

Audience of TV Newscasts and its Main Characteristics

Danchenko Anna

Al-Farabi Kazakh National University, al-Farabi ave., 71, Almaty, 050038, Kazakhstan.

Abstract

The article is devoted to the research of audience of Kazakhstan channels. Television Audience Measurement is the specialized branch of media research, dedicated to quantifying (size) and qualifying (characteristics) this detailed television audience information. «31 channel» and «KTK» channel were selected for the study. This study attempts to give a wide description of audiences' characteristics which are distinguished by many sociological, psychological, economical and demographical features.

Audience research can be used as a means of maximizing the effectiveness of public campaign, and of improving and enhancing education and information for effective democracy and good government. Audience research is a means of providing essential information to aid the creative process of programme making. It can be used as a means of maximizing the efficient and cost-effective use of limited resources. And it can be used to test if the objectives of any educational or informational campaign have been successful.

10 years of experience working in television industry as a journalist and TV producer gives me the great opportunity to study this problem from the inside. Unfortunately, news editors of studied channels do not pay enough attention to the information about TV audience, because they have focused only on the content of TV products. We are sure, that the results of this research contribute to more effective interaction between channels and their audience and

Keywords: audience, television, channel, newscast, broadcast, rating, news, viewer.

1. Introduction

Nowadays audience is not just the object of influence, it is also the main participant of the public dialogue. For conducting the effective dialogue it's important to know all social and psychological characteristics of audience of mass communication (Gushin, 1987).

The questions «who is listening?» or «who is watching?» are surely not unwarranted or even remarkable questions to ask. Certainly the broadcasters need to know something about people who are watching or listening. In all kinds of human communication activity we think about the person or persons with whom we are communicating.

Television broadcasting is peculiar form of communication. Most of the communicating is one-directional. Broadcasts are transmitted and it is assumed that what is being broadcast is being watched (Graham, 2000).

Audience research is more than a matter of knowing if anyone is watching. Who is the programme intended for? Broadcasting is one of a range of goods and service available to the public and it is one of the few such services, which is now universal (Mytton, 1986).

In the United States, Latin America and increasingly in Europe research is essential if the main source of funds for broadcasting is advertising and programme sponsorship. How many people and what kind of people are viewing at different times and to advertise if one wants to reach housewives? What is the channel listened to most by professional people?

There was a time when, even in the richer countries, audience research was not at all widespread. Broadcasters in the earlier days of radio in Europe and the United States knew remarkably about their listeners.

All branches of social, market and opinion research share the principles of sampling used in audience measurement. Those principles are also used in everyday life.

Audience of the individual channels of mass communication exists as a reality formed in the course of long-term or casual interaction with the channel. It consists of both individuals and a wide variety of groups (large or small). Individual perception of mass communication could be quite large. Each person interprets the message in his own way, on the basis of his unique social experience.

However, the communicator should focus on socio-typical features of messages perception of mass communication because it is the inter-group intercourse and audience at all external uncertainty, anonymity and dispersal has sustained the typical characteristics, and knowledge of it is particularly necessary for the effective functioning of the mass communication channel. That's why the feature of sociological and socio-psychological audience research is that the object of study here is not an individual but the group in a variety of forms.

The researchers of mass communication identified a number of the different individual characteristics of viewers which depends on the impact of media. By using a particular media everyone is guided by different motives. The impact of the media depends on the emotional stage of a person while using the media, as well as his previous experience and knowledge (Thorson & Reeves, 1990).

There are several directions of audience research in mass communication: from a purely quantitative calculation of audience size in different channels and programs to a very sophisticated qualitative analysis of audience, which focuses on the study of its socio-demographic composition, characteristics, its relation to actual behavior of audience, the way of life and interpersonal communication.

Identifying the number of audience and its socio-demographic composition, for example, by age, sex etc., – is in fact the problem of sociological research, but the results are important prerequisites for the socio-psychological analysis.

Socio-psychological characteristics of the audience cover a fairly wide range of phenomena. They include the subjective motives of audience to appeal to different channels of mass communication, as audience attitudes, values, social attitudes and so on.

TV audience is not the exact destination. Wide unstable audience should be involved in the information space. With the advent of different profiles and different directions of information programs, contact «information-viewer» was transformed into a – «presenter-viewer» (Yurovsky: 1983).

Under TV audience in the broadcast sense of the term, we mean a set of people watching TV. More narrowly TV audience could be considered as a set of viewers under consideration in the given parameter boundaries. Both TV and audience create a television system. This TV is a public institution. It is also important to notice that the TV system is a part of high-level systems, primarily socio-cultural, political and economic environment.

Under the relationship between television and audience we mean a set of actions when TV can affect on audience and audience do same on TV, as well as a system of beliefs and values that influence on its relation with TV.

TV and its audience can interact through the television viewing. As television viewing we consider the kind of socio-cultural activities, based on the person viewing of the television programs that causes thoughts, changes in value orientations and different emotional states.

The concept of TV viewing is convenient because it can be measured quantitatively. Practically all the empirical materials in this paper are based on the measurements of TV viewing audience presented by TNS Gallup Media Asia Research Company.

In international practice, there are several different approaches to define who a viewer is. Person could be considered as a viewer according to the various parameters: the degree of human's involvement to the proses of viewing; places where the viewing could be accounted (home, shop, office); the shortest time of watching TV.

Additionally, the international requirements for TV audience measurement contained in GGTAM document («Towards Global Guidelines on Television Audience Measurement») of the European Broadcasting Union recognized under the TV viewing human being in any room with the TV and sound turned on.

