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# Crime in the sphere of drug propaganda in the Republic of Kazakhstan: current state of affairs

Annotation. The presented scientific article considers the data of legal statistics on criminal law violations, responsibility for which is provided by Article 299-1 of the Criminal Code of the Republic of Kazakhstan. The study was based on a comprehensive methodological approach, including the analysis of legal statistics, comparative legal analysis of specialized literature and content analysis of information materials on the Internet. Particular attention was paid to analyzing the dynamics of criminal cases, as well as studying digital channels of drug propaganda dissemination, including social networks and messengers. The results showed unstable dynamics in the registration and investigation of cases, indicating difficulties in countering drug propaganda despite legislative initiatives. It also revealed the significant role of the Internet in the distribution of drugs, which requires new approaches in cybersecurity and the development of technologies to control and block illegal content.

The study emphasizes the importance of integrating improved technological solutions and international cooperation in the fight against drug crime, as well as the need to strengthen information campaigns to raise awareness of the dangers of drugs. The presented study contributes to the formation of an effective national strategy to prevent drug propaganda and strengthen law enforcement.

**Keywords:** drug propaganda, crime prevention, drug crime, investigation, law enforcement, Internet, public health.

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# Преступность в сфере пропаганды наркотиков в Республике Казахстан: современное состояние

Аннотация. В представленной научной статье рассматриваются данные правовой статистики по уголовным правонарушениям, ответственность за которые предусмотрена ст. 299-1 Уголовного кодекса Республики Казахстан. Исследование опиралось на комплексный методологический подход, включающий анализ правовой статистики, сравнительно-правовой анализ специальной литературы и контент-анализ информационных материалов в интернете. Особое внимание было уделено анализу динамики уголовных дел, а также изучению цифровых каналов распространения наркотической пропаганды, включая социальные сети и мессенджеры. Результаты показали нестабильную динамику в регистрации и расследовании дел, что указывает на сложности в противодействии наркопропаганде, несмотря на законодательные инициативы. Также была выявлена значительная роль интернета в распространении наркотических средств, что требует новых подходов в кибербезопасности и разработке технологий для контроля и блокировки нелегального контента.

Исследование подчеркивает важность интеграции усовершенствованных технологических решений и международного сотрудничества в борьбе с наркопреступностью, а также необходимость усиления информационных кампаний для повышения осведомленности об опасности наркотиков. Представленное исследование вносит вклад в формирование эффективной национальной стратегии по предотвращению наркопропаганды и укреплению правопорядка.

**Ключевые слова:** пропаганда наркотиков, предупреждение преступлений, наркопреступность, расследование, правоохранительные органы, интернет, здоровье населения.

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# Қазақстан Республикасына есірткіні насихаттау саласындағы қылмыс: қазіргі жағпайы

Аннотация. Ұсынылған ғылыми мақалада жауапкершілігі Қазақстан Республикасы Қылмыстық кодексінің 299-1-бабында көзделген қылмыстық құқық бұзушылықтар бойынша құқықтық статистиканың деректері қарастырылады. Зерттеу құқықтық статистиканы талдауды, арнайы әдебиеттерді салыстырмалықұқықтық талдауды және интернеттегі ақпараттық материалдарды мазмұнды талдауды қамтитын кешенді әдіснамалық тәсілге сүйенді. Қылмыстық істердің динамикасын талдауға, сондай-ақ әлеуметтік желілер мен мессенджерлерді қоса алғанда, есірткі насихатын таратудың цифрлық арналарын зерделеуге ерекше назар аударылды. Нәтижелер істерді тіркеу мен тергеуде тұрақсыз динамиканы көрсетті, бұл заңнамалық бастамаларға қарамастан есірткіні насихаттауға қарсы тұрудағы қиындықтарды көрсетеді. Сондай-ақ, интернеттің есірткіні таратудағы маңызды рөлі анықталды, бұл Киберқауіпсіздіктің жаңа тәсілдерін және заңсыз мазмұнды бақылау және бұғаттау технологияларын әзірлеуді талап етеді.

