned [10, p. 263]. The terms, which created after unification of diverse fields, the production of media products and their consumption became the base to flourish the spheres of social life and their effective management. In today's century owning information - is a value. The famous English scientist T. Stoner believed that in future periods in order to use information as the capital instrument it can be collected and stored on a continuous basis. He thinks that postindustrial society will become a big potential source of the national informatics resource communications. On the basis of it, in the first place, a new economic field that he knew – was to develop an informatic consciousness with all efforts. In the new society the industry opens the way to main results in job provision and its proportion in the national product of the service field. In general, discussing in this way, he concluded that gathering necessary information, its updating and offering means various directions [11, p. 335].

Therefore, by developing electronic mass media tools and technologies in scientific circles the discussion about the function and role of the information in the social life and the process of formation of the worldwide informatic society has a large reach. Here, M. McLuhan's work «The Gutenberg Galaxy: The Making of Typographic Man» creates a special interest [12, p. 87]. The methods in his research took positive marks from the side of science and society. It's clear that O. Shpengler in his work «Decline of Europe» described the output of the development of technical-industrialized civilization at the beginning of the XX century, the general conclusion in the tragic content [13, p. 56]. But American sociologist D. Bell, as the founder of postindustrial society, dwelling upon the theory of informational society, he tried to find out the importance of society, its meaning and matter of theory. In his work «The social framework of the Information Society» scientist-researcher D. Bell considered the directions of the society from different sides and defined about the changes and features that will happen while moving from industrial society to informational. The scientist outlined that in the upcoming century social life and economy, education, and creation of the new social cycle based on the informational relationships of the human's labor action form will make a big difference [14, p. 184].

By virtue of the mentioned scientific analysis term «Media» in Latin «media», defined as the transmitter, tool, in clarifying the phenomenon of the «global culture» appeared as «mass culture». Mass media – gives the meaning of global communication tools, it contains television, radio, periodical publications, informational pages in the Internet, films, pictorial information, cell communication and informational applications of different formats in cell phone. Nowadays mass media in relation to its importance and society's addiction to it became the reason for the name of «informational society». This cycle detects institutionality of society. During the transformation of the society in the civilizational direction, finding which is united by industry and subject demonstrates the factors of media culture as the main item. This defines media culture as the cultural informational community which gathered global, national and elite culture.

At the beginning with first additional helper tools (clay board, rocks, tree crusts, cloth and animal leather) by which culture process was spread, and then cultural information that was distributed with support of mass media, today is a concept with a scale value. Media culture – with audio and audiovisual images, word and appearance generated the cultural and social understanding of the world, with the affect of new media and traditional media tools and with the method of exposure became a demand for society, the culture that showed his value. Saving the first basic shape of culture, transforming it to the future, by its inherent unique codes with the help of mass media, it is highlighted as the unrepeatable method to master the life experience. It is the main factor that motivates to reach the top of education, science, creativity, self-knowledge and culture filed. It's obvious that there is no border in time and media filed among countries, even if they have geographical borders. Saving the information with specific codes secure the internal information of each country and creates their own media space. Looming the daily living circle of every individual. It is the transmission of mass communications, encouraging the aesthetical, spiritual values entering from that or another circle, influencing the ideological, organizational and economical side of a

human's daily actions and his self – assessment, with informing him, it will be the media culture zone that connects him with his surroundings. The impact of the media culture depicted in intellectual and material values which were developed in the evaluating historical and cultural process of society, form the set of informational and communicational tools, from the construction of social consciousness and socialization of the individual. Therefore, media culture is established from the culture of transmission and consumption of the information, it acts as the system of the development level of an individual. With possessing new education in the media field, it allows to accept, analyze, mark the media text and to engage in media creativity. Presently media culture affects the social mind actively and makes it possible for people to develop the issues of culture and education, and their creativity skills. The computer technologies, which are defined with their inherent peculiarities, can not only soak up their information from one man to another man, also they are able to create and spread the information made by them. V.I. Michalkovich in his book «Visual language of mass communication media» gave such description: «Today's world cannot be imagined without the active flow of powerful information» [15, p. 3]. With the expiration of time the balance and elitism between life and culture moves to global level.