The electronic measurement of TNS Gallup Media Asia Research Company are considered as TV viewing a period of watching TV more than 30 seconds and orientated only on a fact of human presence in a room.

Based on this, in the study we consider the technical definition of TV viewing as the interaction between human and TV where person is in a room with a working TV for more than 30 seconds.

The television audience is extremely heterogeneous by nature and is divided in the spatial, temporal and social-demographic and psychographic parameters. Television viewing audience has their own regularity and structure. Different groups within the audience have their own TV viewing features. But over time, under the influence of various factors TV viewing patterns and audience structure undergo changes, which can be predicted.

Prediction is the assessment of future events based on current knowledge, facts, theories and opinion.

Factors affecting on audience's TV viewing can be divided into two groups: factors which associated with the development of television, as technical development and commercialization of television channels. And factors related to the internal development of audience, which are the properties of the audience in their everyday life. These factors include: the rhythm of life of the audience, differentiation and mass of audience.

The term «audience» was used in the earliest studies of communication systems and means the total collective term that describes all recipients of the messages in the simplest model of mass communication. Thus, the audience is one of the five basic elements of this model (source, channel, message, receiver, effect).

In the dictionary of the language of the USA mass media, the term "audience" is defined as "a group or mass of listeners, viewers» (1992).

Thus, the audience can be considered, as an atomic mass. The mechanical approach is good because it gives a simple and clear theoretical framework for measuring. If we account the viewers mechanistically, the audience is reduced to the simple sum of the individual TV viewers.

According to A.V Sharikov, «there is a reason to consider TV audience as a special macro integrity, which principle can not be reduced to the simple sum of «hearing viewers», just as in physics the term «body» (1997).

Thus, the television audience is a set of viewers, examined in the given parameter boundaries. Generally, three forms of most common options are taken into account: spatio-temporal, socio-demographic and mass communicative. Less commonly, the researchers used psychological, axiological, physiological and some other parameters.

The most common demographic category used in the study of TV viewers is based on age and gender. A breakdown of audience can also be performed by national-ethnic and socio-economic status. The indicator of the last one is the level of education.

Demographic characteristics do not explain why people are watching the certain program and avoid others. This study doesn't associate TV use with a wide range of personal activities, including political preferences, religious beliefs and hobbies. This is the area of psychographic research.

Psychographics provides the researchers with qualitative information regarding TV audience. It is the study of personality, values, opinions, attitudes, interests, and lifestyles.

2. Motives of watching TV

Audience can be considered depending on the nature of its needs. For some people TV is a source of operative information, for others, it means of recreation, a form of entertainment, as well as the initiation to the events and problems of cultural and political life, for the rest of viewers it is a way to emotional discharge, etc.

Although there are many conceptualization of audience activity, scholars taking a use and gratifications (U&G) perspective have framed the concept in terms of audience motivations for using a medium (Rubin 1993). According to Papacharissi and Rubin (2000: 179), for example, "communicating motives are key components of audience activity" because they constitute "general dispositions that influence people's actions taken to fulfill a need or want". In fact, a number of studies have linked audience activity levels to people's motivations for media use (Kim & Rubin, 1997; Levy & Rubin Windahl, 1984; Perse 1990a, 1990b, 1998; Perse & Rubin, 1988; Rubin 1984, 1993, 1994; Rubin & Perse 1987a, 1987b).

In general, the U&G literature on audience activity identifies two overarching media orientations, instrumental and ritualized use, based on users' motivations. An instrumental orientation involves intentionally and selectively using media for goal-directed motives such as information seeking, behavioral guidance, or arousal. By contrast, a ritualized orientation involves using media primarily for diversionary motives such as use occurs out of habit or for passing time (Hearn 1989; Kim & Rubin 1997; Perse 1990a, 1990d, 1998; Perse & Rubin 1984, 1993; Rubin & Perse 1988; Rubin 1984, 1993; Rubin & Perse 1987a, 1987b).

Rubin and Perse, for example, have examined the connection between activity level of instrumental and ritualized television viewing motives in a variety of contexts. In one study, Rubin and Perse (1987b) found that instrumental news viewing was related to higher levels of audience activity, as demonstrated by less intentionally and selectivity when using media content. Perse (1990b) also examined the relationship between audience activity and motives for watching local television news. She found that an instrumental orientation predicted greater involvement in news content.

Researches from Western countries also pay more attention to identify audience's motive referring to the channels of mass communication. The result of public interview shows that TV audience in USA designated their main motives of watching TV as getting information, entertainment, and opportunity to communicate with people and talk to friends on different themes. Other reasons include: compensation for loneliness, empathy with the events that are not available to viewers in their own lives (Harris, 1981; McQail, 1994).

The typology of TV audience is based on viewers' value orientation. Audience preferences is how the viewer perceives a program on TV, what he likes and what he is not interested it – all of these are characterized by his value orientation and installation. Among the typologies, which are based on this distinctive feature there is one proposed by I. Kokorev. He distinguished three types of TV viewers, depending on what for them is dominant: the spiritual and personal orientation – the viewer of this type is active and independent in the spiritual life; the professional and functional orientation - the viewer, with a predominance of professional-functional orientation who actively uses the mass communication and considers it as the main source of norm of human behavior; the consumer orientation – the viewer's spiritual requests related to the immediate practical activity (Khmara: 1996).

