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ВЕСТНИК

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В 2016 году для развития и улучшения качества жизни казахстанцев был создан частный Благотворительный фонд «Халык». За годы своей деятельности на реализацию благотворительных проектов в областях образования и науки, социальной защиты, культуры, здравоохранения и спорта, Фонд выделил более 45 миллиардов тенге.

Особое внимание Благотворительный фонд «Халык» уделяет образовательным программам, считая это направление одним из ключевых в своей деятельности. Оказывая поддержку отечественному образованию, Фонд вносит свой посильный вклад в развитие качественного образования в Казахстане. Тем самым способствуя росту числа людей, способных менять жизнь в стране к лучшему – профессионалов в различных сферах, потенциальных лидеров и «великих умов». Одной из значимых инициатив фонда «Халык» в образовательной сфере стал проект *Ozgeris powered by Halyk Fund* – первый в стране бизнес-инкубатор для учащихся 9-11 классов, который помогает развивать необходимые в современном мире предпринимательские навыки. Так, на содействие малому бизнесу школьников было выделено более 200 грантов. Для поддержки талантливых и мотивированных детей Фонд неоднократно выделял гранты на обучение в Международной школе «Мирас» и в *Astana IT University*, а также помог казахстанским школьникам принять участие в престижном конкурсе «*USTEM Robotics*» в США. Авторские работы в рамках проекта «Тәлімгер», которому Фонд оказал поддержку, легли в основу учебной программы, учебников и учебно-методических книг по предмету «Основы предпринимательства и бизнеса», преподаваемого в 10-11 классах казахстанских школ и колледжей.

Помимо помощи школьникам, учащимся колледжей и студентам Фонд считает важным внести свой вклад в повышение квалификации педагогов, совершенствование их знаний и навыков, поскольку именно они являются проводниками знаний будущих поколений казахстанцев. При поддержке Фонда «Халык» в южной столице был организован ежегодный городской конкурс педагогов «*Almaty Digital Ustaz*».

Важной инициативой стал реализуемый проект по обучению основам финансовой грамотности преподавателей из восьми областей Казахстана, что должно оказать существенное влияние на воспитание финансовой

грамотности и предпринимательского мышления у нового поколения граждан страны.

Необходимую помощь Фонд «Халык» оказывает и тем, кто особенно остро в ней нуждается. В рамках социальной защиты населения активно проводится работа по поддержке детей, оставшихся без родителей, детей и взрослых из социально уязвимых слоев населения, людей с ограниченными возможностями, а также обеспечению нуждающихся социальным жильем, строительству социально важных объектов, таких как детские сады, детские площадки и физкультурно-оздоровительные комплексы.

В копилку добрых дел Фонда «Халык» можно добавить оказание помощи детскому спорту, куда относится поддержка в развитии детского футбола и карате в нашей стране. Жизненно важную помощь Благотворительный фонд «Халык» оказал нашим соотечественникам во время недавней пандемии COVID-19. Тогда, в разгар тяжелой борьбы с коронавирусной инфекцией Фонд выделил свыше 11 миллиардов тенге на приобретение необходимого медицинского оборудования и дорогостоящих медицинских препаратов, автомобилей скорой медицинской помощи и средств защиты, адресную материальную помощь социально уязвимым слоям населения и денежные выплаты медицинским работникам.

В 2023 году наряду с другими проектами, нацеленными на повышение благосостояния казахстанских граждан Фонд решил уделить особое внимание науке, поскольку она является частью общественной культуры, а уровень ее развития определяет уровень развития государства.

Поддержка Фондом выпуска журналов Национальной Академии наук Республики Казахстан, которые входят в международные фонды Scopus и WoS и в которых публикуются статьи отечественных ученых, докторантов и магистрантов, а также научных сотрудников высших учебных заведений и научно-исследовательских институтов нашей страны является не менее значимым вкладом Фонда в развитие казахстанского общества.

С уважением, Благотворительный Фонд «Халык»!