T.E. Shahter in her work «Processes of marginalization in contemporary art culture» said: «The originality of the culture of new era is the necessity to the synthesis of intellectual mind and creativity, there the instruments and goals will be equal and meaning of convention in culture and art will change. The technogenic world of virtual reality should be in touch with the subject world of an individual» [16, p. 210]. By clarifying its periods of living and developing, we can conclude the media culture as the phenomenon of today's society. Researching this phenomenon has noticed the contact of law, informatics, art, anthropology, culturology and cybernetical sciences, etc. In the informational space the object to research the value of culture - is to define and clarify the role of information and culture in the informational society and study its influencing aspects. To rely on the identification of D. Rascoff, he cited: «the main tool to enlarge our civilization - is mass media tools». In result, today's power or its possession by the other person is defined not by its count and amount, otherwise is counted by its potential to reach several minutes of the prime-time in television and in the pages of the news press. It won't be a closed place which was five centuries ago, but it will form the «infosphere», the informational direction which demands the media truth with the development of digital technologies and invariably contact of non-stop information [17]. The culture, social, spiritual, historical and etc. fields are the significant themes of culture in society. This fragment is clear, because it's a basic type of media culture, the new media of technological process.

The charter established by UNESCO on 15 October in 2003 about the preservation of digital heritage justifies the role of media culture in the development of today's society. In its 10th section it said: «To reach cooperation with software development and its creators, publishers, the creators of digital materials, national libraries in the heritage sphere and with other digital organizations, in order to accumulate digital heritage» [18]. Digital cultural heritage of informational resources, especially from culture fields (images, photos, traditional publishings and etc.) and material preserved as analogue (audio recordings in the magnetic tapes and etc.), also materials made as the digital object in a short time, media products based on the result of digitalization are concerned as the cultural heritage. They are texts, statistical, movable and 3d images, audio files, information base, programmes, web-pages, portals, sites, electronic publishing, cultural work of art, etc. That's why, the role of media culture in informational society is essential, its growth influences on modern society without a doubt. From the era of published books, periodical publishings it's obvious that it has been replaced by the era of digital media. The Internet entered into society immediately and it affected the informational and psychological side. With classic system text and mosaic plot shifted more texts without any meaning. Media became the principal factor and main research text in the dynamics of norms of literary languages.

The intensive development of media and media technologies led to the appearance of various terms, which became the base of modern informational society. The new digital society, forming today, as the past functional and informational society, it can in full and reliable way describe itself with possibilities of nowadays informativeness. The culture of society, its social psychology, field education, and science is developed by mass media. It creates new communicative norms, special media culture, the media example of literary language. We can consider culture and every existing culture's complex phenom of regional, historical forms by their two large aspects: statistical and dynamical. The spread of culture in the cultural statistical space, includes its content, morphology and the study of typology. It is a synchronous method. In the framework of cultural statistics it should be classified by its structure: spiritual, social, material, artistic literature and outer appearance, body culture. Material culture - is based on the reproductive and effective type of actions, considers the object as subject and closes the basic needs of humans. If to come to the descriptions of the material culture, it is the daily culture of society and individuals, the material side of human life - food, dish, utility and technical, furniture services and clothes. The culture of the region - is the peculiarities and content of the locality, the type of residence and mutual life actions. The work culture - is the culture between the employee and employee in the industrial objects, the system of connections and infrastructure, energy supplies, the working culture with facilities. Spiritual culture - is built on the rational and creativity of the actions, expressed in the subject form, fulfills the second need of the individual. The description of the spiritual culture includes moral, legal, literary and creative, religious, from the educational part pedagogic, intellectual culture. The meaning of spiritual culture has the material objects of human's, spiritual culture world of society - educational places, theaters, libraries, museums, cinemas, concert halls, etc. According to the opinion of some researchers, there are cultures which do not depend on spiritual and material spaces. It is established by the base of pedagogic, aesthetic, psychologic, philosophy and other intersectoral fields of culture.