3. Measures

The first measurements of the audience were made by the Institute of Mass Communication in the period of printing development in the 15-16 centuries. The first attempts to determine the volumes of readership carried out by circulation. The first estimates of the volume of the radio and television audience also carried out on the number of sold receivers. But in the early 1920s, several stations with different power of transmitters began to determine the volume of audience using the methods of calculating coverage of audience, defining the coverage range and the number of local people who live there.

K. Cooper has conducted the first measurement of television audience in the USA in 1948. The patent

for these Audiometers was acquired by the market research company AC Nielsen in 1950. The system was gradually improved and developed until in 1942 there were 1,300 meters in 1,100 homes in the United States. Audiometry as the direction of the automatic measurement of the audience began to develop in Europe since the 1960s.

But it is in television audience research that meters are of major importance today. In most countries in Europe, Japan, Australia, New Zealand, the United States, Canada and a few countries in the developing world, meters on TV sets in selected homes are used to provide data on programmes.

The drawbacks of the meter are obvious. They require the willing acceptance of the presence of the equipment in the selected household. At first they measured only time and network to which the set was turned. They did not record whether anyone was actually watching what was on the television, nor did they record how many people were in the room watching the set, nor anything about these people. More recently, various companies in Europe and America have produced «people meters» which require people in the room to press the button on the meter to record their presence in the room. A different button or number can be assigned to different members of the household. There are even buttons or numbers to record the presence of visitors to the household who may be watching!

In 1994 Gallup Media Company specializing in the field of media research has been established. It was made possible due to their experience and knowledge of the Russian market on the one hand, and – based on international standards of research and measurement on the other hand. In a short period of time Gallup Media Company managed to create a logical system of informational support of the advertising business. The important aspect of developing technology has been adherence of Gallup Media to the consortium of eight companies in Western Europe, providing organizational and financial support for the creation of specialized software for advertising agencies and Integrated Marketing Communications. Participation in this project with experienced research companies of Gallup from Denmark, Norway, and Finland helped not only to create modern software, but also to standardize the methods of audience measurement of IMK (Kolomiys: 2001).

In 1996 Gallup Media Company started to measure TV audience with «people meters» in Russia. A year later the company's branch office was opened in Kazakhstan and implemented this method of audience measurement in this country.

In 2014 TNS Gallup Media Asia conducted the “analysis of media consumption” which resulted that the most popular and rated news program that year, among the urban and rural population of Kazakhstan, became the news «Informburo» of «31 channels». 20.5% of viewers between the ages of 6 and 54 years have given their preference to this news program.

4. Analysis

For the analysis of Kazakhstan's television audience and newscasts two of the most popular TV channels – «31 channel» and “KTK” channel were chosen. Both of TV channels are at the top of rating channels in Kazakhstan.

News program «Informburo» on «31 channel» aired in 1997. For the time of broadcast the format has changed several times. From the beginning of 2014 the newscast comes as one-hour program in Russian and Kazakh languages at 20:00 pm with the re-run at 07:00 am next day. Approved repositioning strategy of «Informburo» has become a kind of experiment in the Kazakhstan television. Joining two news releases in Russian and Kazakh languages in one news program allowed uniting all Kazakhstani audience. This was made possible by unifying information platform, it means that news is presented in Russian release is not duplicated in the second Kazakh-block, except for the major political events. As the result, it managed to achieve the impossible thing – to keep all audience in front of TV screens.

The concept of news release has gained the consumer vector. Today “Informburo” is a mix of exclusive details that help the viewers to form their active strategy of social and economic behavior without errors and loss.

For making the comparative analysis the newscast of «KTK» channel was taken as one of the nearest competitor.

«KTK» is a commercial television channel first aired in February 1991. The channel has received the status of national broadcaster became a recognized leader in the TV market of Kazakhstan. One of the rating programs in this channel is also broadcast news. The specific of the newscast is primarily aimed at informing the people on the urgent problems of the social plan. Broadcasting news is also given in two languages at workdays at 20:30 in Kazakh and 21:00 pm in Russian with the re-run at 13:00 pm next day.

Thus, the scheduling of the news broadcast on both channels is consistent with the everyday rhythm of life in Kazakhstan.

The structure of TV viewing and its distribution of basic socio-demographic data of Kazakh viewers is described on the basis of information represented by TNS Gallup Media Asia research company for 2014. For

the analysis the monitoring data of TNS Gallup Media Asia was used, it obtained by the panel and launched in 22 cities of Kazakhstan with a population of more than 100,000 people aged 6-54 years.

As it was mentioned before, theoretically at least «people meter» can record not only the time of viewing and the programmes being viewed, but also who was watching and their demographic characteristics. In this analysis we considered six of the most significant parameters, which, in our opinion, are represented quite reliably in the sample. There are: sex, nationality, language, age, income, occupation, social status and level of education.

For studying the differentiation of TV audience of two channels, first of all, the distribution of TV viewing of all audience in different socio-demographic groups was calculated for each channel separately (Table 1. and Table 2.).

Table 1. Audience data of «31 channel» in 2014 year.

