

Yu. Vyatkina^{1*}, G. Burakanova¹, A. Abzalbekova²

¹L.N. Gumilyov Eurasian National University, Kazakhstan, Astana

²Institute of Applied Ethnopolitical Research LLP under the Ministry of Culture and Information, Kazakhstan, Astana

*e-mail: vyatkina_1987@list.ru

CONSPICUOUS CONSUMPTION: CONTENT ANALYSIS OF WOMEN'S LEADERSHIP IN KAZAKHSTAN MEDIA SOURCES

The presented scientific article deals with the analysis and research of women's leadership as one of the aspects of demonstrative consumption in modern Kazakhstani society. The research analysed the content of the most quoted media of the country and popular television channels in order to identify the features of perception of women's leadership in the media environment and its reflection in public opinion. The data obtained show that there is insufficient attention to the problem of women's leadership on television and that women are poorly associated with the concepts of "leader" and "manager". The study also highlights the existing inequality of career opportunities between men and women in the public service. The importance of further research on the role of the media in shaping gender stereotypes and creating conditions for the enhancement of women's status in society is noted. Supporting women's self-expression through the manifestation of social status is seen as a promising direction for achieving women's leadership in Kazakhstan. Such conclusions require further research and the development of active measures in the sphere of social policy to ensure more fair and equal participation of women in the public life of the country.

Key words: conspicuous consumption, women's leadership, Maslow's hierarchy of needs, social status, content analysis, media.

Ю.А. Вяткина^{1*}, Г.М. Бураканова¹, А.С. Абзалбекова²

¹Л.Н. Гумилев атындағы Еуразия ұлттық университеті, Қазақстан, Астана қ.

²Мәдениет және ақпарат министрлігіне қарасты «Қолданбалы этносаяси зерттеулер институты» ЖШС, Қазақстан, Астана қ.

*e-mail: vyatkina_1987@list.ru

Демонстрациялық тұтыну: Қазақстанның бұқаралық ақпарат құралдарындағы гендерлік көшбасшылықтың контент-талдауы

Ұсынылған ғылыми мақалада әйелдер көшбасшылығын талдау және зерттеу қазіргі қазақстандық қоғамдағы көрнекі тұтынудың аспектілерінің бірі ретінде қарастырылады. Зерттеу барысында бұқаралық ақпарат құралдарында әйелдер көшбасшылығын қабылдау ерекшеліктерін анықтау және оны қоғамдық пікірде көрсету мақсатында елдің ең көп сілтеме жасалған БАҚ-тарының және танымал телеарналардың мазмұнына талдау жүргізілді. Нәтижелер телеэфирдегі әйелдер көшбасшылығы мәселесіне және әйелдердің "көшбасшы" және "көшбасшы" ұғымдарымен әлсіз байланысына назар аудармайтындығын көрсетеді. Зерттеу сонымен қатар мемлекеттік қызметтегі ерлер мен әйелдер арасындағы мансаптық мүмкіндіктердің теңсіздігін көрсетеді. Бұқаралық ақпарат құралдарының гендерлік стереотиптерді қалыптастырудағы және қоғамдағы әйелдердің мәртебесін көтеру үшін жағдай жасаудағы рөлін одан әрі зерттеудің маңыздылығы атап өтілді. Әлеуметтік мәртебені көрсету арқылы әйелдердің өзін-өзі көрсетуін қолдау Қазақстанда әйелдер көшбасшылығына қол жеткізудің перспективалық бағыты ретінде қарастырылады. Мұндай тұжырымдар әйелдердің елдің қоғамдық өміріне неғұрлым әділ және тең қатысуын қамтамасыз ету үшін әлеуметтік саясат саласындағы белсенді іс-шараларды одан әрі зерттеуді және әзірлеуді талап етеді.

Түйін сөздер: демонстрациялық тұтыну, әйелдер көшбасшылық, Маслоу пирамидасы, әлеуметтік мәртебе, мазмұнды талдау, бұқаралық ақпарат құралдары.

Ю.А. Вяткина^{1*}, Г.М. Бураканова¹, А.С. Абзалбекова²

¹Евразийский национальный университет им. Л.Н. Гумилева, Казахстан, г. Астана

²ТОО «Институт прикладных этнополитических исследований» при Министерстве культуры и информации, Казахстан, г. Астана

*e-mail: vyatkina_1987@list.ru

Демонстративное потребление: контент-анализ гендерного лидерства в средствах массовой информации Казахстана

