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**КОММУНИКАТИВНОЕ ВЛИЯНИЕ ЖУРНАЛИСТСКОЙ ЭТИКИ И
ДОВЕРИЯ В КИТАЙСКО-КАЗАХСТАНСКОМ МЕДИЙНОМ
СОТРУДНИЧЕСТВЕ**

Аннотация. В статье рассматривается значение журналистской этики и доверия к средствам массовой информации в контексте медийного сотрудничества между Китаем и Казахстаном. С позиции межкультурной коммуникации анализируется роль СМИ в формировании общественного восприятия, укреплении взаимопонимания и развитии конструктивного диалога между двумя странами. Особое внимание уделяется условиям цифровой медиасреды, в которой скорость распространения информации, влияние алгоритмов, эмоционализация контента и проблема недостоверных сообщений повышают требования к профессиональной ответственности журналистов. Подчеркивается, что объективность, точность, прозрачность, баланс и культурная чувствительность являются важными факторами укрепления доверия аудитории. Автор отмечает, что медийное сотрудничество представляет собой не только обмен информационным контентом, но и передачу ценностей, поэтому соблюдение этических норм становится необходимым условием устойчивого развития китайско-казахстанского медиавзаимодействия и предотвращения межкультурных недоразумений.

Ключевые слова: Китайско-Казахстанское Медийное Сотрудничество, Журналистская Этика, Доверие к Сми, Межкультурная Коммуникация; Цифровые Медиа.

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COMMUNICATION IMPACT OF JOURNALISTIC ETHICS AND CREDIBILITY IN CHINA–KAZAKHSTAN MEDIA COOPERATION

Abstract. The article examines the significance of journalistic ethics and trust in mass media in the context of media cooperation between China and Kazakhstan. From the perspective of intercultural communication, it analyzes the role of the media in shaping public perception, strengthening mutual understanding, and developing constructive dialogue between the two countries. Special attention is paid to the conditions of the digital media environment, in which the speed of information dissemination, the influence of algorithms, the emotionalization of content, and the problem of unreliable information increase the requirements for journalists' professional responsibility. The article emphasizes that objectivity, accuracy, transparency, balance, and cultural sensitivity are important factors in strengthening audience trust. The author notes that media cooperation is not only an exchange of informational content, but also a transmission of values; therefore, adherence to ethical standards becomes a necessary condition for the sustainable development of China–Kazakhstan media interaction and the prevention of intercultural misunderstandings.

Keywords: China–Kazakhstan media cooperation, journalistic ethics, trust in media, intercultural communication, digital media.

Introduction

In the context of the rapid development of global communication and the continuous deepening of China–Kazakhstan cooperation, media interaction has become an important mechanism for strengthening mutual understanding between the two countries. Today, media cooperation is no longer limited to the exchange of news content, cultural programs, or digital media products. It also involves the transmission of values, the construction of national images, and the formation of public perceptions in different cultural environments.

The development of digital communication technologies has significantly expanded the speed, scale, and influence of information dissemination. However, these changes have also created new challenges for journalistic practice, including the spread of unverified information, emotionalized narratives, algorithm-driven content distribution, and the weakening of public trust in media institutions. In transnational and intercultural communication, such problems may have an even greater impact, because inaccurate or biased reporting can easily lead to misunderstanding between audiences with different historical, cultural, and social backgrounds.

For this reason, journalistic ethics and media credibility are of particular importance in China–Kazakhstan media cooperation. Objectivity, accuracy, balance, transparency, and intercultural sensitivity are not only professional requirements for journalists, but also essential conditions for sustainable communication between societies. Trust in the media is formed through long-term responsible practice and becomes a key factor influencing the effectiveness of international communication.

This article examines the role of journalistic ethics and credibility in the development of China–Kazakhstan media cooperation from the perspective of intercultural communication. Special attention is paid to the influence of the digital media environment, the responsibility of journalists in cross-cultural reporting, and the importance of trust as a foundation for constructive dialogue between the two countries.

Collaboration with the media is not only the exchange of content, but also the exchange of values.

In recent years, China and Kazakhstan have continuously strengthened cooperation in the field of reporting, production of cultural programs, exchange of new media content and other aspects. The mass media have become an important bridge between the societies of the two countries. The media report on the results of economic cooperation projects, cultural exchange activities and educational exchanges and have to some extent formed a public perception of each other.

However, collaboration with the media is not only an exchange at the information

level, but also communication at the level of values. The narrative style of each news item and the choice of the wording of each title can influence the audience's understanding. If the report unilaterally exaggerates certain details or ignores the reference statement, it can unremarkably deepen the misunderstanding. On the contrary, if the media adheres to the principles of objectivity, balance and truth, they can create a more rational communication platform for the public in the two countries.

In my opinion, journalistic ethics is not only a set of professional norms, but also a responsible attitude towards the public. This sense of responsibility is especially important in transnational cooperation in the media. Because in intercultural communication, once the information is biased, it is often more difficult to correct it in time.

Credibility determines the effect of communication

In communication training, we often mention the influence of "source reliability" on the effect of communication. Whether a media organization is reliable or not has a direct influence on the public's acceptance of content. Creditworthiness is not only built up by advertising, but is gradually formed in a long-term and stable professional practice.

For media cooperation between China and Kazakhstan, the media on both sides are confronted not only with their own audience, but also with the international community. The audience in different countries has different historical backgrounds, cultural experiences and media usage habits. In such an environment, when the media lack transparency and authenticity, it is easy to weaken their international influence.