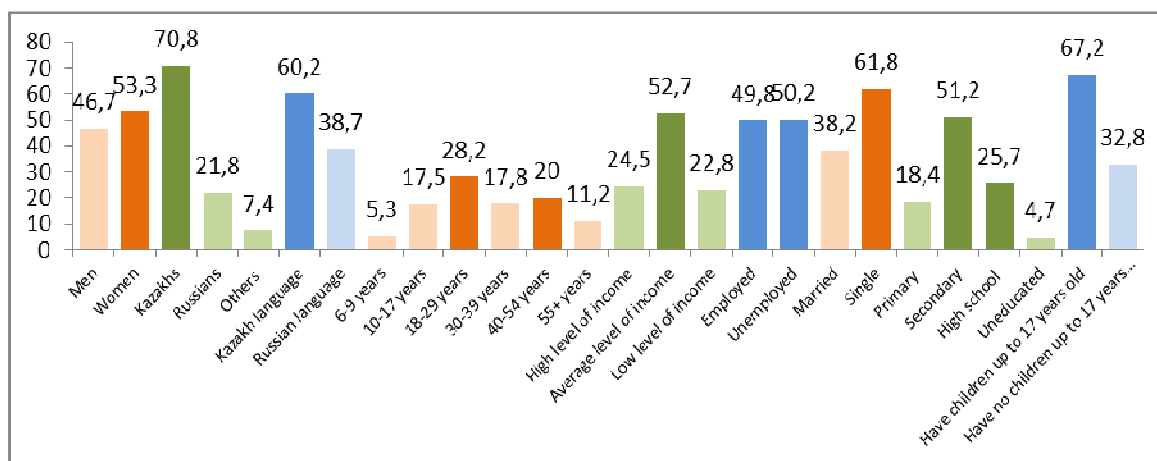
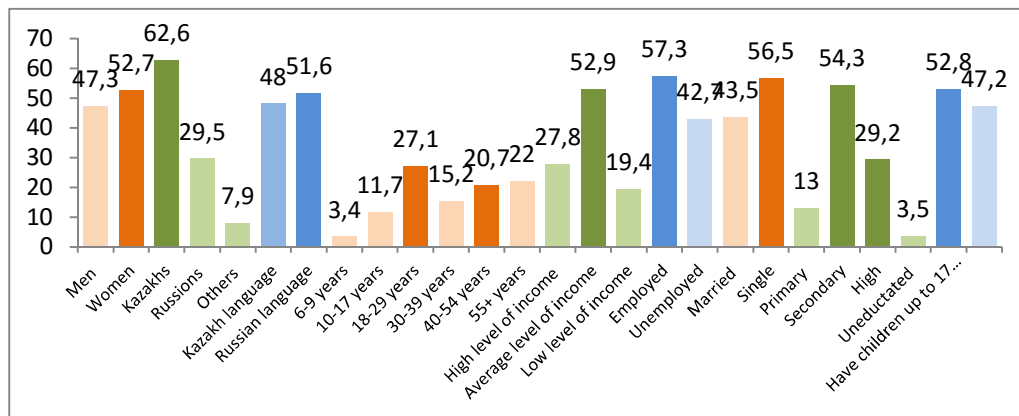


Table 2. Audience data of «KTK» channel in 2014 year.



Then, on a basis of this data the next table was completed. Each column presents the compliance index of the socio-demographic group to the newscast in a particular channel. The original tables of the index are shown in Table 3 and Table 4.

Table 3. Audience data of newscast on «31 channel» in 2014 year.

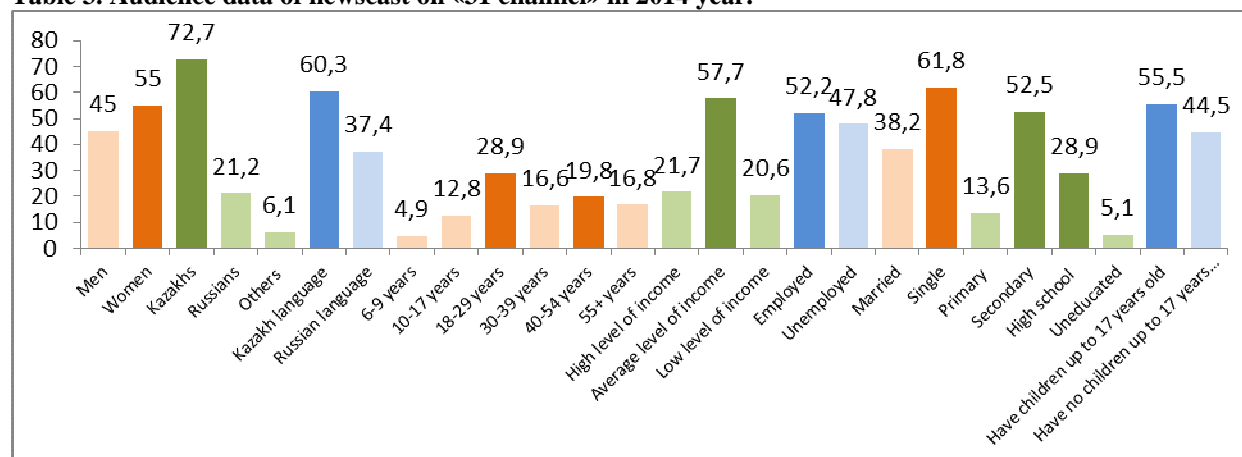
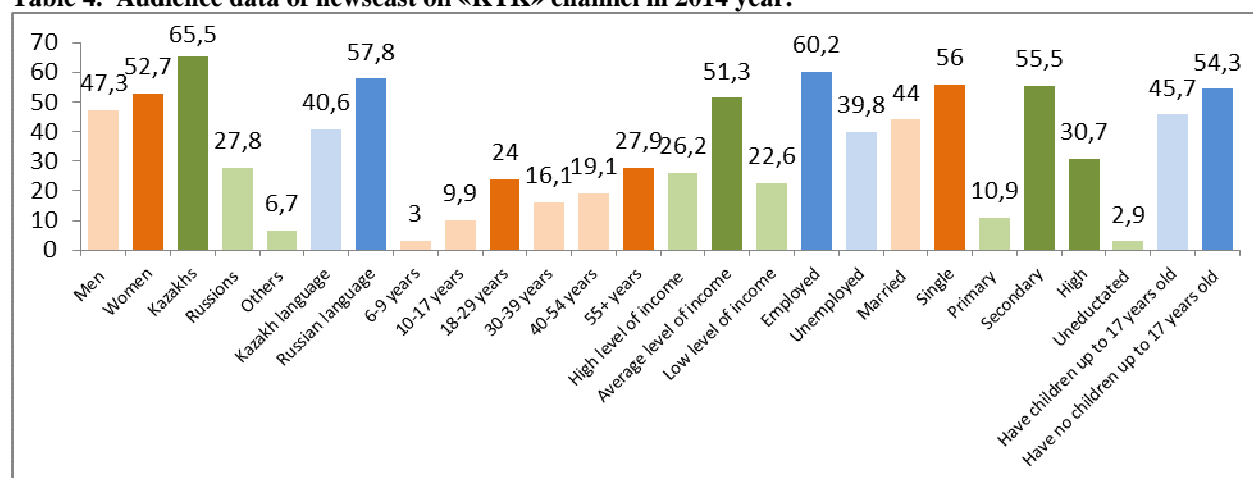