Зерттеу есірткі қылмысына қарсы күресте жетілдірілген технологиялық шешімдер мен халықаралық ынтымақтастықты біріктірудің маңыздылығын, сондай-ақ есірткінің қауіптілігі туралы хабардарлықты арттыру үшін ақпараттық науқандарды күшейту қажеттілігін көрсетеді. Ұсынылған зерттеу есірткіні насихаттаудың алдын алу және құқықтық тәртіпті нығайту жөніндегі тиімді ұлттық стратегияны қалыптастыруға үлес қосады.

**Түйін сөздер:** есірткіні насихаттау, қылмыстың алдын алу, есірткі қылмысы, тергеу, құқық қорғау органдары, интернет, халықтың денсаулығы.

## Introduction

Combating drug propaganda in modern society is an extremely necessary and significant task. Modern society is facing the increasing influence of digital technologies, which play a significant role in the dissemination of information about drugs, making it available to a wide audience, especially among young people.

The relevance and importance of the chosen topic is conditioned by the latest address of the President of the Republic of Kazakhstan to the people of Kazakhstan, where he indicated that one of the priority tasks in order to preserve the gene pool of the nation is the fight against drugs. The head of state also noted that to date there are no significant results in the fight against this negative phenomenon [1].

Investigating the present condition of criminal activities related to drug propaganda is crucial for devising effective prevention strategies. This is because such propaganda primarily seeks to recruit new individuals into the illegal use and distribution of narcotics, psychotropic substances, or their analogs. We would like to note that we have already conducted a study on this topic [2], but the situation has changed to date.

The purpose of this research article is to analyze statistical data and identify trends in the field of crime related to drug propaganda from 2020 to 2024.

The objectives of the research are:

- assessment of the dynamics of registered criminal offenses;
- analyzing the measures of law enforcement agencies to combat drug-related crime;
- proposing effective measures to improve the current situation.

The originality of this study stems from its holistic analysis of the issue of drug propaganda on the Internet. It considers recent legislative modifications and shifts in law enforcement practices, and it proposes enhancements to the current strategies used to counteract drug propaganda. The study seeks to fill the gap in scientific knowledge about the relationship between drug distribution and digital technologies, which is crucial for the formation of an effective national strategy in this area.

To achieve the objectives of this study, the following methodological approaches were applied: analysis of legal statistics, comparative legal analysis, and content analysis of Internet resources. This research utilizes data from the Unified Register of Pretrial Investigations (URDR), along with reports from legal statistical authorities and specific documentation from the General Prosecutor's Office of the Republic of Kazakhstan, covering the years 2020 to 2024. The data obtained made it possible to assess the dynamics of criminal offenses related to drug propaganda.

To analyze the ways of disseminating drug information on the Internet, content analysis of social networks, messengers, as well as various websites, including illegal online stores, was conducted. In this context, special attention was paid to the study of data methods anonymization and ways circumvent them. The study also included the analysis of banners with drug advertisements found in various cities of Kazakhstan, which made it possible to assess the effectiveness of monitoring and blocking illegal content as part of current cybersecurity measures.

Thus, the use of a set of different methodologies made it possible to carry out a multidimensional study of the problem of drug propaganda, including legal, technological and social aspects, and to develop proposals for optimizing legislation and strengthening cybersecurity measures.

## Discussion and results.

Should be designated that Article 299-1 was included in the Criminal Code of the Republic of Kazakhstan on 27.12.2019 [3] In view of the public danger of drug distribution and the annual increase in the registration of criminal offenses in the sphere of use and distribution of narcotic drugs, psychotropic

substances and their analogues, it was decided to establish criminal liability for their propaganda. In addition, administrative responsibility for the considered act is established for legal entities (article 423 of the Code of Administrative Offenses of the Republic of Kazakhstan) [4].

The analysis of legal statistics data allowed us to conclude that today the current state of crime in the field of propaganda of narcotic drugs, psychotropic substances or their analogs, precursors, has unstable dynamics.

In the period from 2020 to 2024, a total of 1030 cases under article 299-1 of the Criminal Code of the Republic of Kazakhstan are registered in the Unified Register of Pretrial Investigations (hereinafter ERDR) [5].

