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INFORMATION SPACE IN KAZAKHSTAN AND ITS SOCIO-PHILOSOPHICAL ASPECTS OF DEVELOPMENT

Technological basis for the formation of the information space of modern society is information and communication technologies. These are computers, computer networks, the internet, communication tools, information resources in electronic media, and much more. The combination of these components has a significant resource in the information society. Therefore we are searching for an answer to the role of information space in social philosophy.

Nowadays, the information space of Kazakhstan reflects the ways to achieve a high level of well-being of the population with new developed and accessible, innovative and information technologies. The article deals with the process of informatization of Kazakhstan's information space in all spheres of society. In addition, the article discusses the problems and advantages in the field of informatization in Kazakhstan, information security, useful and useless aspects of the social network in society, ways of digitalization of the state, social and philosophical aspects.

Key words: information space, information society, philosophy, philosophy of time, digital Kazakhstan, e-government.

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Қазақстандағы ақпараттық кеңістік және оны дамытудың әлеуметтік-философиялық аспектілері

Қазіргі қоғамның ақпараттық кеңістігін қалыптастырудың технологиялық негізі – ақпараттық-коммуникациялық технологиялар болып есептеледі. Олар – компьютерлер, компьютерлік желілер, ғаламтор, байланыс құралдары, электрондық бұқаралық ақпарат құралдарындағы ақпараттық ресурстар және тағы басқасы. Бұл компоненттердің үйлесімі ақпараттық қоғамда маңызды ресурсқа ие. Сондықтан әлеуметтік философияда ақпарттық кеңістіктіктің рөліне жауап іздейміз.

Бүгінгі таңда Қазақстанның ақпараттық кеңістігі жаңа дамыған және қол жетімді инновациялық және ақпараттық технологиялармен халықтың хал-ахуалының жоғары деңгейіне жету жолынан көрініс береді. Мақалада қазақстандық ақпараттық кеңістіктегі қоғамның барлық саласында қызу жүріп жатқан ақпараттандыру процесі сөз болады. Сонымен қатар, мақалада қазақстандағы ақпараттандыру саласындағы проблемалар мен артықшылықтар, ақпараттық қауіпсіздік, қоғамдағы әлеуметтік желінің пайдалы және пайдасыз тұстары, мемлекетті цифрландыру жолдары, әлеуметтік-философиялық тұрғыда талқыланады.

Түйін сөздер: ақпараттық кеңістік, ақпараттық қоғам, философия, уақыт философиясы, цифрлық Қазақстан, электронды үкімет.

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Социально-философские аспекты информационного пространства и его развитие в Казахстане

Информационно-коммуникационные технологии являются технологической основой формирования информационного пространства современного общества. Это – компьютеры, компьютерные сети, интернет, телекоммуникации, информационные ресурсы в электронных

СМИ и многое другое. Сочетание этих компонентов играет важную роль в информационном обществе. Вот почему мы ищем ответ на роль информационного пространства в социальной философии.

Сегодня информационное пространство Казахстана отражает пути достижения высокого уровня жизни населения с помощью новых и доступных инновационных и информационных технологий. В статье будет рассмотрен процесс информирования всего населения в информационном пространстве Казахстана. В статье также рассматриваются вопросы и преимущества информатизации в Казахстане, информационная безопасность, плюсы и минусы социальных сетей, способы оцифровки государства и социально-философские перспективы.

Ключевые слова: информационное пространство, информационное общество, философия, философия времени, цифровой Казахстан, электронное правительство.

Introduction

The concept of the Information space was developed by japanese sociologists in the framework of research by the Institute of information society, O. Kishide and Y. Masuda and explained by the concept of «philosophy of time». Japanese scientists, considering information as the main resource for the survival of future civilizations, assumed that the speed of obtaining and distributing information necessarily arises because of the difficulties of time. According to japanese scientists, the emergence of this problem should change its attitude and attitude to time, and this approach will become a resource for the preservation of life and social value.

The new social status of time in the information society is a prerequisite for the formation of completely new values, i.e. time, the future will become a common mechanism for the creation of civilization. J. Masuda introduced the concept of «time-value», even to define the characteristics of the advantages of the information society. J. Masuda connects the activity of the unlimited regional «global information space» that characterizes the information age with this "time-value" system. The spread of this information space, formed on the basis of information infrastructure, communications, satellite communications, and computers, will contribute to the globalization of all world-class processes (Masuda: 1983, 118-120).