Table 4. Audience data of newscast on «KTK» channel in 2014 year.



5. Socio-demographical characteristics of TV audience

Sex. The data of this category in both channels and in the newscasts is presented in the first two columns. In general, female audience spends more time in front of TV screen, than male one. It is maybe caused in a large percentage of women in Kazakhstan: the proportion is 51.8% of women to 48.2% of men of the total population of the country, which accounts 17.651.852 people.

Deviation of female and male audience on both channels is not significant. Meanwhile, the «male orientation» on «KTK» and «female orientation» on «31 channel» is traced, which is determined by the corresponding software policy of each channel. Male and female audience of the news on both channels is also the same as audience of the whole channel. For example, audience of «KTK» channel and its newscast is without changes. The columns show that 100% of audience of channel totally falls to the newscast audience. However, on «31 channel» the number of women, who prefer watching news, rises in 2.3% while the male audience falls down in 1.7% of all channel audience.

Nationality. According to the statistics of Kazakhstan in December 2015 the number of Kazakhs was 66.01%, Russians made up 21.05%, other nationalities – 12.94% of the population. Table 5 shows the data of nationality of TV audience.

Table 5. Nationality of TV audience

Nationality	«31 channel»	«KTK» channel	newscast on «31 channel»	newscast on «KTK»
Kazakhs	70.8%	62.6%	72.7%	65.5%
Russians	21.8%	29.5%	21.2%	27.8%
Other nationalities	7.4%	7.9%	6.1%	6.7%

Thus, the distribution of audience by nationality on both channels illustrates that the number of Kazakhs is more on «31 channel» than on «KTK», the viewers of newscasts have the same proportion as the previous data. Russian citizens prefer to watch «KTK» channel and its broadcast news than on «31 channel». Other nationalities on both channels are presented at the same percentage.

Language. According to Article 7 of the Constitution of the Republic of Kazakhstan the state language of the RK shall be the Kazak language, and in accordance with the Law "On Languages" volume of TV and radio programs on TV, radio channels, regardless of their form of ownership, in the official language at the time should not be less than the total volume of the body - radio programs in other languages.

Therefore, the broadcasting of TV programs on all TV channels of Kazakhstan is conducted in Kazakh and Russian languages (50% – 50%). Language selection is due to several factors: nationality, place of residence, education, etc. It should be noted that Kazakhstan is home to a large number of bilingual citizens, so, a program in Russian can be watched not only by Russians, but also by Russian-speaking citizens – Kazakhs and representatives of other nationalities. Detailed information is given in Table 5.

Table 5. Language of TV audience

<i>Language</i>	<i>«31 channel»</i>	<i>«KTK» channel</i>	<i>newscast on «31 channel»</i>	<i>newscast on «KTK» channel</i>
<i>Kazakh</i>	60.2%	48%	60.3%	40.6%
<i>Russian</i>	38.7%	51.6%	37.4%	57.8%

The table includes viewers who watch TV programs in the state language and in Russian. Thus, viewers who prefer to watch TV content in the Kazakh language, choose «31 channel» and its newscasts. But the Russian-speaking citizens prefer to watch «KTK» channel and, as a result, news programs of the channel.

Age. This category is very significant factor of influencing behavior, lifestyle, preferences and tastes of the people, including the choice of favorite TV channels. In the measurement of TNS Gallup Media Asia each respondent's actual age is fixed. The value of this quantity is in the range from 6 to 54 years.

Six age groups are taken to analyze:

- 1) From 6 to 9 years old – the preschool, the primary school age;
- 2) From 10 to 17 years old – the average school age, the teenagers;
- 3) From 18 to 29 years old – the youth;
- 4) From 30 to 39 years old – the adults;
- 5) From 40 to 54 years old – the average age;
- 6) On 55 and over – the pensioners and retired people.