The initial growth is observed in the period from 2020 to 2021. Further there is a decrease in the registration of criminal offenses under consideration until 2023. In 2020, 159 criminal offenses were registered, in 2021 - 170, in 2022 - 147 and in 2023 - 119. At the same time, a sharp jump in the indicators in 2024 up to the mark of 435 (Figure 1).

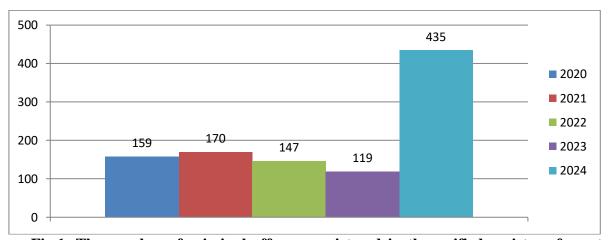


Fig.1. The number of criminal offenses registered in the unified register of pre-trial investigations under Article 299-1 of the Criminal Code of the Republic of Kazakhstan in the period from 2020 to 2024.

It is fair to note that fewer and fewer criminal cases are sent to court each year. Thus, in 2020, 10 cases were sent to court, in

2021 - 13, in 2022 - 11, in 2023 - only 7, in 2024 only 7

criminal cases were sent to court (Figure 2).

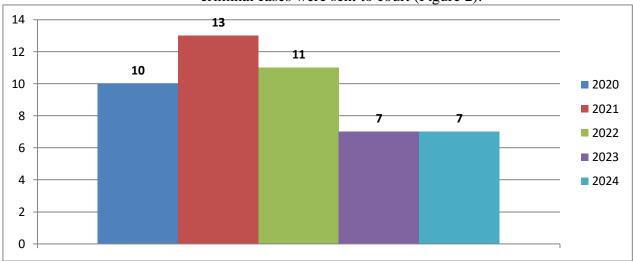


Fig.1. Number of criminal offenses sent to court under Article 299-1 of the Criminal Code of the Republic of Kazakhstan in the period from 2020 to 2024.

In most cases, a procedural decision is made to interrupt the investigation period in criminal cases under consideration. A total of 926 cases were interrupted in the period from 2020 to 2024, while 1,089 cases were pending. Examining this trend in more detail, we observe a percentage increase

Thus, in 2020, 170 criminal cases were pending, of which 131 cases (77%) were interrupted. In 2021, 185 criminal cases were

pending, of which 146 cases had interrupted the investigation period (78%). In 2022, of the 165 criminal cases pending, the investigation timeline was interrupted in 142 cases (86%). In 2023, out of 123 criminal cases pending, investigation time limits were interrupted in 119 cases (86%). In 2024, out of 446 criminal cases in progress, 405 cases had investigation time limits interrupted (90.8%) (Figure 3).

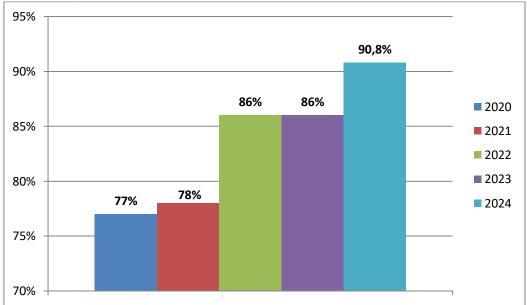


Fig. 3. Percentage ratio of criminal cases investigated under Article 299-1 of the Criminal Code of the Republic of Kazakhstan, terms of which are interrupted in the period from 2020 to 2024.

In our opinion, the growth of aborted pretrial investigations can be fairly attributed

to the ubiquity of the Internet in Kazakhstani society.

One of the main factors contributing to the need to combat drug propaganda is the growing availability of information about drugs on the Internet, as noted by Kazakhstani researchers [6; 7, p. 121].

Many Kazakhstani and foreign researchers have repeatedly discussed the relationship between the Internet and drug distribution in scientific publications [8; 9; 10; 11; 12].

The Internet is a favorable environment for drug propaganda, as it provides anonymity of publications. This is exemplified by numerous Telegram channels, forums and online platforms where drug use is promoted and illegal online stores are advertised.