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THE ROLE OF SOCIAL MEDIA IN THE IMPLEMENTATION OF INNOVATION POLICY IN THE REPUBLIC OF KAZAKHSTAN

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Abstract. Currently, social networks have a great influence on decisions made by government agencies. As the current situation shows, the institution of government calls for active listening to the opinions of citizens represented on social networks. This article examines the process of implementing Kazakhstan's policy based on innovative technologies through social networks. The analysis of the development of innovative communication channels between the government and citizens is carried out. The authors consider the current new challenges and tasks facing government agencies and ways to solve them. As part of the implementation of public policy, there is a need to introduce new communication methods. However, specific innovative and economic mechanisms and rules for using the social media platform in the interests of the state have not yet been formed. As part of the preparation of

this article, an analysis of the current economic situation, the legislative framework and the field of activity of bloggers was carried out. In order to determine the degree of fulfillment of tasks related to the public and representatives of independent media, the provisions of the central state bodies were studied. Gaps in legal regulation in this area have been identified. In conclusion, based on the results of the study, several proposals and forecasts for the effective development of the use of modern information technologies are presented.

Key words: information and communication technologies, social media, social networks, digital development, internet, public policy, public administration, «Hearing state»

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ИННОВАЦИЯЛЫҚ САЯСАТТЫ ІСКЕ АСЫРУДАҒЫ ӘЛЕУМЕТТІК МЕДИАНЫҢ РӨЛІ

Аннотация. Қазіргі уақытта әлеуметтік медиа мемлекеттік органдар қабылдаған шешімдерге үлкен әсер етеді. Бұл қазіргі ахуал көрсеткендей, билік институтының әлеуметтік желілерде ұсынылған азаматтардың пікірін белсенді тыңдауына шақырады. Бұл мақалада Қазақстанның инновациялық технологияларға негізделген саясатының әлеуметтік желілер арқылы іске асыру процесі қарастырылған. Үкімет пен азаматтар арасындағы коммуникацияның инновациялық арналарының дамуына талдау жасалды. Авторлар мемлекеттік органдардың алдында тұрған ағымдағы жаңа сын-қатерлер мен міндеттерді және оларды шешу жолдарын қарастырады. Мемлекеттік саясатты іске асыру шеңберінде коммуникацияның жаңа әдістерін енгізу қажеттігі туындайды. Алайда әлеуметтік желілер платформасын мемлекет мүддесі үшін пайдаланудың нақты инновациялық-экономикалық тетіктері мен ережелері әлі қалыптасқан жоқ. Осы мақаланы дайындау аясында ағымдағы экономикалық жағдайға, заңнамалық базаға және блогерлердің саласына талдау жүргізілді. Жұртшылықпен және тәуелсіз БАҚ өкілдерімен байланысты қойылған міндеттердің орындалу дәрежесін анықтау үшін орталық мемлекеттік органдардың ережелері зерделенді. Осы саладағы құқықтық реттеудегі олқылықтар анықталды. Қорытындылай келе, зерттеу нәтижелері негізінде

заманауи ақпараттық технологияларды пайдалануды тиімді дамыту бойынша бірнеше ұсыныстар мен болжамдар ұсынылған.

Түйін сөздер: ақпараттық-коммуникациялық технологиялар, әлеуметтік медиа, әлеуметтік желілер, цифрлық даму, интернет, мемлекеттік саясат, мемлекеттік басқару, «Халық үніне құлақ асатын мемлекет»

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РОЛЬ СОЦИАЛЬНЫХ МЕДИА В РЕАЛИЗАЦИИ ИННОВАЦИОННОЙ ПОЛИТИКИ В РЕСПУБЛИКЕ КАЗАХСТАН

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Аннотация. Социальные сети оказывают большое влияние на решения принимаемые государственными органами. Как показывает нынешняя ситуация, институт власти призывает к активному выслушиванию мнения граждан, представленных в социальных сетях. В данной статье рассмотрен процесс реализации политики Казахстана, основанной на инновационных технологиях, через социальные сети. Авторы провели анализ развития инновационных каналов коммуникации между правительством и гражданами и рассмотрели текущие вызовы и задачи, стоящие перед государственными органами и пути их решения. В рамках реализации государственной политики возникает необходимость внедрения новых методов коммуникации, однако пока не сформированы конкретные инновационно-экономические механизмы и правила использования платформы социальных сетей в интересах государства. В рамках подготовки данной статьи был проведен

анализ текущей экономической ситуации, законодательной базы и сферы деятельности блогеров. Для определения степени выполнения поставленных задач, связанных с общественностью и представителями независимых СМИ, изучены положения центральных государственных органов. Выявлены пробелы в правовом регулировании в данной сфере. В заключении, на основе результатов исследования, представлено несколько предложений и прогнозов по эффективному развитию использования современных информационных технологий.