In modern philosophy, there are questions that require research on the concept of information space. Especially in social philosophy, there is a search for the study of the information space. P. Drucker, in turn, says: «information is valuable information with its importance and obvious purpose» (Drucker: 2006, 320-331). That is, information is the final data and as a result of processing using special knowledge, it becomes useful information. Data does not have a deep meaning, but is important in the process of analysis and processing, when information turns into information. Information is unstable, appears and erases, only a small part of it is generalized, remembered and becomes valuable knowledge.

According to the decision of the United Nations «XXI century – the age of informatization». The Republic of Kazakhstan has also entered a new stage of informatization of society – the main sign of scientific and technical progress.

The rapid development of the computer system, based on the latest equipment, has moved from information tools of the twentieth century to completely different digital technologies. In the modern world, «online newspapers» and «online magazines» have appeared on the internet, which have a wide information base, saved by voice-sound, and have feedback. Researchers believe that computer information systems are used to integrate three periodicals, radio, and television.

These ideas also welcome the opinion of A.I. Rakitov. He describes the space in his book, emphasizing the advantages of digital technology. According to him, modern communication tools and mechanisms are widely used. This means transmitting information over a considerable distance, increasing the speed at which information is transmitted to people. Modern means of communication include radio, telephone, satellite communications, cable networks, as well as digital electronic devices based on microprocessors for fast reception, storage, search, processing and transmission of information (Rakitov1991: 138–140).

The mass media are of great importance in regulating modern social relations. Today, it is impossible to imagine society without a media service. It not only regulates relations in the information space, but also develops mutual relations. Based on these circumstances, the study and examination of the social activities of media culture is very relevant.

At the same time, new power relations serve as the basis for the emergence of new cultural forms of information society that affect the mechanisms of

political power – media culture, information culture, network culture, etc.

Analyzing the impact of the informatization process on space, Castels believes that modern society is created on the basis of flows: capital, information, technology, organizational effect, images, sounds and symbols (Castels: 2000, 88-90). In the XXI century, Kazakhstan has developed a new management culture. Its main essence is information, education, scientific design, and social modeling. Thanks to this, the media-cultural intermediary between society and the state, the individual and the government. In the modern world, which has entered the world information space as an independent country, the theoretical and practical view of the mass media as a whole has changed.

Nowadays, when the Republic of Kazakhstan has its independence and joined the world as a separate state, the role of the media in the socio-political, economic and cultural life of our people is very significant. To date, the only force that contributes to public consciousness, mobilizes a lot of common goals, one of the main mechanisms of the media is the management of the media..

In our modern democratic country the role of press in the society has changed significantly. He is not only a propagandist, but also an expert in public consciousness and shaping public opinion. There is also competition in the press, and non-state newspapers and magazines are published.

Currently, in all spheres of Kazakh society actively held the process of informatization, including in politics, taking all efforts to modernize the public service and administrative affairs in accordance with international standards using new information and communication technologies. In this regard one of the most important factors of political modernization of Kazakhstan is the formation and development of information management.

In the age of information and technological innovation in the world economy, it is clear that the development of independent Kazakhstan, cultural and civilizational quality improvement is one of the directions of the modern political system, the formation and development of information management. All this testifies to the importance of Kazakhstan's society in combination with important political tasks and strategic documents.

Modern media play an important role in strengthening and developing the independence of the state. In particular, we can say a lot about the activities of the national language and economy carried out in the promotion, protection of the idea of independence of the country, and the struggle on the ideological front. With the benefits of cable television and the internet, new products related to the protection of national security and freedom of speech have emerged. Kazakhstan is a country where people of different nationalities live, united in a single cultural community, showing respect for the preserved national characteristics of other nationalities. In modern conditions, these differences give rise to different opinions about what information should be kept secret in order to protect the interests of nations. However, the publication of some issues in the press causes serious controversy. «Is it necessary to prohibit such information, if information that harms national security can be easily obtained from the world system, at what stage is it successfully resolved? This question also must be addressed to the legislators» (Abulkhanova: 2004, 237). This is one of the unresolved issues..

Like any state, the Kazakh government has been successfully implemented due to the enough supply of information. Positive functioning of the political structure, development of political consciousness, interaction of the object and subject of politics is impossible without information. Today, the formation and development of Kazakhstan's e-government has found its place in political life. e-government is a broad and deep concept that includes social inclined and vertical relations and political communications in our society. Therefore, there is a need to study this urgent problem in a social and philosophical context, to make a comparative political analysis of the world experience in the formation of e-government, to find new ways to assess its achievements, to analyze the current state and potential, and to forecast political trends and prospects for development..