**Results.** As it mentioned above, culture is a very complex and multilevel system. Culture should be defined by its distributor. Then after its transmission and storage by mass media tools appears media culture. Global culture – is the synthesis of the best achievements of existing nations, national cultures in the world. National culture - is the high form of ethnical culture, it is not only based on the social cooperation of the existence of a cultural system and life experience in a special territory, also with the high professional level of culture and global importance, saving national and traditional culture and outlined its influence to the growth of global civilization. National culture is connected with the special media spokespersons, also it can determine the life culture of the several nations in the certain cultural field. Cultural dynamics with the expiration of time to the periodicity of culture reviews its inner system changes, the spread of interactional principles of cultures. The coverage of the meaning of culture includes interactions of several cultures which are delineated by trends that are ordered by their fullness and direction. Each cultural phenomenon is defined by four basic levels: 1. Traditional level – is the most stable social-cultural occurrence which covered the majority in time and established cultural heritage by gathering and distributing buttons of cultural experience. 2. Cultural norm – as the most spread cultural phenomenon is the standard of cultural actions and human's behavior. In his formation way always demands sanctions, so the cultural norms are preserved consciously; 3. Innovation – is the new and unpredictable phenomenon of the culture, at its basic level; Cultural example – is mostly recognizable in society in the guise of cultural phenomenon, but is not widely distributed. Because cultural example has its own affecting factors and spreading directions, communicational matrices.

The quality mark of main directions of cultural dynamics and cultural development includes the widespread terms, the conception of prosperity and backward movement, getting back (regression). From the statistical and dynamical interaction of culture develops its additional principles of distribution. As the powerful culture can be regarded subculture and counterculture. It is viewed as the culture which has the superior balance of traditions, customs, beliefs and values

that rules the majority of society members. Otherwise society is divided into several groups as national, demographic, cultural, professional, etc. and each of them forms step by step its own culture, which means the system of values and behavior rules. Such small cultural worlds are called “subcultures”. For example, subculture of youth, subculture of the old, subculture of the national minority, subculture of town and the country, and etc. Subculture differs from superiority with its language, its own view of life and behavior rules. Having differences, subculture is not against superiority. The set of values which are followed by the majority in society are called by scientists as the “dominant culture”. Society consists of various categories, in each of them founded the culture with rules, private system of values (demographical, national, social, professional), receiving and transporting bases. Subculture is one of the types of general culture, it is considered as the system of cultural elements which belong to special social groups. When subculture is getting confused with superiority culture, the counterculture starts to stand out. This term was entered into scientific use in the 1960's in order to describe the psychology, culture, and a view of the world of the Western youth. Its author was culturologist T. Razzak. The superiority values in society contain the norms of social groups with negative world views and its set of values. Today's counterculture is the process of confrontation on the concepts of worldviews, the alternative style to the superiority culture in oppositional world, forms of artwork against traditions. The culture which goes opposite to the majority values of culture – is counterculture. In the formation of culture is defined three levels, they are: elite, national and global culture. If to stop at each of them particularly: National culture – doesn't need special preparation, it is created by unknown authors, exactly by the people. Their performance can include the elements of national culture, personal myth, songs, myths, traditions. National culture touches with democratic and field customs. Elite culture – is formed by the elite or the part of high cultural society or in accordance with their order, by professional creators. This can contain classic songs and literature, elite visual art, etc. Global culture – doesn't mean the spiritual research of a nation or the intelligibility of aristocrats. Its big distribution started in the middle of XX century when the mass media tools entered into many countries. The distribution mechanism of global culture exactly depends on the market, most of it for the majority consumption. There should be considered art for each user, also his needs and tastes too. Global culture divides international and national, it has a beautiful value. In comparison with elite culture, the audience of global culture is larger. It satisfies the fast needs of society, gives feedback to every new event and tries to encourage it. But, if the works of national and elite culture are saved, otherwise, the works of global culture lose their own value immediately. Global culture is developed along with mass media tools and it's made for mass and it is used by them. The goal of culture – is to include humanity into one human quality and upon this it finds its own social functions. The cultural function is outlined by the adaptation function to the environment, its informational and communicational value, axiological shape, educational, semiotically, regulating direction. The general and universal option of culture is the adaptation of humans to natural and social environments. The category of culture is an inexhaustible source of the life made by humans and the area of self-acquirement, social actions among themselves and regulation of behavior. The understanding of culture appears as the communicational relation of interactions in it. V.U.Borev and A.K. Kovalenco intended international communication in culture as the objective-historical process of heritage, socialization of an individual in regard to social need, as the impact button to culture's work. But, V.I.Mikhailovich in his book «Visual language of mass communication media»: «We can not imagine the modern world without the powerful informational flows» [19, p. 3], he said his point of view. Here we can notice that the conclusions of researchers merged into one. If to say that the history of general culture assumes many communication types, it outgrows from oral to written, from publishing technology to visual, audiovisual communication, followed by the internet, digital technologies culture. Relationship with society, its tool in the developing period, it tried to understand the dream and goals of the audience in the form of dynamic and illusion. With the impact of domestic information, in culturology and sociology the terms «mass media», «social