Ключевые слова: информационно-коммуникационные технологии, социальные медиа, социальные сети, цифровое развитие, интернет, государственная политика, государственное управление, «Слышащее государство»

Introduction

The most important constitutional value of Kazakhstan's statehood in modern conditions of development is democracy. This constitutional value determines the decision-making and responsibilities of the government by the bodies and official representatives elected by the people. Authorities and representatives constantly implement decisions in the interests of the people, establishing close cooperation with society.

As one of the relevant components of the constitutional and legal reform in Kazakhstan, there can be mentioned the adoption of the concept of "Hearing State". This project was first proposed by the president of the Republic of Kazakhstan Kassym-Jomart Tokayev in his Message to the people of Kazakhstan in 2019. The President assessed that "proper public dialogue is the basis of the prosperity and stability of Kazakhstan" (kazpravda.kz, 2022).

One of the main appeals of the concept of the Hearing state is aimed at strengthening and accelerating relations between the state and civil society. A hearing state is an effective formula of statehood that promptly and correctly answers every question of its citizens. The intention of the President of the Republic of Kazakhstan corresponds to this.

The turbulent occasions taking place in the world in recent years have caused a number of difficulties in the activities of the state system. In particular, we will focus on the phenomenon of the pandemic in 2020. The pandemic prompted the mechanisms of the public service system to pass a new test. There have arisen difficulties in the interaction of state power and civil society. During this period, the Government of Kazakhstan, which developed the concept of a hearing state early, was able to effectively respond to pandemic calls and satisfy the demands and requests of civil society at the proper level.

But it is clear that the requirements of the social structure of the state of Kazakhstan, which has a population of 19,666,840 people, are different. It was shown by a number of problems during the pandemic. Methods of transition of education to online mode in the school system during the pandemic, showed the shortcomings of internet provision in the regions.

There are many examples and factors justifying the need for the development of the principle of the hearing state in the public service system. The main task of the concept of a hearing state is to create and implement in practice special measures that create conditions for any citizen to exercise his rights. The activity of civil society has a great influence on the implementation of this concept in an effective direction. This is due to the fact that the support and contribution of citizens to important state initiatives plays a big role.

Literature review

In Kazakhstan, the scientific basis of research on this topic began to take shape after 2010. And the consideration of its legal and civil aspects within the context of democracy was justified at the beginning of new century. In the researches of M. T. Baimakhanov and his colleagues (Baimakhanov et al., 2001; Baimakhanov, 2003) there given a legal and economic assessment of the tasks of civil service in the new century. Especially the views on legal and normative mechanisms in the implementation of public service are of particular importance.

In the study of K.S. Akhmetova (Akhmetova, 2017), there is carried out a scientific analysis of issues of the development of direct democratic institutions in Kazakhstan. The author highly appreciated the role of the media space in strengthening direct democratic mechanisms (Akhmetova, 2017: 89).

In the researches of I. Chernykh, there are outlined theses that determine that the hearing state is a formula of effective management (Chernykh, 2019). In S. Dzhanenova's research (Dzhanenova, 2020) there are mentioned the reasons for Kazakhstan's transition to the hearing state system. G. Kasimova (Kasimova, 2020) in her publication gave a deep assessment to the role of online petitions in increasing the activity of civil society. The author describes the media space as a bridge that directly supplies civil appeals to the authorities (Kasimova, 2020: 79).