However, it is possible to distinguish the nuclear for all Kazakhstan channels – three adjacent age groups, accounting for 68% to 80% of the audience. In central, there is the youth (18–29 years) – this group is presented in the core of audience at all channels. People at the age of 40-54 years amount to 28.3% of the audience on the whole TV. According to the time in front of TV the younger generation watch TV less in comparison with the older age group. There is a rapid growth in groups of people aged "30-39", "40 to 54" and "55 and over"; maximum is observed in people aged 18-29 years.

TV viewers aged 18-29 are the most social active part of the population that makes up 28.2% of the audience of «31 channel» and 28.9% of its news program «Informburo», while the audience of «KTK» is 24% and its newscast choose 27.1% of all audience of channel.

Older generation aged 55 and older is more active than the young viewers. Old-aged audience of news on «KTK» is 28.9%, forming a core audience of the program, and 22% of all channel audience. On «31 channel» there is 11.2% of people of pre-retirement and retirement age, and 16.8% of all channel audience watch news on this channel.

Adults (30 to 39 years) and people of middle-aged (40 to 54 years old) on both channels are represented in almost equal percentage ratio. The first group of channels' audience is in the range from 15.2% to 17.8%; the second group of audience of TV news is from 20% to 20.7%.

Moreover, «31 channel» is breaking all records for a children's audience share from 6 to 9 years which accounted 5.3% of channel audience and 4.9% of news audience; from 10 to 17 years, the audience rises to 17% (12.8% news). As for «KTK» children from 6 to 9 years stood at around 3.4% and 3% of them watch news; children from 10 to 17 years are up 11.7% of channel audience and 9.9% of news.

6. Socio-economic characteristics of TV audience

Income. This category is represented by three values: high, average and low income (see Table 6.)

According to the presented data, the audience with an average level of income in both channels is presented in the same way. However, the newscast on «31 channel» is a program for viewers with an average income, so that the journalists prepare TV report covering news which could be more interesting for audience of average social status and as a consequence with the average income. The priority of the news editors is social issues: raising utility tariffs, the problems of large families and etc.

In newscasts on «KTK» channel, by contrast, editors focus their attention on audience with high income, presenting reports in themes of politics, as well as topics related to business, finance, legal aspects, labor and real estate issues.

People with low level of income prefer to watch content presented on «31 channel», but choose newscast on «KTK» channel.

Table 6. Income of TV audience

<i>Income</i>	<i>«31 channel»</i>	<i>«KTK» channel</i>	<i>newscast on «31 channel»</i>	<i>newscast on «KTK» channel</i>
<i>high</i>	24.5%	27.8%	21.7%	26.2%
<i>average</i>	52.7%	52.9%	57.7%	51.3%
<i>low</i>	22.8%	19.4%	20.6%	22.6%

Employment. This value is represented in two sample values of «working» and «unemployed». There is a correlation between TV viewing and social activity of audience: employed (working and studying) members of the audience watch TV in a certain time (free from work and study), while unemployed (housewives) can watch TV at different times.

The number of employed viewers at «31 channel» is 49.8%, while 50.2% of all audience does not work. At «KTK» channel the number of viewers who do work is 57.3% and 42.7% of unemployed people.

It turned out, that the time of newscast does not affect to the volume of working and non-working audience. The influx of audience on both channels is noticeable from 20.00 to 22.30 pm. The employed people watch TV more at this period of time. It should be noted that broadcast news on «31 channel» starts at 20.00 and lasts until 21.00, because this hour-program is one news release in both languages Kazakh and Russian. But newscast in Kazakh language on «KTK» channel starts at 20.00 until 20.30 and new release in Russian language continues at 21.00 pm. So that, the number of employed people who watch the news on «31 channel» makes up 52.2% and 47.8% is of non-working viewers. The number of working people who watch newscast at «KTK» is 60.2% and 39.8 % is unemployed viewers of all audience. The most active viewers on both channels are pensioners, unemployed and housewives. Students and pupils watch TV less than everyone less.

Family status. This category reflects two values: «married» and «single» (see Table.7)

Table 7. Family status of TV audience

Family status	<i>«31 channel»</i>	<i>«KTK» channel</i>	<i>newscast on «31 channel»</i>	<i>newscast on «KTK» channel</i>
«married»	38.2%	43.5%	38.2%	44%
«single»	61.8%	56.5%	61.8%	56%

As shown in the table above, the number of unmarried audience is more on «31 channel», while the viewers of «KTK» channel are mostly married. Moreover, the number of single people on «31 channel» is the same with the unmarried audience of newscasts at this channel. A slight variation in the percentage ratio is observed among the «KTK» viewers. Thus, single audience of the channel and of the newscast is identical.

The level of education. In TNS Gallup Media Asia research this option has been set by the following gradation: without education, primary, secondary, higher education.

The distribution of the audience volume by the level of education is generally similar to the distribution be the age groups. «31 channel» and «KTK» are the leaders in number of people with the secondary education. Meanwhile, according to the comparative data, a large percentage of audience of «KTK» channel and its newscasts made up of people with higher education, while the audience without education or with primary education prefers to watch TV content presented «31 channel» (see Table.8).

Table 8. The level of education of TV audience

<i>Education</i>	<i>«31 channel»</i>	<i>«KTK» channel</i>	<i>newscast on «31 channel»</i>	<i>newscast on «KTK» channel</i>
<i>Uneducated</i>	4.7%	3.5%	5.1%	2.9%
<i>Primary</i>	18.4%	13%	13.6%	10.9%
<i>Secondary</i>	51.2%	54.3%	52.5%	55.5%
<i>Higher education</i>	25.7%	29.2%	28.9%	30.7%

Earlier studies have also shown that content of definite TV program largely depend on the level of human education. B. Berelson and G. Steiner (1964) found that in comparison with the better-educated peers few educated people tend to read less, but listen to the radio and watch TV more.