В представленной научной статье рассматривается анализ и исследования женского лидерства как одного из аспектов демонстративного потребления в современном казахстанском обществе. В ходе исследования был проведен анализ контента наиболее цитируемых СМИ страны и популярных телевизионных каналов с целью выявления особенностей восприятия женского лидерства в медийной среде и его отражения в общественном мнении. Полученные данные свидетельствуют о недостаточном внимании к проблеме женского лидерства в телеэфире и о слабой ассоциации женщин с понятиями «лидер» и «руководитель». Исследование также подчеркивает существующее неравенство возможностей для карьерного роста между мужчинами и женщинами в государственной службе. Отмечается важность дальнейшего исследования роли средств массовой информации в формировании гендерных стереотипов и создании условий для повышения статуса женщин в обществе. Поддержка самовыражения женщин через проявление социального статуса рассматривается как перспективное направление для достижения женского лидерства в Казахстане. Такие выводы требуют дальнейших исследований и разработки активных мероприятий в сфере социальной политики, чтобы обеспечить более справедливое и равноправное участие женщин в общественной жизни страны.

Ключевые слова: демонстративное потребление, женское лидерство, пирамида Маслоу, социальный статус, контент-анализ, средства массовой информации.

Introduction

The relevance of this study lies in the fact that we introduced and investigated the concept of "demonstrative consumption" due to the fact that in recent years there has been an increased interest in the issue of the need for gender leadership. To date, there are contradictory approaches to the study of demonstrative consumption. The disadvantage of the existing approaches is that in the studies the result of satisfaction comes at demonstration of a good, including as an attribute of social status, but such a trend as demonstration of the need for self-expression, which includes demonstration of leadership and career success, is not considered.

The concept of conspicuous consumption was introduced by Thorstein Veblen. He characterized conspicuous consumption as the use of consumption to prove the possession of wealth, consumption as a means of maintaining reputation (Veblen, 2011: 8). To some extent, trend towards conspicuous consumption exists in all eras.

It should be noted that the problem of conspicuous consumption was identified as recently as in the ancient times, when they talked about the "metaphysics of consumption". Ancient scientists emphasized that moderation and untemptation are more preferable than unbridled materialism (Kessidi, 2012:25). Theoretical economy studied conspicu-

ous consumption within the classical (A. Smith, K. Marx) and neoclassical approaches (A. Marshall, K. Menger, F. Wieser), in the Keynesian (J. M. Keynes) and post-Keynesian (P. Sraffa, N. Kaldor, J. Robinson) directions, as well as in the old and new institutionalism (T. Veblen, R. Coase, P. Bourdieu, T. Egterson).

Self-realization, self-expression and leadership are one of the important needs of any individual. If we turn to Abraham Harold Maslow's hierarchy of needs (Maslow, 1999: 77), we can see that self-expression is at the top. Despite the existing criticism of this approach, we consider it one of the main ones for classification of the individual needs.

Needs of the lower hierarchy levels – physiological and the need for security – should be satisfied first of all. Then they require satisfaction of social needs and the need for respect and self-expression. At the same time, a human will strive to satisfy the need that is stronger or more important for him at each particular point in time. The need for self-expression of a person can never be fully satisfied because with the development of a human as an individual his potentialities goes up.

To structure further interpretation, we introduce the concept of conspicuous consumption. "Conspicuous consumption" is therefore understood to mean the consumption that goes beyond the vitally necessary according to Maslow's hierarchy of needs, at

which satisfaction comes not when receiving a good but when demonstrating it. And self-expression includes demonstrating of social status, leadership, career success and the need for a public sympathy.

Development of information society and the improvement of information and communication technologies put forward information as a special factor which has significantly changed the structure of conspicuous consumption (Oparina, 2014: 26). The role of information in the transformation of the institution of conspicuous consumption is determined by the following factors. First of all, new information and communication technologies actively promote the lifestyle of the political and economic elite for whom conspicuous consumption is typical. Secondly, information helps to expand interpersonal communications. This leads to increased consumer behavior and conspicuous consumption based on the desire for copyism and individualism. The media and especially social networks have now become the main way to implement conspicuous consumption.

As it was mentioned above, career success and demonstration of leadership is one of the conspicuous consumption components. At the same time, one cannot deny the gender differences that exist in the implementation of conspicuous consumption. Abroad, the research of connection between gender identity and conspicuous consumer behavior of an individual is one of the most actively developed areas of research. The topic of gender aspects of conspicuous consumption is presented in connection with the gender identity study of (V. Griskevicius, J. M. Tybur, J. M. Sundie, R. B. Cialdini, G. F. Miller, D. Kenrick, J. M. Tybur, K. D. Vohs, D. J. Beal).

Despite the high practical significance of conspicuous consumption research, the gender analysis of this phenomenon in Kazakhstan is currently on the periphery of research interest, and only a few works on this topic have been published.

Gender equality in this article is considered as a legal status that provides men and women with equal rights and equal opportunities and real access to participation in political, economic, social, public and cultural spheres of life, regardless of gender, in accordance with the Law of the Republic of Kazakhstan "On State Guarantees of Equal Rights and Equal Opportunities for Men and Women" of 8 December 2009, No. 223-IV, as amended on 01.07.2021.