culture» are found often. In the researching the phenomenon of the media culture the Western researchers M.Macluen, S. Ziek, R.Arnhem, A.Basin, N.Luman, V.Benjamin, G.Markuse, K.Silverman and others played great role. For example, V.Benjamin is one of the main figures in the review process of art culture of the XX century. He studied the contact direction of social-cultural theory and art, art criticism. Especially, in the informative way the infinity of technological possibilities the social – geographical border escaped, the volume of culture and art aura started to increase. From the point of view of V.Benjamin, wisdom and creativity, spiritual culture, the value of art and its secret can lose value because of the impact of other cultures.

The interaction of media with other fields, mass media tools S.Zhizhek studies in comparison with the several examples, directions. In his article «Cyberspace or the unbearable isolation of being» he describes virtual truth, considered a culture around mediatization. According to him, mediatization – is the circle of making a real object into an artificial one, so the complete mediatization thing is created only in an artificial way. It means that if the mind changes, the body will change too.

Today's global media – is the cultural system with an informational matrix, which can interact with other disciplines. It is a clear finding that can become the fundamental milestone of every country. In traditional findings the base is taken from the interaction of information and interests. On one hand, people (audience) in the first place accept interesting or useful news, but they put their requirements on their own information distributors. On the other hand, while making the product of the mass media tools is focused on the interests of society, also the clear interests of certain communities, mainly on the political and economic side. The media culture includes production of information and delivering culture, also culture of acceptance. Media culture can be the result of the development of man, who can value and analyze media text, engages in creativity and masters new knowledge by mass media. The development of media culture from the evolution of human civilization, historic point of view is considered as the natural process. Media culture is proposed as the growing form which includes the interaction possibilities with human in the virtual and real world. Society and scientific researchers analyzing different methods rendered personal definition of media culture. In the media culture space the interaction of symbols and their peculiarities of work were defined, distribution and storage methods were reviewed. With the help of information the positive and negative tendencies of cultural symbols was considered in media culture space, also it was taken into account to keep the traditional base of symbols and its visual semantic content. Media culture as the constantly evolving object – is able to store voluminous information, to enhance it and send. The semiotic nature of media culture allows the implementation of effective technical tools. Taking as a basis media culture's acceptance to cultural, educational, instructive, psychological and philosophical information, it performs the function to transfer and support them. The purposeful development of informative society leads to the flourishing of space and accelerates the intentional growth of cultural phenomena and media culture. The appearance of various media models and their interaction with media phenomena impact the enlargements of media culture opportunities and to its development. The media content of cultural space was completed with informational, digital, virtual flows.

**Discussion.** If we say that media culture is interdisciplinary notion, so its directions intersect with sociology, philosophy, culturology, pedagogics, art history, politology, history, anthropology and with other sciences. To research media culture and to rate its social influence, to clarify its place and role in today's world, its distribution features in the mass media system are defined in connection with sciences, mentioned above. The study of media culture by several methods, to discuss its outputs allows to regard it as a social phenomenon. The main reason to this, is taken in the relationship with the problems below:

- Social impact space;
- Interaction space of virtual and exact cultures;
- Special institut to socialize individuals.

In the cultural community to research the arrangement of psychological factors of human's social behavior and its elements have a great importance. In the personal experience of modern human goes complex integration of outer and private community culture which includes exact, crucial and offered virtual computer. Not only consumption of culture, but there is a lack of security from the other country's culture and cultural communicative, psychological resources. Daily life, market economy, rights, science and education, family values are supported by mass media, and it proposes the realization of self success, it gives an opportunity to contemplate it as the mediatisation nowadays. Studying self description and elements of human development in society, it is noticed that the media community is the most influential among them, especially mass media tools in formation of subjectivity of individuals. The importance of studying media culture as a socio-psychological phenomenon is not only needed to develop new groups of problems from the theoretical side in psychology, also defined by the globalization of mass media, the change of content and object of media culture to multiculturalism. The psychological analysis of media culture allows research of its local community culture by structurality and consistency of method's function and mission and considers it as the social unique object which commands the values and behavior of its consuming audience. Therefore, corporativity in the media culture and image functions corresponding to organizational culture are recognised by these problems:

- structural, systematical, stability, monotony, adaptable signs;
- innovational, educational, communicational, motivating and etc. services: private settings to describe media literacy, media security, media education directions.