Currently, in our society, television (terrestrial, cable, satellite), Publishing, radio, e-mail, cellular communications, and the Internet have become a free communication space. All this testifies to the creation of a society based on information.

In general, the study and scientific form of problems in the information sphere and the appropriate formation of scientific requirements for the state is in the development and construction of the information security system. In this case, the state should conduct an active information policy in the implementation of programs for the development of society, positive coverage of the state in the mass consciousness. It is necessary to often transmit materials that capture such emotions as love for the Motherland, stability, and patriotism. The mass media with united force promoting one Motherland,

one state language, one national policy, and if only everyone unites, then they will be free from the possibility to become the shields of any political groups or private business owners, and this is the main goal of Kazakhstan.

Currently, the Kazakh society is making every effort to modernize the public service and administrative management in accordance with international standards, using new information and communication technologies in the field of politics. Relevance in the information space – the problem of ensuring information security. Nowadays, it is one of the acute problems that are inherent not only in our country, but also in all developed countries. Interest in information security issues is associated with the increasing role of the information society in all spheres of life (Yerzhanova: 2010, 250).

Identifying the advantages of the Republic of Kazakhstan in ensuring information security is manifested in exposing the risks related to the information environment, finding ways to overcome them, improving mechanisms for ensuring information security, etc. Developed civil society that can control and adjust political positions in the information sphere will serve as the basis for sustainable and unattractive development of the state in implementing the priority priority of information security. (Ibraeva: 2001, 5).

To date, distance learning technologies, automated offices, and a worldwide list of products have been introduced. Geo-information systems are being designed for managing natural resources, ecology, and government information policy. Each country depends on the sources of information, the level of efficiency and development of means of transportation and processing of information, that is, there is a process of Informatization of society, namely the process of creating an information society. The law of the Republic of Kazakhstan of January 11, 2007 No. 217 «on informatization «States» organizational, socio-economic, scientific and technical process aimed at the formation and development of electronic information resources, information systems based on the use of information technologies» (Egov, 2007). That is, the process of Informatization means that on the basis of creating and using information resources, it is necessary to create appropriate conditions for meeting information requests, the rights of citizens, state bodies, local authorities, organizations and public associations, as well as to improve the information culture of citizens.

That is, only in the conditions of information security, the process of informatization of society as a

resource of development, based on the full use of information, can turn the life of mankind into an intellectual and humanistic character. Russian researcher L.I. Shershnev defines: «information security» – means the viability, sustainable development and functioning of the resources and information flows of the state, society, social group, individual, countering information influence that negatively affects information threats, the psyche and public and individual consciousness of people, computer networks and other technological information initiatives" (Shershnev: 1993, 240). As you know, information security is one of the main areas of national security of any state. The law of the Republic of Kazakhstan on national security States: «information security is the state of protection of state information resources, as well as individual rights and public interests in the field of information». Ensuring information security consists of a set of its means and subjects and a system of measures to ensure information security. A system of measures to ensure information security is mainly characterized by a significant direction, purpose, principles, forms and methods of implementation. Today, the field of information security is not only relevant, but also modern utility. Therefore, the system of political, economic, social, organizational and technical measures aimed at ensuring information security must be improved in accordance with modern requirements.

According to A. I. Rakitov, modern means of communication, combined with computers and information resources in a magnetic environment, constitute the information and communication environment of the information space, which should be considered as an integral part of the information space and as a factor that ensures the use of the innovative potential of information and communication technologies (1991:33).

Information and communication technologies, which have the following important components: communication; Internet; computers; information resources in electronic mass media, are the technology for forming the information space of modern society. The combination of these components creates a technological basis – an infocommunication environment.

The formation of citizens' access to information about political decision-making processes based on global communication relations will allow the authorities, first, to protect society from the arbitrariness of officials at a broad level, and secondly, to influence citizens on government bodies.

In the information space of Kazakhstan, the majority of the population are Internet users. The

younger generation of Kazakhstan actively develops computer entertainment and computer services: electronic games, receiving and sending messages by e-mail, communicating with the network, buying and selling products in virtual stores, advertising placed on various network sites, and much more..

The «Internet World Stats» agency published the results of another study. According to him, over the year in Kazakhstan, more than 14.669.853 million people used the internet. (Internetworldstats: 2018).