The most important factor hindering the overcoming of gender inequality in certain sectors, including management, are gender stereotypes that

reproduce the typical pattern of professional roles distribution. Gender stereotypes in management are social constructions that arise, among other things, from the media which become the most important agent of gender socialization (Bayakhmetova, 2017: 222).

Gender inequality is observed in the field of management work. Stereotypes can be noted as an obstacle that does not allow overcoming this inequality. Such stereotypes act as social cultures that arose a long time ago, they act as an important agent, while being supported by the media (Orlova, 2019: 152).

The formation of gender stereotypes is also influenced by a person's personal experience, how he perceives information received from external sources. The mass media can be considered as the main source of information dissemination. This is explained by the fact that they can influence the consciousness of society. Modern mass media can not only clearly, but also quite simplistically show the gender characteristics characteristic of a person (Matvienko, 2016: 12).

The current situation shows that the ongoing political reforms for gender equality in Kazakhstan still haven't led to a significant increase in the status of women as a politician or leader. Women are still not adequately represented at the decision-making level in the state bodies.

Kazakhstani woman has not yet become a full-fledged object of politics, an active and influential participant in the political processes and public administration. The main advantages of our approach lie in demonstrative consumption: women in Kazakhstan want to have not only equal access to economic benefits, but also to political and informational benefits, to be able to secure a high standard of living, and the opportunity for self-realization and self-expression.

In social networks, there is a tendency for women to demonstrate their status and leadership but the materials from the official Kazakhstan media are usually talk about male leaders and heads skirting around the topic of successful women except for special reports dedicated to International Women's Day.

In Kazakhstan live 10.03 million women (52% of the population) (Online resource: Demographic statistics. The population of the Republic of Kazakhstan by gender and type of locality as of 01.07.2023). Women make a significant contribution to the creation of the country's GDP (about 40% of GDP), ensure the reproductive development of the population as well as the well-being of the nation.

Most of the working women in Kazakhstan (47.3%) have higher and postgraduate education while the proportion of highly educated men is 38.1% (Bureau of National Statistics. Socio-economic indicators, 2023).

About 10.000 of women or 54% of the total number of scientists are employed in Kazakhstan science. Moreover, 714 women are Doctors of Science, 2427 are Candidates of Science, 992 women are Doctor of Philosophy, 28 are Doctors of other specializations (Online resource: Zakon.kz, 02.11.2023).

Despite the high proportion of educated and economically active women in Kazakhstan their ac-

cess to career and political opportunities is pretty limited. According to the Global Gender Gap Index Kazakhstan ranked 79th place in 2021 (Global Gender Gap Report, 2021), lagging even behind Namibia and Rwanda. The rating covers 156 countries and is calculated according to the methodology of the World Economic Forum. The index is designed to measure gender gap in access to resources and opportunities of certain countries rather than the actual level of resources and opportunities available (Table 1). The index measures the gender gap level in four key areas: economic participation and career opportunities, education, health and survival, and political empowerment.

Table 1 – World’s country ranking of global gender gap index

Rank	Country	Index
1	Iceland	0.892
2	Finland	0.861
3	Norway	0.849
4	New Zealand	0.840
5	Sweden	0.823
6	Namibia	0.809
7	Rwanda	0.805
8	Lithuania	0.804
9	Ireland	0.800
10	Switzerland	0.798
....		
79	Kazakhstan	0.710

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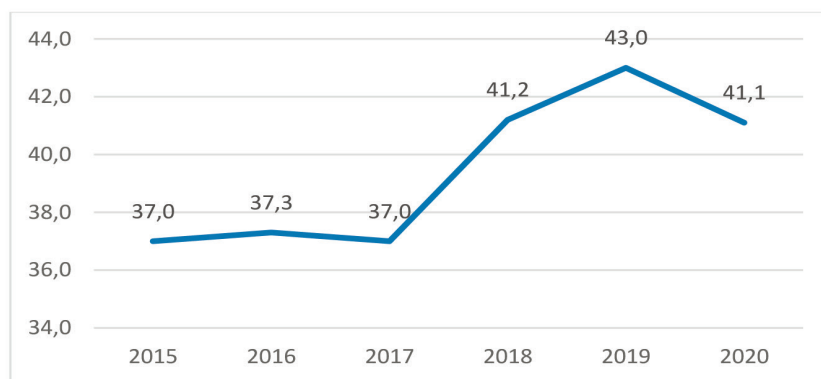


Figure 1 – Share of women in executive positions

Thus, Kassym-Jomart Tokayev, the President of the Republic of Kazakhstan, at the National Council of Public Trust tasked to introduce a mandatory rule to increase the proportion of women in governing bodies and companies with up to 30% of state participation. Although the share of women in executive positions at the end of 2020 was 41.1% (Figure 1) (Bureau of National Statistics, Women in leadership positions, 2023), the share of women holding the top positions at public companies with state participation is still low and is only 5-7% (Kazakhstan Today News Agency, 2020). Hence, women have

significant barriers to self-expression in the Kazakhstani society.