I once took part in the discussion about international news cases in the classroom. We analyzed how different media reported the same event and found that differences in coverage angles often cause different emotional reactions from the audience. This made me understand more clearly that trust is not an abstract concept, but reflected in a specific news practice. True, accurate and understandable sources are the basis for creating trust. Once the media is labeled as "unreliable", even if the next report is

professional, it is difficult to restore confidence in a short time.

The digital age places higher demands on journalistic ethics.

With the development of digital media, the speed and scope of information dissemination have changed significantly. Communication theory research points out that changes in media technology will have a profound impact on the way information is produced and disseminated [1]. With social platforms and mobile terminals, you can delay the spread of information for almost no time. The news can be transmitted in large quantities in a few minutes, which is a hot spot for public opinion. This type of high-speed transmission offers convenience and risks.

The balance between "speed" and "accuracy" is often seen as an advantage in a highly competitive media environment to capitalize on the release time. However, if the content is published without full verification of the information, this may lead to misleading or even misunderstandings. Especially when it comes to international relations or intercultural issues, expressing disagreement can lead to misunderstandings.

As for the influence of algorithms on content distribution, the platform's recommendation mechanism often prioritizes promotional content with high interaction speed and strong emotions. Therefore, some media can use exaggerated headlines or one-way stories to attract cliques. If this trend has no ethical constraints, it is easy to weaken the objectivity of the news. Public participation has improved significantly. The public in the digital age is not only the recipient of information, but also a commentator and redistribution. Against the background of media cooperation between China and Kazakhstan, network users from different cultures may have a different understanding of the same problem. If the media do not have intercultural sensitivity, this can lead to abnormalities in language or expression.

In addition, the rapid spread of false information has also become a problem. When unverified content circulates on social platforms, trust in the media becomes increasingly important. Only by insisting on verifying the facts, publicizing sources and avoiding emotional expression can we maintain a professional image in a

complex information environment.

Digital technologies are not the cause of the problem. The main point is to maintain a balance between technological development and ethical standards. The more in the age of rapid spread of information, the more calm and rationality are needed.

Sense of responsibility from an intercultural point of view

In the context of intercultural communication, news is not only an information product, but also a cultural expression. As a Chinese student studying in Kazakhstan, I gradually realized that the same news often has different meanings in different cultural contexts. The choice of language, narrative focus and emotional colour - all this will affect the direction of understanding by the audience.

During my studies at school, I exchanged ideas about some international news stories with several local students from Kazakhstan. We read media reports about the same topic in different countries and found that even if it is the same fact, the difference in the way of expression will cause completely different feelings. Some reports emphasize background explanation, some focus more on individual stories and others focus on the policy level. Thanks to this comparison, I understand more clearly that news is not a completely "neutral existence", and it is always produced and understood in a particular cultural context. For this reason, a sense of responsibility is particularly important in the context of media cooperation between China and Kazakhstan.

In cross-cultural communication, different cultural backgrounds will affect people's understanding and interpretation of information. Scholars point out that cultural differences often affect the construction of meaning in the process of communication [2]. If the media ignores these differences in reporting, it can unintentionally cause misunderstandings. Therefore, when it comes to historical, ethnic or social issues, the media should choose formulation more carefully and avoid simplified or highlighted expressions.

In my opinion, a sense of responsibility from an intercultural point of view is both

a professional skill and a choice of values. This requires that media workers always take into account the social impact that information can have in achieving the communication effect. This reminds us of the need to be rational in expressing points of view and respect when presenting disagreements. For media cooperation between China and Kazakhstan, this sense of responsibility can help both parties establish a deeper understanding of the exchange. The media is not only a channel for conveying the results of collaboration, but also an important force for the formation of mutual perception.

Trusting the media

In today's increasingly diversified information dissemination channels, trust in the media has gradually become an important topic in communication research. The development of the Internet and social networks has made access to information easier for the public, but has also made it difficult to identify the authenticity of the information. In such a media environment, the question of whether the media can support real, objective and professional news practices directly affects the public's confidence in them.

Media trust is not only associated with trust in the news organizations themselves, but also affects the public's understanding and judgement of social information. Especially in the context of international and intercultural communication, the reporting style and attitude towards the expression of the media often influence the mutual recognition among the public in different countries. Some studies have shown that transparency and professional media standards are an important basis for strengthening public confidence [3].

Therefore, in the process of continuous development of collaboration between the Chinese-Kazakh media, compliance with news ethics and increasing the authenticity and professionalism of reports are of great importance for establishing stable relationships of trust with the media.

Conclusion

The analysis shows that media cooperation between China and Kazakhstan has

become an important channel for promoting intercultural dialogue, public understanding, and the stable development of bilateral relations. However, the effectiveness of such cooperation depends not only on the amount of information exchanged, but also on the quality, reliability, and ethical standards of media communication. In the digital age, the rapid spread of information places higher demands on journalists and media organizations, making fact-checking, objectivity, balance, and professional responsibility especially important.

From an intercultural perspective, journalistic ethics and media credibility should be regarded as fundamental principles of China–Kazakhstan media cooperation. Responsible reporting requires respect for cultural differences, careful use of language, and awareness of the possible social consequences of media narratives. Only through truthful, transparent, balanced, and culturally sensitive communication can the media strengthen public trust, reduce misunderstanding, and support long-term constructive dialogue between the two societies.

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