Kazakhstan's information field can be compared to a pond where several information flows occur simultaneously. The most powerful of them is the information flow from Russia. Its TV program with a very high level of professionalism, broadcasting of a number of radio stations, newspapers with stable readers and a relatively well-developed Runet occupy a huge amount of Kazakhstan's space. Our main goal today is to improve the quality of local media that can withstand the foreign information flows of the Kazakh audience, equalize the shoulder to them, and strengthen our state policy. To date, KazNet, which collects forces, opens a full path for this..

A characteristic feature of our time is excessive education, that is, an exponential increase in information that currently needs to be managed in order to make effective decisions. This means that new methods of working with information must be applied. This issue is solved using electronic computer technology for processing, searching and storing information. In other words, the more developed a society is, the more important the information space is in terms of fulfilling the role of society as a memory. This is not a single vision in Kazakhstan, but a common vision in the world.

Expanding the boundaries of the influence of the Kazakh language in the audiovisual space of the culture of Kazakhstan allowed to recreate the ethno-cultural identity of the Kazakhs. But, undoubtedly, the phenomenon of manifestation of speakers by nationality from television screens, who conduct a news program in the Kazakh language, leaves a huge impact in the minds of viewers to strengthen the position of the Kazakh language.

In the Kazakh media space, global and national media transportation will unite and promote the consciousness, worldview, and behavior of the Kazakh media user. The culture of the West and East connects to the internet and contributes to the cultural consciousness of the Kazakh media user.

In general, the study and scientific form of problems in the information sphere and the appropriate formation of scientific requirements for the state in the development and construction of the information security system. In this case, the state should conduct an active information policy in the implementation of programs for the development of society, positive coverage of the state in the mass consciousness. We need to often transmit materials that capture emotions such as love for the Motherland, stability, and patriotism. The mass media with united force promoting one Motherland, one state language, one national policy, and if only everyone unites, then they will be free from the possibility to become the shields of any political groups or private business owners, and this is the main goal of Kazakhstan.

NetIndex has developed an internet speed rating for 188 countries. In this list, Kazakhstan ranked 65th in terms of the speed of downloading information from the network. Downloading from the Internet – 42.53 Mbps, uploading – 44.25 Mbps. On cellular communication – on 101 place. The research data is presented for the year to December 2019. (Speedtest: 2019).

The question "Is there room for development?" always arises. So, A. P. Prokhorov, speaking about the fact that Russian management traditions differ significantly from Western management, explains, among other things, the lack of competition and lack of development (Prokhorov: 2002, 27).

Kazakh cultural scientist A. T. Kulsarieva put forward the following definition of communication: «...Communication can be considered as «communication», «conversation», i.e. starting a language when transmitting certain information» (Kulsarieva: 2008, 140). This definition links communication and the surrounding truth into a single channel. Communication is seen as the foundation of our life, the foundation of our culture. Culture is spreading, and in the age in which we live, it is transmitted through the media and communications. On this side of media culture is a phenomenon caused by the postmodern era.

The strategic orientation of socialization of officially declared youth of the Republic of Kazakhstan is the formation of a representative of a new generation by highly qualified professional specialists with an innovative, creative form of thinking, a developed worldview culture, and ethical responsibility for the world. An important contribution to this process was made by mass media, which is a mirror of Kazakhstan's media culture and a leader of cultural globalization and cultural acclimatization. Mass me-

dia acts as an intermediary between society and the state, society and the government.

In the Republic of Kazakhstan, 14% of the population is consistently Internet users. As the number of Internet users increases, there is an increase in the number of online publications. In this regard, despite the fact that many of them were of a socio-political nature, they adhere to the information and health direction.

The younger generation of Kazakhstan actively develops computer entertainment and computer services: electronic games, receiving and sending messages by E-mail, communicating with the network, buying and selling products in virtual stores, advertising placed on various network sites, and much more..

We suggest that we call all Kazakhstan is who are the result of cultural socialization in the conditions of the Kazakh media portal – the Kazakh media center – they depend on TV viewers and global Internet networks in their daily lives and take part in Kazakhstan's intellectual social networks.

In the Kazakh media space, global and national media transportation will unite and promote the consciousness, worldview, and behavior of the Kazakh media user. The culture of the West and the East connects to the Internet and contributes to the cultural consciousness of the Kazakh media leader.

Kazakhstan is actively working on the development of national links of the Internet. The term «KazNet» appeared to refer to Kazakhstan's Internet space. Here, forums discuss the most relevant issues of local and national scale, bloggers post their diaries and videos and exchange impressions about the latest events in social and cultural life, like-minded people find each other through social networks, and people of all ages communicate on virtual forums.