Whereas, in the UK, Germany and New Zealand, women occupy the highest government positions. They head even the ministries of defense. In Kazakhstan today there is only one female minister (Minister of Health – Azhar Giniyat (Online resource: Tengrinews.kz, 03.07.2022) (Figure 2). This trend has continued for many years (Bureau of National Statistics, Women in leadership positions, 2023) and this year the weaker sex became the akim of the region for the first time ever.

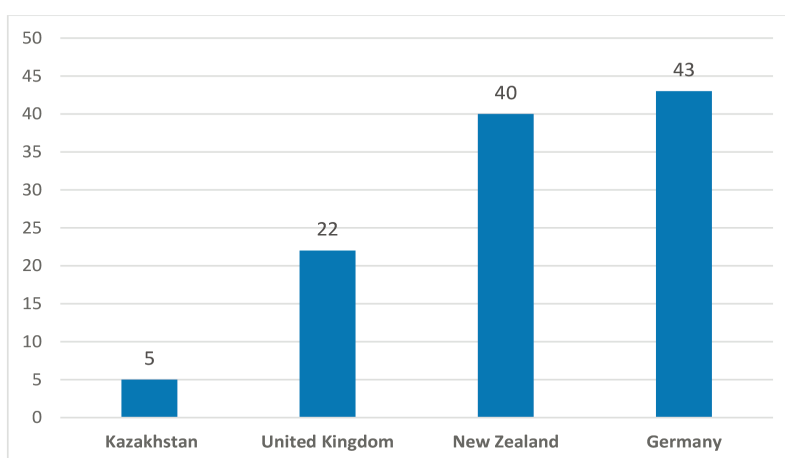


Figure 2 – The proportion of women in the Governments, %

The problem of gender inequality in the governmental and political structures of Kazakhstan and the problem of highlighting the image of a female leader hinder the advancement of women in public service. That’s why the role and possibilities of the media in the formation of an objective image of leaders beyond gender stereotypes are of particular interest.

Data and Methods

The article presents the results of our research conducted in 2021 (within 12 months) and aimed at studying women’s leadership as one of conspicuous consumption aspects.

The research object were Kazakhstan media sources. The research subject was the image of a female leader through the prism of a Kazakhstan media sources.

Content analysis method (quantitative and qualitative) was used to collect sociological information.

Reference sources of the present research became articles appeared in Kazakhstani Internet media sources and news stories on Kazakhstani and Russian TV-channels televised in the country.

We have chosen the content-analysis method because it gives the most objective idea of how women meet in Kazakhstani society and what ideas are formed about the women holding leadership positions. The content analysis method is the most effective for this research since there is no subjective assessment, and the media is informally considered as ‘the fourth power’. Therefore, it is possible to trace what views and values they broadcast in the society and what problems are raised.

We formulated the following research hypotheses: the concepts of ‘leader’ and ‘manager’ are more often associated with men than with women. Kazakh-

stan media cover the problem of gender inequality in Kazakhstan government agencies only for a little. The image of a female leader does not play a significant role in women's career growth and advancement

in public service since there is a problem of gender inequality and a 'glass ceiling' in the government and political institutions of Kazakhstan. The content analysis system we use is presented in Table 2.

Table 2 – Content analysis system

Analysis category	Unit of analysis			Score type
Problematicity of an article	Presence of a problem or a problem situation in the article			Nominal
	Yes (mentioned, described in detail and etc.)			
	No (not mentioned)			
Article mood	Article tone			Nominal
	Positive	Negative (including irony, sarcasm and etc.)	Neutral	
Article quality	Kind of material			Nominal
	Press release (news from official representatives of authorities or organizations)			
	Reportage			
	Expert's commentary (analytics, etc.)			
	Interview			
	News			
	Investigation			
	Article			

Notes – based on the source – Online resource: clubforinternet.net , Goncharova, 2023

We have analyzed the mass media of Kazakhstan that were presented in the ranking 'Top-30 mass media of Kazakhstan on citation in social media' by Brand Analytics (Brand Analytics, 2021). Brand Analytics is the leading social media and media monitoring and analysis system in

the CIS market. The top list of Kazakhstan mass media most often quoted in social media was presented in March 2021. The top-30 include news agencies, online media, newspapers and TV-channels as well as regional and sports media sources (Table 3).