The priority members of society are subordinate to the authorities of the educational sphere. Currently, more than 50 thousand teachers-professors and scientific workers work in institutions under the Ministry of Education and Science (zakon.kz, 2021). Issues of civil and legal relationship between management system and employees in educational institutions are considered in the research of G. Yergaliyev (Yergaliyev, 2018). The expert analyzed the questions raised in social networks regarding the allocation of grant funding projects in the fields of education and science. There is given a comprehensive assessment of the shortcomings of indicators determining the true level of scientific works in the organization of grant projects. Also, there are indicated the recommendations that require the attention of the authorities responsible for these shortcomings.

G. Yergaliyev's research answered a number of misunderstandings between the responsible authorities and citizens. A. Ibrayev's article (Ibrayev, 2019) clarifies that the solution of certain problems is caused by extensive discussions in social networks. In A. Abdulov's research (Abdulov, 2022), was carried out an analysis of factors contributing to the full functioning of the hearing state. From the author's point of view, social networks are one of the platforms that directly affect the correct

functioning of the hearing state formula in Kazakhstan (Abdulov, 2019). In the second place is the readiness and literacy of the consciousness of civil society. The reason is that the communication mechanisms offered by the authorities to the citizens must be truly evaluated. In this matter, it is important that citizens adequately and honestly assess the activities of the authorities.

In the publication of A. Bokayev, A. Issenova (Bokayev, 2022) there was analyzed the legal and legislative changes and financial and material assistance of the Government of Kazakhstan aimed at supporting small and medium-sized businesses during the Covid-19 pandemic. The authors paid special attention to the results of legal and regulatory acts and economic indicators. Evaluating this research work, we understand that one of the most important state supports for entrepreneurs during the Covid-19 period is to increase their electronic access to credit resources. In order to increase electronic access to credit, the results of an optimal agreement between the government and the banking system are relevant.

The work on comparing and analyzing the values of the democratic management system of government in Kazakhstan and Western democratic models has been increasing in recent years. To one of them we refer the publication of O. Davydova (Davydova, 2022). In her research, the author made an analysis of the model of functioning of the legal system in the USA and legal relations in Kazakhstan. Among them, the main attention is paid to the needs for amendments to the Constitution. According to O. Davydova, the trend of rapid development of public relations in such a young country as Kazakhstan creates the need for amendments to the Constitution.

This is because the development of social conditions is constantly undergoing changes. In this context, social diseases such as tribalism, corruption, nepotism can be brought forward. In order to create a legal barrier to their prevention, the authorities make the legal changes (Davydova, 2022).

It is advisable to evaluate the development and results of foreign public administration practices on the topic. In the West, the issues of effective communication between the public administration system and citizens with the help of innovative technologies have been relevant since the 2000s. In this context the research by B.F. Schmid (2001) is of great importance. This researcher presented his scientific views on the shortcomings and advanced mechanisms of the digital control system.

In the publication L. Anderson and I.W. Berger (2016) there was given a positive assessment of the achievements and changes that the digital economy has created in the US state. Chinese expert X. Jiang (2020) made a socio-economic and psychological analysis of the change in the relationship model between citizens and state authorities after the pandemic. The main object of the author's research is aimed at identifying the role of innovative technologies in coordinating the interaction of entrepreneurs with authorities and citizens. The Chinese expert considered entrepreneurs as separate subjects, separate from citizens.

Research material and methods

Due to the use of many internet resources and sources of scientific publications in the research work, there were widely used the methods of empirical, analytical,

synthesis, statistical, economic, content analysis, functional analysis, etc. The empirical method includes the services of observation, hypothesis development, and clarification of conclusions based on a hypothesis. The empirical method helped to make a forecast for the future results of the current development of relations between state bodies and citizens within the framework of formula of the hearing state.

With the help of the content analysis method, the state legislative documents contributed to the analysis of the quantitative and qualitative structure of facts and indicators identified in administrative decrees and statistical data.

Since this topic is common to social sciences, the interdisciplinary method is important. In the course of the research, the interdisciplinary method played a major role in determining the socio-psychological, economic, legal aspects of the relationship between state bodies and citizens in the media space. Because of the users of social networks are people with a subjective opinion, it is considered relevant for us to know its many aspects.