In accordance with globalization of information, man from the earliest years of his life lives in the multicultural media space. The media experience of society he can master in relation to the level of social behavior and media competency. The introduction of human with other cultures and his assimilation process depend on the life situations and personal peculiarities. This part is essential the existence of cultural content. Media environment of human in the areas of media boundaries suppression allows to define a common table to identify a convenient behavior model, a new cultural direction in it, effective adaptation, exploration of new cultural values, socialization - identification - indexation, self realization, transformation of the art of another culture, integration of cultural appearance , mutual exchange. The exploration of the culture can not be corrected by the standards of adaptation, integration, privatization. But, with the evaluation of digital century these standards can change, there may be a demand for a potential that culturally and psychologically adapts better than the person himself. In order to define named phenomena and processes of media competency studies is considered to add the terms of personal conclusion, cultural and psychological competency. It is taken into account as an integral social and psychological factor of human. Competency provides effective actions of the human with various cultures, his social adaptation and this shows personal development and the result of cultural identification. Human himself perform actions about his surrounding world and executes functions to expand the concepts of strategies. The formation of cultural-psychological competency happens by the new development level of the relations system and by human's place in the cultural space community. The concept of «cultural-psychological education» is more extensive and complex than the terms of «media education», «culture» or «culture of individual», also it predicts the vastness and variousness of cultural interests. In today's society the problems about the structure and basic functions of media culture are discussed comprehensively, it demonstrates the psychological effect of mass media to the young audience and observed effective social behavior factors in the media community. During the analysis of media culture it was noticed positive and negative impact on children and adolescents. In the social space of media many factors influence human contradictory. For example, In the result of valueless advertisements and different negative information in media appeared changed norms and forms of human behavior. With the impact of new technologies to our consciousness defined the types of media addictions (addiction to computer games, Internet and etc.). But, in modern schools, the education process of informatic technologies makes it possible for

individual's study. We describe it as this scientific proverb: «The use of technology in the educational process is very important» [20, p. 1019]. In the current social practice, the cultural-psychological place of individual in fact not only serve as the basis to establish media competency, but also as the resource and condition raising the effectiveness of media education. In this condition, as the social important characteristic of individual the creation of the cultural psychological quality became the strategic goals of education and nowadays can be noticed the essential need for media education. If to take the media training of human in a complex sense, from one hand individual's readiness to the world's behavior, which changed his media culture, it is his reliable ability to answer and consider his acceptance of media messages. And it can be examined as the possibility to form special forms of media immunity.

**Conclusion.** Clarifying our thoughts, as the meaning of preparing future pedagog-psychologists to form media culture of high school students, we mean these proposals:

- to gain cultural and national self-knowledge of communities and nations to the universal volume and pressure of media culture reaction;
- to develop the storing experience of traditions as the social phenomenon to the contradictions in the media culture field;
- to set pedagogical and psychological prevention as the subject of a special course in educational institutions to keep the national appearance of adolescents.

Thus, the issues reviewed in the content of our scientific article will impact to prevent the multi-volume problems in today's education system.