Table 3 – Top-30 media sources in Kazakhstan by citation in social media as for 2021

Sl. No.	Media	Website	Citation Index
1	Zakon.kz	zakon.kz	150 187
2	Kazinform	inform.kz	122 875
3	Sputnik Kazakhstan	sputnik.kz	72 888
4	Sports.kz	sports.kz	63 210
5	Tengri News	tengrinews.kz	55 232
6	Nur.kz	nur.kz	45 731
7	Atameken TV	inbusiness.kz	41 983
8	Lada.kz	lada.kz	41 602
9	Azattyq Radiosy	azattyq.org	18 229
10	Delovoi Kazakhstan (DKNews)	dknews.kz	15 340
11	Liter	liter.kz	14 233
12	Vesti.kz	vesti.kz	13 956
13	Nasha Gazeta	ng.kz	13 762
14	KazTAG	kaztag.kz	13 460
15	Time.kz	time.kz	13 057

16	Ustinka Live	ustinka.kz	12 480
17	Informburo.kz	informburo.kz	11 968
18	Petropavlovsk kz	pkzsk.info	11 939
19	NewTimes.kz News Agency	newtimes.kz	11 768
20	Egemen Kazakhstan	egemen.kz	11 598
21	Kyzylordinskiye VESTI	kzvesti.kz	11 534
22	Azattyq ruhy	azattyq-ruhy.kz	11 479
23	Kazakhstanskaya Pravda	kazpravda.kz	11 422
24	Azattyq Radio	rus.azattyq.org	11 190
25	24.kz	24.kz	10 429
26	BaigeNews	baigenews.kz	10 097
27	Qamshy	qamshy.kz	10 026
28	Express K	express-k.kz	9 747
29	Kznews	kznews.kz	9 379
30	Eho Kazakhstana	ehonews.kz	9 160

The published rating studied the popularity of Kazakhstan mass media in the social media world. If the news is interesting users begin to actively share it on the Web: post links to the material on social networks, discuss it on forums or UGC resources. The higher the interest of users in publications of a certain source, the more links to it are published in the social media. As compared with the classic media citation in the media, links in social media reflect the popularity of the site in society acting as an indicator of interest in its content. Such approach allows us to assess the degree of influence of the resource over the reader. This is a modern criterion for media planning of B2C communications by brands.

For this reason, the rating uses the Citation Index as an indicator of media popularity, namely the number of links to media posted on social media in Russian and Kazakh.

Of the 30 media presented in the ranking of top-30 media sources in Kazakhstan by citation in social media, we excluded the following media sources: 2 sports portals (Sports.kz and Vesti.kz); 5 regional media (Lada.kz, Nasha Gazeta, Ustinka Live, Petropavlovsk kz, Kyzylorda VESTI); entertainment media (Nur.kz); media at which websites it is impossible to search articles by the publication date (Delovoi Kazakhstan, KazTAG, Egemen Kazakhstan); informal media (Vremya.kz, Kznews, Qamshy); duplicating media (Radio Azattyq repeats Azattyq radiosy).

We have selected and analyzed 15 Internet media sources presented in the Brand Analytics rating: Zakon.kz (81 publications), Kazinform (180 publications), Sputnik Kazakhstan (93 publications), Tengri News (32 publications), Atameken TV (173 publications), Azattyq radiosy (68 publications),

Liter (53 publications), Informburo.kz (53 publications), NewTimes.kz News Agency (58 publications), Azattyq ruhy (46 publications), Kazakhstanskaya Pravda (93 publications), 24.kz (127 publications), BaigeNews (141 publications), Express K (52 publications) and Eho Kazakhstana (70 publications).

On the websites of the above media we searched publications for content analysis by tags (keywords): 'leader', 'image', 'gender', 'leader'. Analysis of the research results was done in the SPSS Statistics.

We also performed a comparative analysis of news stories presented on Kazakh and Russian TV-channels in the territory of the Republic of Kazakhstan. The most popular TV-channels in Kazakhstan, according to audience coverage, in 2021 were Channel One Eurasia, KTK, Channel 31, NTK and Channel 7. The most popular among the Russian TV channels broadcasting in Kazakhstan in 2021 were Russia-1, Channel One, NTV, 5TV, STS.

The search for news stories and programs was carried out by tags 'gender', 'gender inequality', 'female leader', 'female politician', 'leadership'.

Results and Discussion

Referring to the most significant research findings enables us to examine women's leadership as an aspect of demonstrative consumption.

The total number of articles for 12 months with tags 'leader', 'image', 'gender', 'head' was 1 319, and the largest number of articles contains the tag 'leader' – 548 (42%), the least number of articles were with the tag 'image' – 101 (8%) (Table 4, Figure 3).