Researcher A. according to Sembay, «today, in the Kazakh-language segment, as the most popular forum for young people you can say фищге «Zhastar.biz» portal» (Sembai: 2010, 118). This portal has a huge impact on the socialization of Kazakh youth. Media users from YouTube, Kastub, Kivvi.kz and others upload music, videos, read short stories written by other users, upload their files to the photo gallery, read scientific and educational articles, and most importantly, talk on forums. These forums cover topics such as cinema, education, religion, literature and linguistics, history, computer and Internet, communication, fashion, sports, health, food, and automobiles. The main audience is high school students and students. The portal is used by 800-1000 people per day.

The Kazakh media portal makes you think not only about the power of media in society, but also about the search for a new cultural identity in the case of presenting a diverse culture on television, computer and film screens. The Kazakhstan information field can be compared simultaneously with several information flows with reservoirs that account for several information flows. The most powerful of them is the information flow from Russia. It has a huge volume of Kazakhstan's space with a TV program with a high level of professionalism, broadcasting a number of radio programs, Newspapers with stable readers and a relatively well-developed Runet. Approximately it can be equated only by the Kazakh audience, the abundance of local radio and television channels, KazNet, which collects the newspaper and forces, opens a full path for this..

About 90% of the 2392 foreign media titles are distributed in the Republic of Kazakhstan in Russian language, 5% in English, and 5% in other languages of the world. However, the cultural scientist G. A. Zatov's research papers state: «acculturation in a multinational society allows preserving cultural integration and a distinctive national character. But the dynamics and nature of acculturation processes depend on the ability of the society's ethnic groups to resist external influences and the policy of inter-ethnic conflicts» (Zatov: 2010, 262) scientific opinion that this process is developing in the right direction.

Over the past decade, the sphere of Kazakhstan's information society has changed significantly under the influence of factors that shape global communication systems. TV viewers, computers, the Internet, and mobile phones have not only become accessible to a large part of Kazakhstan's population over the past quarter of a century, but have also been introduced into everyday life, social and cultural practices.

Currently, more than 80% of media outlets in Kazakhstan are non-governmental. Liberalization and market reforms have led to quantitative and qualitative growth of the media. Today, Kazakhstan is ahead of most countries in Central Asia and the Caucasus in terms of media development. This is evidenced by the Annual Eurasian media forum in the country about the leadership of Kazakhstan in the development of media infrastructure.

As of June 12, 2019, 3520 media outlets were registered in Kazakhstan, including 2886 periodicals, 157 TV channels, 72 radio channels, 405 news agencies and online publications. Of the total number of registered mass media, the largest number of

printed publications is 2886, including newspapers – 1818 and magazines – 1068.

Russian and Russian-Kazakh – language media – 1292 mass media, only in Russian – 878, only in Kazakh – 569, in three or more languages (including other languages) – 781. as of June 12, 2019, 239 foreign TV and radio channels are registered in the media list. In relation to the country, there are 172 Russian TV channels, 20 from the UK, 18 from the US, 16 from Estonia, 6 from France, 5 from Turkey, 1 from Cyprus and 1 from Azerbaijan. Of the 77 TV channels, the broadcast language is distributed in Russian, 3 in English, and the rest in two or more languages (Qogam, 2019).

Acceleration of the process of formation of civil society institutions in the information space and reduction of costs at the first stage will be provided with new information technologies. Kazakhstan also implements new information technologies.

Positive dynamics in the information space of Kazakhstan – E-government. This is a social project. The effectiveness of this system has long been proven in world practice. This way, first of all, saves the population time. This will allow you to solve many issues related to public services while at home. Secondly, it provides transparency in the work of public servants. Corruption in business is an obstacle. Third, E-government will save society from paperwork and help save millions, even billions.

Another pilot project is E-Commerce. This is an integral part of the economy in Western and South-East Asia. There, all financial and trading operations are carried out using computer networks. E-Commerce has started to develop in our country over the past two years. This is due to the increase in the number of Internet users and the increasing influence of social networks.

Today, Kazakhstan lags far behind the countries of the world in the development of e-Commerce, for example, the volume of E-Commerce is 260 million dollars or only 0.4 percent of the commodity market. This figure is ten times less than in neighboring Russia (Academy, 2014).