Results

Taking into account the novelty of the category "state that listens to the voice of the people" and the absence of such categories in the field of administrative management, we have the task of revealing the concept and principles of the state that listens to the voice of the people and considering its connection with the democratic, legal, and social state. The event of the election of the new president of Kazakhstan in 2019 became a fundamental turning point for the state of Kazakhstan. Today's public administration experts have a great opportunity to analyze and evaluate how management institutions have moved to the next stage of development after 2019.

Under the first President of the Republic of Kazakhstan N.A. Nazarbayev, a country with an outdated economic fashion from the Soviet republic has become an important global player attracting significant foreign investment in its natural resources. However, it is necessary to recognize that the principle "first-economy, then politics", laid down by N.A. Nazarbayev, is weak in the regulation of current public relations. Because the political facts and realities demand to re-solve the mechanisms of political and legal relations between society and the government. In the previous period, political reforms took second place (Aubakirova, Isatayeva, 2021). Now only the right political steps and new models of management mechanisms ensure the balance between power and society.

Today, domestic scientists and international experts are forced to admit that Kazakhstan has failed to build an independent judicial system, a functioning parliament and a reliable Constitution, that is, institutions that support the country's sustainable development (Aubakirova, Isatayeva, 2021). We know very well that the reason for this was the growing protest mood of the people, which led to the events of January 2022. According to our prediction, one of the main factors responsible for the January incident is the inability of the state authorities to respond to the demands of the people in time.

The authorities could not assess the level and pace of public protests through the media space. Because it is obvious that social networks helped to organize and

increase the participants of the January incident. They expressed their demands and proposals through the social network. But the service of the hearing state lost its responsibilities during this turbulent period.

After the events of January 2022, it became clear that the relationship between society and the public administration system will not be the same as before. After all, the January incident showed the lack of a reliable dialogue between the people and the state authorities. It showed the incorrect formation of relations of authorities with journalists, bloggers, PR specialists. It is not for nothing that in speaking to Parliament the President of the Republic of Kazakhstan K. Tokayev assessed that "heads of state bodies cannot communicate with people, sometimes they are afraid. Akims should visit the people often", on January 11, 2022 (prdrive.kz, 2022). From this thesis of the President, we are convinced of the shortcomings of effective means of communication between the people and the government.

The January incident made clear the need to strengthen independent mass media in Kazakhstan and move to international standards. During the emergency period, many officially registered Kazakhstani media, including independent media, showed a high professional level and civic consciousness. At the same time, the line of tragic events in difficult circumstances was told honestly to the society. At the same time, according to the communications adviser of the Agency for strategic planning and reforms of the Republic of Kazakhstan A. Ramadan, during emergency situations, at the beginning of the event, first of all, media representatives should be free and not interfere with the competent authorities to perform their professional duties. And obstructing them will lead to the emergence of anonymous media representatives and cause the events to reach the people in a destructive form (prdrive.kz, 2022).

A number of experts agree that the principle of the hearing state, initiated by the President, has led to a number of changes in the mechanisms of public administration. For example, the leaders of the authorities began to conduct their own blogs in social networks. It became known that a number of managers actively maintain their blogs directly themselves, while some of them conduct them through SMM specialists. According to the monitoring that determines the public mood during the pandemic, it turned out that the authorities are weakly conducting explanatory work in their blogs on social networks (mysl.kazgazeta, 2022).

The crisis in today's public administration has shown the need not only to improve the level of verbal and non-verbal communications, but, first of all, to clearly establish the management of information flows, tools, forms, channels, algorithms of action and interaction algorithms by forming the communication (PR) strategies of the state body in a crisis situation.

In other words, we understand that state bodies need to cooperate with PR management in order to build a direct and open dialogue with people, and with the help of them additionally report the results of the work being done. Frequent briefings by the leaders of the authorities and interviews with independent journalists and bloggers on the same platform also bring the bridge between the authorities and the people closer.

According to the author of the blog "About PR" G. Orazbayev, communication does not belong to the competence of the Kazakh authorities and heads of private companies (Dzhanenova, 2020). They have few tools and knowledge to help them understand the mood of the people. The social network is an excellent platform for social research of the public situation in today's global era. It is easy to use and cheap. But the low understanding of this by the leaders of authorities is causing many public contradictions.