Table 4 –Results of content analysis of the news sources

Sl. No.	Publication name	Number of articles with ‘leader’ tag	Number of articles with ‘image’ tag	Number of articles with ‘gender’ or ‘gender inequality’ tag	Number of articles with ‘head’ tag	Total
1	Zakon.kz	23	7	7	44	81
1	Kazinform	31	10	21	118	180
3	Sputnik Kazakhstan	34	22	7	30	93
4	Tengri News	11	5	3	13	32
5	Atameken TV	75	8	27	62	172
6	Azattyq Radiosy	37	4	1	26	68
7	Liter.kz	23	3	17	10	53
8	Infoburo.kz	25	6	4	18	53
9	NewTimes.kz News Agency	11	6	22	19	58
10	Azattyq ruhy	12	3	8	23	46
11	Kazakhstanskaya Pravda	19	4	4	66	93
12	24.kz	84	9	20	14	127
13	BaigeNews	49	7	2	83	141
14	Exk.kz	30	2	5	15	52
15	Ehnews.kz	47	5	12	6	70
	Total	511	101	161	548	1319

Most publications were found on Kazinform website (180), the least publications were found on Tengri News website (32). Men were mentioned much more often than women in articles tagged ‘leader’.

Most of the articles tagged ‘leader’ are devoted to the state heads, followed by articles about the first president of Kazakhstan Nursultan Nazarbayev, and only a small number of articles mention women. Most articles about women were found under the tag ‘gender’.

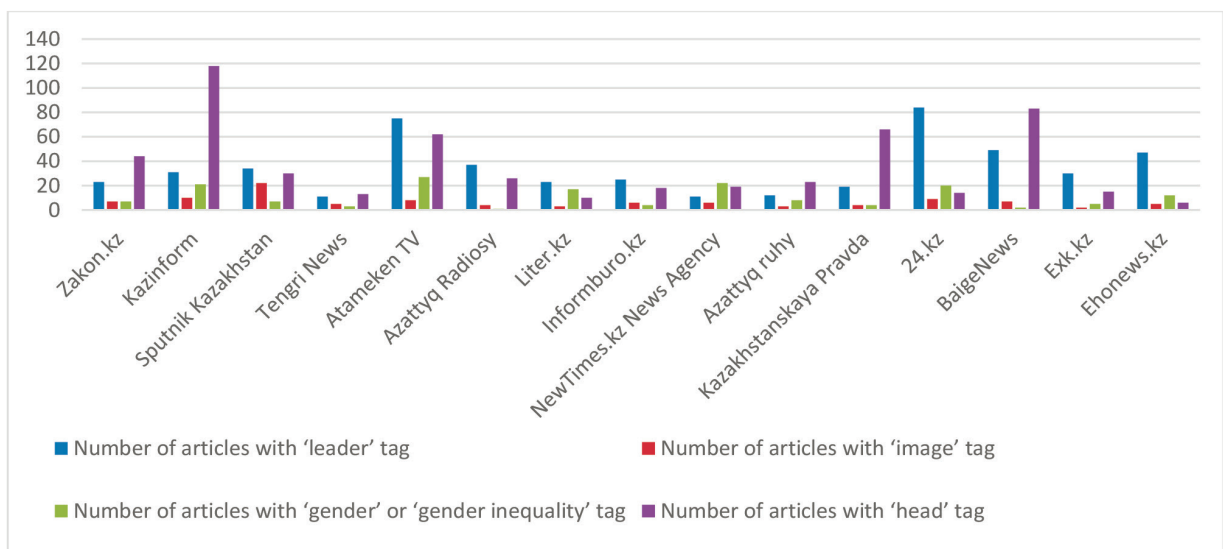


Figure 3 – Grouping publications by tags

We have divided all the articles found into three groups: articles directly related to women's leadership and women in decision-making positions, articles about men, articles that mention women in general (Table 5). Number of articles about men significantly exceeds the number of articles about women in 13 out of 15 sources. Only two sources had fewer publications about men than about women (Liter and IA NewTimes.kz News Agency). Leading media for publications about men were Kazinform (122), BaigeNews (116), Atameken TV (107).

Least of all there are articles about women in leadership positions. Most of the articles on

the topic of women's leadership were presented in the following media: Atameken TV (26 publications), Liter (20 publications), Kazinform (18 publications). Most articles about women were found on the websites of the following media: Atameken TV (40 publications), 24.kz (30 publications), NewTimes.kz News Agency (29 publications).

We have found 168 publications about women's leadership. These publications cover the problem of gender inequality in decision-making positions; as well it mention women who have taken certain leadership positions in Kazakhstan.