*Пайдаланылған әдебиеттер тізімі:*

1. Байтұрсынов А. Ақ жол: өлеңдер мен тәржімелер, публицистикалық мақалалар және әдеби зерттеу /Құрастырған Р.Нұрғалиев. – Алматы: «Жалын», 1991. – 464 б.
2. Ержанова А.М. Массовые коммуникация и их влияние на глобальные трансформации культуры: Дисс. ... докт. филос. наук: 24.00.01. – Алматы, 2010. – 257 с.
3. Ахметова Л.С., Веревкин Т.Ю., и др. Медиаобразование в Казахстане: учебно метод.пособие. – Алматы: Қазақ университеті, 2013. – 254 с.
4. Баймухамбетов А.Э. Тенденции современной медиаглобализации с условиях идентичности казахстанских СМИ: Дис.акад.д-ра философии (PhD). Специальность: 6D020100 – философия. – Алматы, 2009. – 156 с.
5. Масанов Е.Ж. Медиамадениеттегі адам мәселесі. Философия докторы (PhD) ғылыми дәрежесін алу үшін дайындалған диссертация. 6D020100 – философия, мәдени антропология мамандығы. – Алматы, 2012. – 170 б.
6. Сейтказы П.Б. Болашақ мұғалімдерді бұқаралық ақпарат құралдары арқылы тәрбие үрдісіне дайындаудың ғылыми-теориялық негіздері: пед.ғыл.докт. ...дисс.: 13.00.08. – Алматы, 2009. – 284 б.
7. Ташетов А.А. Болашақ педагог-психологтардың сыни ойлауын дамытуда медиа-ресурстарды пайдаланудың ғылыми-тәжірибелік негіздері. Философия докторы (PhD) дәрежесін алу үшін дайындалған диссертация. 6D010300 – Педагогика және психология мамандығы. – Алматы, 2017. – 162 б.
8. Таженова Г.С. Студенттердің медиақұзіреттілігін қалыптастырудың психологиялық-педагогикалық шарттары. Философия докторы (PhD) дәрежесін алу үшін дайындалған диссертация. 6D010300 – Педагогика және психология мамандығы. – Алматы, 2022. – 164 б.
9. Кули Ч. Общественная организация. Тексты по истории социологии XIX-XX вв. Хрестоматия. – Москва: «Наука», 1994. – 379 с.
10. Троффер Э. Метаморфозы власти. Пер. с англ. /Э.Троффер. – Москва: Издательство «АСТ», 2003. – 669 с.
11. Стоуньер Т. Информационное богатство: профиль постиндустриальной экономики. Новая технократическая волна на Западе. – Москва, 1986. – 394 с.
12. McLuhan M. The Gutenberg Galaxy: The Making of Typographic Man. – Toronto: Univ. of Toronto Press, 1962. – 293 p.

13. Шпенгер О. Закат Европы. Очерки морфологии мировой истории. Гештальт и действительность. – Москва: «Мысль», 2019. – 663 с.
14. Белл Д. Грядущее постиндустриальное общество. Опыт социального прогнозирования. – Москва: «Академия», 2018. – 788 с.
15. Михалкович В.И. Изобразительный язык средств массовой коммуникации. – Москва: «Наука», 1986. – 22 с.
16. Шехтер Т.Е. Процессы маргинализации в современной художественной культуре: Дисс. ... д-ра фил.наук.: 24.00.01 – Теория культуры. – Санкт-Петербург, 1998. – 327 с.
17. Раишкофф Д. Медиавирус: как поп-культура воздействует на ваше сознание /пер.с англ. Д.Борисова. – Москва: «Ультра, Культура», 2019. – 368 с.
18. Хартия о сохранении цифрового наследия /Организация Объединенных Наций: [http://www.ifapcom.ru/files/Documents/digital\\_heritage\\_preserv.pdf](http://www.ifapcom.ru/files/Documents/digital_heritage_preserv.pdf)
19. Михалкович В.И. Изобразительный язык средств массовой коммуникации. – Москва: «Наука», 2018. – 222 с.
20. Issayev G., Baimukhanbetov B., Duisenbayev A., Sagimbayeva A., Baimanova L., Yegenissova A. Application of information technologies in distance learning in the field of higher education. World Journal on Educational Technology: Current Issues. 2022, vol. 14, no.4, 1017-1024, <https://www.unpub.eu/ojs/index.php/wjet/article/view/7650>