For example, the fact that the acting mayor of the city, who came to the strikers in Zhanaozen in the January 2022 events and reported that the main akim was on vacation and the rally was illegal, led to an aggravation of the general mood (Abdulov, 2022). That is, the leaders of the authorities did not offer the people solutions to the problem and showed that they did not listen to their demands. They did not feel the appeals that spread through social networks and the risk that people took. All this led to irreparable consequences.

The scale, demands and demographics of the protests in recent years indicate the scale of tasks that must be solved in the near future. The first priority is the introduction of open and inclusive institutional governance, without which it is impossible to bridge the gap between the people and the ruling elite. The principle of the hearing state is the final stage of statehood, based on the principles of social, legal and democratic development. There are a number of differences between them (Table 1).

Table 1 - Differences of the hearing state form of government from other forms

State			
social	legal	democratic	hearing state
purposefully protects and improves the material well-being of citizens. Able to provide people with a decent life and establish the principles of humanism and justice in society.	puts the protection of freedom and rights of society and individual as its main goal.	where every citizen can express his opinion, the highest authorities are elected. Any citizen has the full opportunity to express his wishes to the authorities.	the state and society can interact promptly and effective feedback lives on. Important state issues are accepted taking into account public opinion.

Reaching the last of the stages in the above-mentioned Table is the goal of the government system of Kazakhstan. This was first justified by the President. Among the above-mentioned criteria, it is possible to emphasize that important state questions are accepted in accordance with public opinion. One example of this is the national referendum held in 2022. It is obvious that the results of the referendum were implemented during a thorough research of the mood of people by the authorities. It has received wide propaganda, including through social networks and media pages (Borisova, 2022).

We are convinced that the principle of full implementation of the principle of a hearing state in state bodies is impossible without establishing a channel of direct communication with people. Because the legitimacy of the current global current is measured by this. And it is clear that the main means of direct and accessible

communication between representatives of the authorities and society are the media space and digital technologies. That is, the increase in the activity of citizens and state bodies through social networks and electronic resources and the creation of proper communication will undoubtedly accelerate the exchange of services between the two parties. In this regard, the effective use of innovative technologies is of great importance.

Today, the last stages of equipping state bodies with innovative technologies are being implemented. At the same time, we will emphasize the importance of the "Digital Kazakhstan" program. The Government of Kazakhstan is implementing the "Digital Kazakhstan" program for 2018–2022. The program provides for the implementation of tasks consisting of 17 points (kursiv.media, 2022). Among them, the important one for us is the 6th point entitled "State to citizens". This point determines the mechanisms for using digital technologies to bring closer the ratio of the state and citizens. Work to simplify and optimize citizens' access to state bodies is one of the main directions of the "Digital Kazakhstan" program (About the National council, 2019).

In the condition of a new digital reality, the transformation of public services is becoming a necessity. Including changes in the concept of public administration, measures to optimize the management cycle and state functions in the context of the use of digital technologies, ensuring an increase in the efficiency and quality of service delivery.

In 2021, state bodies and private business structures of Kazakhstan showed the highest results of innovative activity. According to the results of 2020, the level of innovative activity of institutions and enterprises in the country showed an increase of 11.3 %. For comparison, in 2020 this figure was 10.6 %, and in 2019 it was 9.6 %. Compared to 2020, in 2021, the volume of innovative products in Kazakhstan increased by 4.9 % and amounted to 1,113.6 billion tenge, while its share in the total GDP was 1.60 %. In 2021, Kazakhstan improved its position to 77th place in the "Global innovation index" rating (Bureau of national statistics, 2021). According to the Global competitiveness index of the World economic forum in 2020, Kazakhstan took the 95th place in terms of the "Innovation potential" factor (no assessment was carried out in 2021). At the same time, in 2020, Kazakhstan returned to the "Bloomberg Innovation Index" (Top 60 countries) rating and took the 59th place (kursiv.media, 2022).

Kazakhstan has been working closely with citizens with the effective use of digital technologies by state bodies since 2016. Since April 12, 2016, the Gov.kz system has been successfully operating in the digital space as a mechanism for public administration's communication with citizens. (adilet.zan.kz, 2022). Today, 62 % of the population of Kazakhstan, that is, 12 million people actively use state electronic resources (www.tadviser.ru). Pandemic period Gov.kz new challenges for the system have arisen. The state made every effort to provide social benefits to citizens who were left without work during the quarantine period.