In Kazakhstan, during the implementation of the state program «Information Kazakhstan – 2020», which joined the information society, an agreement was reached on the implementation of the state program «Information Kazakhstan-2020». The main goal of the program is to create conditions for the transition to an information society. The main objectives of the program are to ensure the effectiveness of the public administration system; to ensure the availability of information and communication infrastructure.

Nowadays, modern political power is getting rid of the tendencies of the previous social development and is acquiring a new meaning. Currently, political power through the media and the Internet, which have a great influence on the individual and society, is acquiring new ideological information and communication resources. Information networks connect all spheres and structures of power with each other. The change of time is faster, and further on our society every day innovations, respectively, political power and management in providing new types of necessary.

In addition, in Kazakhstan, the digitalization program was approved and launched in December 2017 By the government of Kazakhstan. It is designed for 2018-2022. This program is aimed at developing the country's economy using digital technologies and improving the quality of life of the population.

The main goal of the program is to improve quality of life by accelerating the pace of development of economy of the Republic in the medium term and use of digital technologies, and the creation of conditions for transition of Kazakhstan's economy on a fundamentally new path of development, ensuring the creation of the digital economy of the future in the long term.

According to the official website of the Prime Minister of Kazakhstan, the program has a number of tasks. This includes digitalization of industry and electricity, digitalization of transport and logistics, digitalization of agriculture, development of e-Commerce, development of financial technologies and non-cash payments, increasing the level of trust of citizens in the state and the state. Government – individuals, government – business, digitalization of internal activities of state bodies, expansion of smart cities, communication networks and ICT infrastructure, ensuring information security in the field of ICT, increasing digital literacy in secondary, technical, professional, and higher education, increasing digital literacy of the population (training, retraining), supporting innovation development platforms, developing technological entrepreneurship, startup culture, and R & d, attracting «venture» funding, and generating demand for innovation. (Primeminister, 2019).

Messenger communication, online payments, and e-services are all part of the daily activities of a modern person. By adopting the state program

«Digital Kazakhstan», the accelerated digitalization of the life of Kazakhstanis creates a new model of the economy, in which not only basic industries and businesses are digitized, but also the entire life of society.

For example, eGov.kz the e-government portal works for quick access of citizens to public services. These are services such as filing applications, obtaining certificates, obtaining licenses, registration, and other operations. Government agencies, as well as many other organizations, for example, getting rid of paper document flow and mail, translate their work into an electronic format. But all citizens will not be able to use new technologies. To solve this problem, it is necessary to train the population to use standard services in a new way (Egov, 2019).

Ult.kz the e-government portal noted that measures to introduce information technologies in the public sector in Kazakhstan began 10 years ago. . This is where the inevitable example is eGov or e-government of Kazakhstan. It is with the help of a system developed on the example of South Korea that you can perform hundreds of operations in front of a computer without visiting anywhere. Do not forget that this project is one of the CIS countries. Within the framework of the «Business Roadmap 2020» program, 3 billion tenge was allocated for the development of animal husbandry this year, including 3 billion tenge for spring field and harvesting operations, 3 billion tenge for spring field and harvesting operations, and 3 billion tenge for spring field and harvesting operations. Within the framework of the Digital Kazakhstan program, this system will continue to work. The experience of a number of developed countries will be used for improvement. In this direction, the government of the country carries out a number of complex works, conducts negotiations with leading IT companies of the Near and far abroad, and business representatives (Ult, 2018).

At present, Informatization and networking of authorities is one of the main elements of public administration reform in many developed and transition economies. The main activity of administrative reforms is to increase the efficiency of the state apparatus to the level of successful commercial firms and ensure the transition from state management to state management (Dementyev: 2002, 23).

At the same time, organizational flexibility, innovation management, significant freedom of action and decentralization of employees come to the fore. Instead of the traditional bureaucratic dependence and hierarchical subordination, the principle of independence and responsibility of the authorities for the implementation of tasks is gradually coming. Indeed, in order to monitor public services, it is necessary to provide feedback to their users, that is, to the population. This is quickly and effectively implemented through the information space. In this regard interactivity is an effective means of making such a connection. (Bazarov: 2006, 127).

Conclusion

Kazakhstan's information space has entered a new era. New modern technologies are being implemented here, and the transition to the digital period is underway. Information literacy is growing in the country, and positive digital changes are being used effectively. As the state programs themselves systematically work out the issues of the information space. For example, today's agenda includes digitalization of education, providing the population with high-quality Internet, transition to a digital state, digitalization of health care, digitalization of the financial, social and labor spheres. Therefore, we can say that Kazakhstan is on the way of the digitalization of its information space.

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