#### References:

1. Baytursinov A. Aq jol: öleñder men tärjimeler, pwblіcіstіkalıq maqalalar jäne ädebі zerttew /Qurasturğan R.Nurğalіev. – Almatı: «Jalın», 1991. – 464 b.
2. Yerzhanova A.M. Massovyve kommunikatsiya i ikh vliyaniye na global'nyye transformatsii kul'tury: Diss. ... dokt. filos. nauk: 24.00.01. – Almaty, 2010. – 257 s.
3. Akhmetova L.S., Verevkin T.YU., i dr. Mediaobrazovaniye v Kazakhstane: uchebno metod.posobiye. – Almaty: Kazak universiteti, 2013. – 254 s.
4. Baymukhambetov A.E. Tendentsii sovremennoy mediaglobalizatsii s usloviyakh identichnosti kazakhstanskikh SMI: Dis.akad.d-ra filosofii (PhD). Spetsial'nost': 6D020100 – filosofiya. – Almaty, 2009. – 156 s.
5. Masanov E.J. Mediamädeniettegi adam mäselesi. Filosofiya doktori (PhD) ğılımi дәrejesin alw üşin dayındalğan dissertaciya. 6D020100 – filosofiya, mädeni antropologiya mamandıǵı. – Almaty, 2012. – 170 b.
6. Seytkazi P.B. Bolaşaq muǵalimderdi buqaralıq aqqarat quraldarı arqılı tärbiе ürdisine dayındawdıñ ğılımi-teoriyalıq negizderi: ped.ǵıl.dokt. ...diss.: 13.00.08. – Almaty, 2009. – 284 b.
7. Taşetov A.A. Bolaşaq pedagog-psixologtardıñ sinі oylawın damıtıwda media-reswrstardı paydalanwdıñ ğılımi-täjiribelik negizderi. Filosofiya doktori (PhD) дәrejesin alw üşin dayındalğan dissertaciya. 6D010300 – Pedagogika jäne psixologiya mamandıǵı. – Almaty, 2017. – 162 b.
8. Tajenova G.S. Stwdentterdiñ mediaquziretiligin qalptasturwdıñ psixologiyalıq-pedagogikalıq şarttari. Filosofiya doktori (PhD) дәrejesin alw üşin dayındalğan dissertaciya. 6D010300 – Pedagogika jäne psixologiya mamandıǵı. – Almaty, 2022. – 164 b.
9. Kuli CH. Obshchestvennaya organizatsiya. Teksty po istorii sotsiologii KHİKH-KHKH vv. Khrestomatiya. – Moskva: «Nauka», 1994. – 379 s.
10. Troffler E. Metamorfozy vlasti. Per. s angl. /E.Troffer. – Moskva: Izdatel'stvo «AST», 2003. – 669 s.
11. Stoun'yer T. Informatsionnoye bogatstvo: profil' postindustrial'noy ekonomiki. Novaya tekhnokraticeskaya volna na Zapade. – Moskva, 1986. – 394 s.
12. McLuhan M. The Gutenberg Galaxy: The Making of Typographic Man. – Toronto: Univ. of Toronto Press, 1962. – 293 p.
13. Shpenger O. Zakat Yevropy. Ocherki morfologii mirovoy istorii. Geshtal't i deystvitel'nost'. – Moskva: «Mysl'», 2019. – 663 s.
14. Bell D. Gryadushcheye postindustrial'nooye obshchestvo. Opyt sotsial'nogo prognozirovaniya. – Moskva: «Akadmiya», 2018. – 788 s.
15. Mikhalkovich V.I. Izobrazitel'nyy yazyk sredstv massovoy kommunikatsii. – Moskva: «Nauka», 1986. – 22 s.
16. Shekhter T.Ye. Protsessy marginalizatsii v sovremennoy khudozhestvennoy kul'ture: Diss. ... d-ra fil.nauk.: 24.00.01 – Teoriya kul'tury. – Sankt-Peterburg, 1998. – 327 s.

17. *Rashkoff D. Mediavirus: kak pop-kul'tura vozdeystvuyet na vashe soznaniye /per.s angl. D.Borisova. – Moskva: «Ul'tra, Kul'tura», 2019. – 368 s.*
18. *Khartiya o sokhraneniі tsifrovogo naslediya /Organizatsiya Ob"yedinennykh Natsiy: [http://www.ifapcom.ru/files/Documents/digital\\_heritage\\_preserv.pdf](http://www.ifapcom.ru/files/Documents/digital_heritage_preserv.pdf)*
19. *Mikhalkovich V.I. Izobrazitel'nyy yazyk sredstv massovoy kommunikatsii. – Moskva: «Nauka», 2018. – 222 s.*
20. *Issayev G., Baimukhanbetov B., Duisenbayev A., Sagimbayeva A., Baimanova L., Yegenissova A. Application of information technologies in distance learning in the field of higher education. World Journal on Educational Technology: Current Issues. 2022, vol. 14, no.4, 1017-1024, <https://www.unpub.eu/ojs/index.php/wjet/article/view/7650>*