The state authorities considered ways to pay benefits to citizens without violating

the requirements of quarantine and without causing a resonance in society. The amount of a one-time social payment was 42,500 tenge (100 US dollars). It was implemented through 2 electronic resources: 1. Making an application through the Gov.kz system. 2. Special Telegram bot channel. About 60 % of residents ordered social benefits through the Telegram bot channel (primeminister.kz/). According to the results of 2020, the number of recipients of one-time social payments due to the pandemic in Kazakhstan amounted to 4.6 million people (www.primeminister.kz/, 2022). At the same time, it should be noted that there are no contradictions between citizens and authorities on the issue of applying for social benefits and receiving them through a bank card.

The "Ashyq" system, which is considered an analogue of the Gov.kz system, was launched in Kazakhstan during the pandemic. With the help of this system, Kazakhstanis have access to various state financial and medical services. In May 2022, the number of regular users of the electronic system "Ashyq" exceeded 1.5 million people (www.primeminister.kz/, 2022). In addition, 7 thousand medium and small businesses are registered in this digital system. The introduction of this system has optimized the interaction of entrepreneurs and government agencies and identified about 5 thousand violators of the quarantine regime during COVID-19 (www.primeminister.kz/, 2022).

Gov.kz evaluating the activities of the system, we make sure that it is an official government social network. This is due to the fact that on the websites of the department in the structure of the system, special blogs are opened for managers within the framework of the "Open dialogue" project and thereby consider complaints and appeals of citizens. In this context, the problem lies in the fact that a number of ministers and heads of departments are not active in social networks. They do not have special accounts on social networks. For example, in 2022, 14 ministers have 11 social media accounts, and only 3 of them use them on a regular basis (sputnik.kz, 2021). The tapes of the others have not been updated for a long time (sputnik.kz, 2021). We see that the method of work of officials on this issue does not coincide with the appeal of the President of the Republic of Kazakhstan K. Tokayev. At the extended meeting of the Government in August 2019, the President called on officials to be active on social networks (sputnik.kz, 2021).

But, for ministers who are not active in the media, there is a second choice. it is the working with blogs through the Gov.kz system. This is due to the fact that within the framework of the open dialogue project, it is mandatory for heads of public administration institutions to work with citizens through blogs on the relevant sites. According to data for 2021, within the framework of the open dialogue project, the management institutions of Kazakhstan considered appeals and complaints of 398 thousand citizens. 30 % of their applications were received on the website of the Ministry of Education and Science Of The Republic of Kazakhstan (egov.kz/c, 2022). This is understandable, because the number of employees of the Ministry of Education and Science and the coverage of the population among public administration bodies is wide.

Recently, the authorities of Kazakhstan began to actively open their accounts on Facebook and Twitter networks. According to data of 2021, the number of Instagram users in Kazakhstan is 6.8 million people, Facebook, which is called the "most politicized" network, has 2.4 million users. In 2020, the number of Telegram users was about 2 million (<https://kazpravda.kz>, 2022). At the same time, there is a rapid reaction of citizens to appeals and events on the platform of these social networks. It is obvious that sociological research helps in determining the level of development of relations between ordinary residents and representatives of the authorities. In this context, the research work of G.M. Aubakirova, F.M. Isatayeva is of interest (Aubakirova, Isatayeva, 2021). These researchers conducted a survey among 45 people in the shopping center "Asia" in Karaganda. The questionnaire question is "Do you believe that if you apply to the authorities using social network, you will get the right answer?" The results of the survey are shown in the table below (Table 2).

Table 2 - The level of communication of authorities and citizens on social media platforms in Kazakhstan

Survey question	Answers of survey participants	Total number of survey participants
Do you believe that if you apply to the authorities using social network, you will get the right answer?	18 people-believe	45
	15 people-do not believe	
	6 people-find it difficult to answer	
	4 people-do not believe at all	
	2 people-do not understand the question	

Analyzing the survey results shown in the table above, we can see that about 40 % of citizens believe in the responsibility of the authorities for the quality of service through social networks. This is not a relatively low figure. But we assume that in the era of rapid development of technology and public relations, the degree of interaction of the population with the authorities in the media space should be much higher.