Table 5 – Proportioning of publications by topics

Sl. No.	Publication name	Total number of articles found	Number of articles for the topic of women's leadership	Number of articles about men	Number of articles about women
1	Zakon.kz	81	14	58	16
2	Kazinform	180	18	122	27
3	Sputnik Kazakhstan	93	7	44	12
4	Tengri News	32	3	22	8
5	Atameken TV	172	26	107	40
6	Azattyq Radiosy	68	7	36	13
7	Liter	53	20	18	24
8	Informburo.kz	53	3	29	13
9	NewTimes.kz News Agency	58	13	18	29
10	Azattyq ruhy	46	12	21	19
11	Kazakhstanskaya Pravda	93	11	71	15
12	24.kz	127	7	75	30
13	BaigeNews	141	14	116	18
14	Express K	52	3	30	7
15	Eho Kazakhstana	70	10	44	14
	Total	1319	168	811	286

As for the 'tone' of the article (Figure 4), the most publications (56.5%) are positive. There are fewer num-

ber of negative publications – 10.7% and there are quite a few publications with a neutral character – 32.7%.

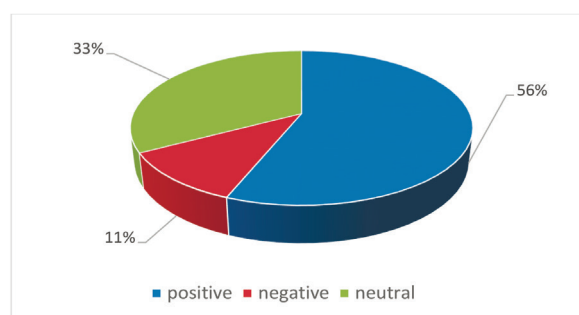


Figure 4 – Article tone

Analysis of the articles by the presence or absence of a problematic situation showed us that publications distributed equally – 84 to 84 (Table 6).

Table 6 – Presence of a problem or a problem situation in the article

		Kind of material						Total
		Press release	Reportage	Expert's commentary (analytics', etc.)	Interview	News	Article	
Presence of a problem or a problem situation in the article	Yes (mentioned, described in detail and etc.)	18	9	7	9	16	25	84
	No (not mentioned)	42	5	3	3	21	10	84
Total		60	14	10	12	37	35	168

Contingency analysis between problemat�city and tone of the article showed (Table 7) that positive tone is typical for the most publications that mention a problematic situation (76 cases), while a neutral tone is more typical for publications without problem (53 cases).

Thus, we can say that Kazakhstan media cover the issue of women's leadership in their publications rather poorly. Most publications are devoted to men (811), which is 2.8 times more than publications about women (286).

Table 7 – Presence of a problem or a problem situation in the article and article tone

		Article tone			Total
		Positive	Negative (including irony, sarcasm and etc.)	Neutral	
Presence of a problem or a problem situation in the article	Yes (mentioned, described in detail and etc.)	76	6	2	84
	No (not mentioned)	19	12	53	84
Total		95	18	55	168

Topic of the leaders' image is also poorly considered by the Kazakhstan media. Largely 'image' is associated with the image of the country, cities, state organizations (Burakanova, 2022: 85). If we consider the image in respect to leaders then most of the publications are about men. We can conclude that in Kazakhstan the problem of the leader's image, irrespective of gender, is basically not considered.

With all these disadvantages, it should be noted that the rating did not include such a positive example as the Forbes Woman column, which regularly broadcasts information about successful and influential women in power. The publication did not make it into the TOP 30, but there is a positive example. It should also be noted the initiatives of individual companies, for example, the Samruk-Kazyna Group of companies, which actively supports and imple-

ments various information campaigns and initiatives for the development of gender equality in Kazakhstan, and creates funds to support the development of gender equality. Samruk-Kazyna approaches the issue consistently, achieving new achievements every year, and plans to double the number of women in managerial positions within seven years. Such examples inspire the business community of Kazakhstan to follow the global trend of striving for gender equality in society.

TV spots analysis showed the following results. During the research period, 4 news stories on women's leadership were broadcasted on Kazakhstani TV-channels, while Russian TV-channels broadcasted 5 news stories. As we can see, the difference between the number of news stories on Kazakhstani and Russian channels about women's leadership and female executives is not much different.

Four of five Russian stories were about Russian female leaders and female executives. One story about promotion of a female politician was viewed with a negative tone while the character narrative of other story about female leaders of other countries is more neutral.

Comparing the productions of Kazakhstan and Russian TV channels, we came to the conclusion that both of them cover the problem of women's leadership rather poorly and rarely show news stories about female leaders.