Have/no children. This category is represented by the data of having children and their ages. The behavior of the audience follows the trends noted in the analysis of the groups in the number of family members - most of people who watch TV have adult children (in the study the age is limited to 17 years) or have no kids (see Table 9.).

Comparing the connection between the children and the time spending in front of TV, it should be noted a significant difference between the groups, with children up to one year and from one year to two years from all the others: the maximum value of viewers' number reaches in this group of audience.

Table 9. Children of TV audience

<i>children and their age</i>	<i>«31 channel»</i>	<i>«KTK» channel</i>	<i>newscast on «31 channel»</i>	<i>newscast on «KTK» channel</i>
Have children up to 17 years old	67.2%	52.8%	55.5%	45.7%
no children up to 17 years old	32.8%	47.2%	44.5%	54.3%

Thus, families who have children up to 17 years prefer to watch «31 channel» and newscasts on this channel. But families without kids choose newscasts on «KTK» channel, and in particular, its television content. This is due primarily to the fact that «31 channel» is positioned as the channel for family viewing while «KTK» has taken a different direction and it is possible to see explicit scenes, scenes of violence in the content of their programs. Consequently, newscasts on «31 channel» are more innocuous for family viewing and do not injure the psyche of children.

7. Results

The target audience of the newscasts on «KTK» channel hasn't been changed during last years. This is evidenced not only by quantitative but also by qualitative data that have been identified through the use of the method of interview in the research work of Kazakh scientist Kozhamkulova Sholpan (2008). The author had prepared a list of questions to the newsmakers and editors of analyzed TV channels. The questionnaire consists of information about age, social status, gender and interests of TV viewers. The result shows that the target audience of «KTK» channel is adults, retired people and civil servants, audience of «31 channel» is mostly men

aged 35-45 with a higher education.

However, despite the fact that in 2008, the audience newscasts of «31 channel» was different in the past three years, the social portrait of the channel's viewers has not undergone any changes (see Table 10).

Table 10. Audience of newscast on «31 channel» in period of 2013-2015 years

Targets	2013 year	2014 year	2015 year
	TgSat%	TgSat%	TgSat%
Men	47.3	46.4	48.1
Women	52.7	53,6	51.9
Kazakhs	63.6	72.3	84.5
Russians	24.7	20	10.2
Others	11.7	7.7	5,3
Kazakh language	48	62.4	76.6
Russian language	50.2	36.5	21.9
6-9 years	6	5.3	5
10-17 years	16.3	17.6	19.5
18-29 years	27.7	28.7	30.2
30-39 years	18.9	17	14.3
40-54 years	19.6	19.9	21.4
55+ years	11.5	11.5	9,6
High level of income	22.7	24.1	22.6
Average level of income	57.2	52.8	50.6
Low level of income	20.1	23,1	26.8
Work	48.7	48.7	47.9
Unemployed	51.3	51.3	52.1
Married	42.5	37.8	35.2
Single	57.5	62.2	64.8
Primary	16.3	18.4	18.1
Secondary	54.4	52.2	52
High school	22.8	25.7	24.2
Uneducated	6.5	4.7	5.7
Have children	69.2	67.6	66.7
Have no children	30.8	32.4	33.3

Thus, comparative episodic analysis showed that the target group of newscasters of «31 channel» broadcasting news is the inhabitants of the indigenous nationality (Kazakhs), mostly Kazakh-speaking citizens, at most women, aged from 18 to 29, with an average income, not working, unmarried, mostly with children.

Audience of broadcasting news of «KTK» channel has a different sociological portrait. Viewers of this channel are the indigenous nationality (Kazakhs) too, but they prefer to watch TV in Russian language, mostly women of pre-retirement age from 55 years and older, with an average income because having no job, not married, without children under 17 years.

From this we can conclude that Kazakhstan television audience has already differentiated by age and each channel has its own audience who differs from each other.

However, it should be noted that at the base of TNS Media research there are additional parameters of counting the audience which are not taken into account and not represented in presentation of Kazakh TV audience. Namely, the socio-economical characteristics of the TV audience include the data on the social status of the viewer. So, according to this parameter the sample was divided into 10 categories: a specialist, a manager, an employee, a worker, a pre-schooler, a student, a pensioner, a disabled, an unemployed, a housewife, an

individual businessman and an owner of a business.

Clustering of plurality of distributions by the average television audience has identified the following:

When the audience is divided into two groups, the bigger one consists of unemployed, housewives, pensioners and disabled. This category of people spends more time at home and therefore watches TV more. Others fall in the group with the lowest TV viewing.

Hierarchical clustering revealed more subtle relations between statuses. Experts, individual businessmen, workers and employees fall in the group with an average TV viewing, while pre-schoolers, students, owners of a business and managers take a place in the group with the lowest TV viewing.

In our opinion, if there were a presence of this data in counting the audience of Kazakhstani newscasts, the social portrait of Kazakhstan TV viewers would be described more accurately.

As it is known, the social status force the viewer to be more sensitive to the current socio-political information – the lower the social status of the audience, the more people trying to watch TV newscasts. If there is no accurate representation about the audience, the concept of the channel or the TV programme can be improperly formed.