Discussing the above issues, we are convinced that the trend in the development of innovative technologies in Kazakhstan has changed the course of classical relations between citizens and the state. Not theoretical grounds for the fact that the old classical management methods of the authorities have become an ineffective tool in conducting a common transaction with society. Among them, American theoretician Moises Naim's work entitled "The end of power" (Naim, 2011) provides arguments and facts about the form of the management model in the new century. We clearly understand that this model is very necessary for the Kazakhstan management system.

Discussion

We clarify that currently the group of studies and views on the implementation of the principle of "hearing state" in Kazakhstan has not yet become an academic complex. Problems and aspects of the relationship between the state and the authorities within the framework of the formula of the hearing state are increasingly criticized by journalists and bloggers. This is due to the fact that the community of

journalists and bloggers wants the authorities to be more active in the media space. However, the abilities of people of professional professions and the qualifications of non-specialists are incomparable.

A number of Kazakhstani researchers (Dauliyeva et al., 2021) considers it inappropriate to demand high activity on social networks from the leaders of the authorities. This is because a number of citizens of society are not yet ready to understand the essence of the formula for open dialogue and borderless communication. Their outspoken behavior and urgent questions to the authorities through the media space imposes great responsibility on the authorities and may interfere with the proper performance of official duties (Dauliyeva et al., 2021: 87). This is because many government officials are mainly trained to work with ideas and engage in theoretical research.

According to the Russian researcher A.V. Nesterov (Nesterov, 2018), the post-soviet education system prepares students for the development of theoretical abilities in the specialties of public administration. This trend continues to this day. That is why, in order to ensure the acceleration and increase of relations between society and representatives of the authorities, it is necessary to first focus on the field of education.

From the point of view of the Kazakhstani researcher S. Borisova (Borisova, 2020), in the current Kazakhstani political and economic trend, there is a high interest of the authorities in building close relations with the population. That is, the management system is more dependent on the satisfaction and pleasure of the population. Any mistake made by the authorities can cause a major public scandal. At the same time, it is important to work with the consciousness of the population. Winning the trust of the people and thus achieving the right price is considered the key to success for the authorities. According to S. Borisova, there is one tool that leads the authorities to the trust of the people is the media space. In the media space, there is a great chance that the score of any party will increase if it performs a correct and systematic function (Borisova, 2020).

Analyzing the opinions of the above-mentioned researchers, we are convinced that the essence of sincere and open relations between the state and citizens lies in the effective use of the media space. Well, we know very well that the media space has always enjoyed constant activity and openness.

Conclusion

Summing up the research work, we note that the problem is theoretically and experimentally substantiated. The theoretical justification described the judgments and arguments of works published in scientific publications. Statistical data of state bodies were widely used to indicate the location of facts. The opinions and thoughts of experts, journalists on the pages of the media helped to determine the reality of the practical development of communication between the state and citizens.

The principle of the hearing state proposed by the President of Kazakhstan K. Tokayev has opened a new page in the dialogue between the management system and citizens. Of course, this issue is not without flaws, examples of which were

discussed in detail in the main part of the work. However, the results of the successes achieved today and the vision they will give in the future will undoubtedly guarantee the strengthening of internal stability. In our opinion, the adoption of the formula of the listening state, the introduction of innovative technologies that increase communication, which is taking place within it, has one goal – to ensure internal cooperation.

This is because we emphasize the lack of public dialogue as a way of not resolving the internal conflicts and revolutions of the states in the regional and world arena in recent years. There is no doubt that the state of Kazakhstan has taken the first step in this regard. The state management system has been very successful in its previous test stages. Its evidence can be called the resonance during the pandemic. The Government of Kazakhstan, which pays special attention to the development of the power-people's dialogue, is improving special projects for the development of digital technologies. Undoubtedly, the close synchronization of state initiatives with innovative technologies, which hear the voice of the people, is a guarantee of optimizing the work of the public administration apparatus.

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