The development of women's careers in Kazakhstan is still hampered by difficulties faced by many other countries in the world, for example, the unequal distribution of household responsibilities, which often hinder a woman's career development, stereotypical ideas that men are more suitable for the role of leaders and managers (Burakanova, 2021: 17). All these obstacles must be overcome, and one of the ways to overcome them is the work of the media to develop the image of women's leadership. The image of a female leader or a female leader, which is shown by TV channels, forms their image in the eyes of society, as well as their attitude towards women managers in the future, therefore, in order to increase the importance of the role of women in public administration, it is necessary to broadcast through the Kazakh media, as often as possible, women holding key positions in the country, mainly from the positive side.

Conclusions

Kazakhstani media sources do not adequately cover the issue of women's leadership in its publications and news. This can significantly slow down change in public consciousness and overcoming stereotypes about women. It is also worth noting that a significant number of publications related to the tags 'leader' and 'head' are dedicated to men. This fact confirms our hypothesis that women are not associated with these concepts although there is an active implementation of gender policy. As for TV-channels, they also quite rarely cover this problem.

There are examples of countries around the world that have achieved gender equality in representation of women in managerial posts. However, women's access to the power structures in these countries is mostly stimulated by government policies and mandatory employment quota systems. In Kazakhstan a positive example of these countries, in which gender rights and opportunities are implemented, is increasingly used in Kazakhstan. In 2022 it is planned to in-

crease the quota for women in governing bodies and companies with state participation up to 30%.

Today there is an uneven distribution of key political and leadership positions between men and women in Kazakhstan civil service, and men dominate in decision-making positions.

Women in Kazakhstan face a glass ceiling, which prevents them from holding key positions in the public administration system and moving up the career ladder. For 2023, there is definitely a positive trend in addressing the gender gap, but the measures taken are still not enough to achieve gender balance, this is a long process that takes other countries years, requires consistency and constantly expanding and deepening initiatives to support women.

We believe that the possibilities of the mass media of Kazakhstan, as the fourth power, should be used in forming an objective image of leaders outside of gender stereotypes in the following areas:

- informing society about women leaders in various fields;
- showcasing the success stories of female leaders;
- broadcast of social videos aimed at forming a negative attitude towards stereotypes about gender inequality;
- broadcast of stories promoting women's leadership.

The demonstration of social status and women's leadership in the media will help to change attitudes towards women leaders and consolidate new gender attitudes. The development of women's leadership not only expands and strengthens the rights and opportunities of women, but also allows solving many social problems of society as a whole, from overcoming poverty to reducing crime and increasing the country's potential in science, art and sports. Understanding the fact that the well-being of society depends on gender equality will help invest in creating better conditions for children's education, urban infrastructure development and many other socially significant areas, as women develop, they will be able to combine family care and career more effectively, engage in paid work more than unpaid, consume more and earn more.

Women's self-expression as an aspect of conspicuous consumption can play a positive role in achieving gender equality in Kazakhstan. Conscious demonstrative consumption creates an image of a successful and independent modern woman – an attractive example of female leadership for others. Gender equality is the foundation of prosperity and sustainable development in many modern successful countries.

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Статья на английском: Conspicuous consumption: content analysis of women's leadership in Kazakhstan media sources

Статья на казахском: Демонстрациялық тұтыну: Қазақстанның бұқаралық ақпарат құралдарындағы гендерлік көшбасшылықтың контент-талдауы

Статья на русском: Демонстративное потребление: контент-анализ гендерного лидерства в средствах массовой информации

Авторлар туралы мәлімет:

1. Вяткина Юлия Александровна (корреспондент автор) – Л.Н. Гумилев атындағы Еуразия ұлттық университеті әлеуметтану кафедрасының докторанты, Қазақстан, Астана қ., e-mail: vyatkina_1987@list.ru;

2. Бураканова Галия Масыгутовна – әлеуметтану ғылымдарының докторы, Л. Н. Гумилев атындағы Еуразия ұлттық университетінің профессоры, Қазақстан, Астана қ., e-mail: galiyab@mail.ru;

3. Абзалбекова Айжан Сүндетбайқызы – Мәдениет және ақпарат министрлігіне қарасты «Қолданбалы этносаяси зерттеулер институты» ЖШС, Қолданбалы зерттеулер орталығының менеджері, Қазақстан, Астана қ., e-mail: aizhanabzlbkv@gmail.com.

Information about authors:

1. Vyatkina Yuliya (corresponding author) – Doctoral student of Sociological Sciences of the L.N. Gumilyov Eurasian National University, Kazakhstan, Astana, e-mail: vyatkina_1987@list.ru;

2. Burakanova Galiya – Doctor of Sociological Sciences, Professor of the L.N. Gumilyov Eurasian National University, Kazakhstan, Astana, e-mail: galiyab@mail.ru;

3. Abzalbekova Aizhan – Institute of Applied Ethnopolitical Research LLP under the Ministry of Culture and Information, manager at the Center for Applied Research, Kazakhstan, Astana, e-mail: aizhanabzlbkv@gmail.com.

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