8. Conclusion

In conclusion, the study of TV audience gives a wide description of TV viewing in Kazakhstan and identifies the sociological portrait of modern audience. This knowledge is useful for editors and journalists that could help to develop the content of channel and to plan the structure of newscasts in details according to the needs and interests of specific audiences.

Audience is a very important concept throughout media studies. All TV programs are made with an audience in mind, i.e. a group of people who will watch and then receive the information make some sort of sense out of it. And generally, the producers make some money out of that audience. Therefore it is important to understand what happens when audience choose the channel and definite program.

The target audience plays a pivotal role in the marketability of a media product. If the target audience isn't enticed by the product, interest will be low, meaning the product will ultimately fail. Therefore targeting the target audience correctly is key to a successful product, because without an audience, there would be no product.

There is an exigency need to find the new formats of presenting information in order to keep the viewers in front of TV screen. Outdated or "template" method of transmitting information (for example, the newscasts in Kazakh language) has a negative impact on the perception of news, because channels often ignore the basic rules of the news distribution by blocks: informational, cultural, sports, etc. and also submit stories in a chaotic manner.

This mixture of television genres reflects in the text messages, and in intonation of TV presenters'. Thus, there is an urgent need to systematize information programs, which will correct the usage of language tools for improving the perception of information by audience.

The further research helps to solve the underlying problem of preparing television newscasts in Kazakh and Russian languages in Kazakhstan, building a clear presentation of information system.

References

- Berelson, B., & Steiner, G. (1964). *Human behavior: An inventory of scientific findings*. New York: Harcourt, Brace, and World.
- Graham, M. (2000). Handbook on radio and television audience research. *International broadcasting audience research*, BBC World Service.
- Grushin, B.A. (1987) Mass consciousness: experience of definition and problems of research.- M.: Politizdat, 211-212.
- Hachten, W.A. (2001). *The troubles of journalism: A critical look at what's right and wrong with the press* (2nd ed.). Mahwah, NJ: Erlbaum.
- Harris, R.J. (1981). Inferences in information processing. In: G. H. Bower (Ed.). *The psychology of learning and motivation* (Vol. 15, p. 82-128). New York: Academic Press.
- Hearn, G. (1989). Active and passive conceptions of television audience: Effects of a change in viewing routine. *Human Relations*, 42, 857-875.
- Kim, J., & Rubin, A.M., (1997). The variable influence of audience activity on media effects. *Communication Research*, 24, 107-135.
- Khmara, G. (1996). *The place of TV in the mass communications system*, - M., 139.
- Kozhamkulova, Sh. B. (2008) Political processes and effects in the information field of Kazakhstan (on example of TV), dis. PhD, Almaty: Al-Farabi Kazakh National University,55.
- Kolomiys, V.P. (2001) *Business of TV advertising. Information and analytical support*. M.: Publisher of the International Institute of Advertising, 97c.

- Levy, M.R. & Windahl, S. (1984). *Audience activity and gratifications: A conceptual clarification and exploration*. *Communication Research*, 11, 51—78.
- Mass Media Dictionary, special edition (1992) USA, “National Textbook Company”. – M.: Russian language, 40.
- McQuail, D. (1994). The rise of media of mass communication, *Mass communication theory: An introduction* (pp. 1–29). London: Sage.
- Mytton, G. (1986) Audience Research for International Broadcasting. *InterMedia* 14:2/ 35 - 39.
- Papacharissi, Z., & Rubin, A. M. (2000). Predictors of internet use. *Journal of Broadcasting and Electronic Media*, 44, 175-196.
- Perse, E.M., & Rubin, A.M. (1988). The unity of home computers: Implications of multimedia and connectivity. *Journal of Broadcasting and Electronic Media*, 42, 435-456.
- Perse, E.M. (1990a). Audience selectivity and involvement in the newer media environment. *Communication research*, 17, 675-697.
- Perse, E.M. (1990b). Involvement in the local television news: Cognitive and emotional dimension. *Human Communication Research*, 16, 556-581.
- Perse, E.M. (1998). Implications of cognitive and affective involvement for channel changing. *Journal of Communication*, 48, 49-65.
- Rubin, A.M. (1984). Ritualized and instrumental television viewing. *Journal of Communication*. 34 (3), 67-77.
- Rubin, A.M., & Perse E.M. (1987a). Audience activity and soap opera involvement: A uses and effects investigation. *Human Communication Research*, 14, 246-268.
- Rubin, A.M., & Perse E.M. (1987b). Audience activity and television news gratifications. *Communication Research*, 14, 58-84.
- Rubin, A.M. (1993). Audience activity and media use. *Communication monograph*, 60, 98-105.
- Rubin, A.M. (1994). Media uses and effects: A uses-and-gratifications perspective. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (pp. 417-436). Hillsdale, NJ: Lawrence Erlbaum.
- Sharikov, A.V. (1997). *Research of television audience: Theory and Practice: Proceedings of the workshop for broadcast sociologists*. – M.: The National Association of Broadcasters, 20.
- Thorson, E. & Reeves, B. (1990). *Consumer processing of advertising*. In J.H. Leigh & C Martin, Jr. (Eds.) Bryant, Jennings, Thompson, Susan. Basics of media exposure. Hardcover from English. - M.: "Williams" Publishing House (2004), 432.
- Vinogradov D.N. (2005). Audience of Russian Television (Formation Factors and Development Trends). Candidate of Science Dissertation (Social Sciences). – Moscow, 188 . (in Russian).
- Yurovsky, A.T. (1983). *Television – search and solutions*. M.: Nauka, 22/370.