In addition, thanks to the power of information technology, drug propaganda can even be disguised and unnoticeable at first glance. As an example, we will cite a case of distribution of banners with advertisements that at first glance looked ordinary, but on this banner there was a code with a link directing to the site of narcotic drugs. It should be noted that such banners were found in Almaty, Astana, Shyment, Ust-Kamenogorsk, Karaganda and other cities of Kazakhstan [11]. This fact aggravates the situation and requires law enforcement agencies to monitor all outdoor advertising everywhere in order to prevent such facts.

The challenge for law enforcement in tackling drug propaganda online, especially on social media and messaging platforms, stems from the anonymity of users and the broad reach of these networks.

Depending on the type of audience, the main ways of disseminating drug information on the Internet can be categorized as follows:

1) Dissemination to mass audience. The mass audience includes a wide range of Internet users who may be exposed to drug information through popular, easily accessible platforms. Social media platforms such as Facebook, Instagram and Twitter, as well as video hosting sites like YouTube, serve as channels for disseminating such content under the guise of educational, informational or entertainment material. This approach contributes to unintended exposure to an

unspecified broad audience, which increases the risks of unwittingly attracting users to drugs.

2) Distribution to the target audience. Target audiences consist of specific groups of users who demonstrate a heightened interest or have a predisposition to the topic of drugs. These audiences can be organized on specialized platforms such as forums or private groups on social media messengers, including Reddit, Discord, closed groups on Telegram or Facebook. In these closed communities, drug information is disseminated in a more discrete manner, using specific terminology and symbols that are understood only by members of such communities, which increases effectiveness of communication and reduces the risk of detection by law enforcement.

Thus, differentiating the audience into mass and target audiences allows for the development of more precise and effective measures to prevent and counteract illegal activities. It should be noted that a comprehensive approach to monitoring and dissemination controlling the information should take into account the specifics of interaction with different audiences.

In the context of these circumstances, the introduction of additional cybersecurity measures and the development of specialized algorithms aimed at identifying and blocking illegal content seem urgently needed. Such measures, according to the authors, can significantly contribute to reducing the level of drug promotion in the digital space.

At the same time, we would like to note that drug crime control departments in various regions of the Republic of Kazakhstan carry out activities to prevent the use, distribution and promotion of narcotic drugs on a regular basis [13]. In particular, the activities are focused on the young population of the country [14].

As part of the strategy to combat drugrelated crime, the Offices actively engage with youth audiences by holding various events in educational institutions, including schools, colleges and higher education institutions. The purpose of these meetings is to raise awareness among young people about

the risks and consequences of drug use. Lectures and discussions held by representatives of the departments are aimed at forming negative attitudes towards drugs among students and emphasizing the social danger of this phenomenon. In addition, such events contribute to the strengthening of lawabiding behavior and the development of healthy lifestyle skills among young people.

Every year, the Drug Crimes Control Offices organize public events with the famous participation of athletes representatives of public organizations, which draw attention to the problem of drug addiction and contribute to the formation of active citizenship. The results of these events are regularly published in the media, which ensures wide coverage of the population and increases the effectiveness of information campaigns. Media coverage of successes in the fight against drug addiction not only strengthens public opinion against the spread of drugs, but also stimulates citizens' participation in prevention activities. contributing to the creation of a healthy and safe environment in society.

Thus, the Internet, as a tool in the fight against drug propaganda, is actively used by law enforcement agencies and specialized agencies. The effectiveness of the Internet in this aspect lies in the possibility of wide dissemination of content-rich information, which contributes to the formation of negative attitudes towards drugs among various segments of the population.

It should be emphasized that the primary objective of combating drug propaganda is to decrease the incidence of drug addiction within the community, particularly among the youth. For this purpose, measures are taken to raise public awareness of the harm of drugs. Such measures are aimed at forming a negative attitude towards drugs and preventing their use.

Thus, the analysis of criminal-legal statistics on article 299-1 of the Criminal Code of the Republic of Kazakhstan, which regulates responsibility for drug propaganda, shows a changeable dynamics with the registration of crimes related to drug propaganda and a sharp increase in the

registration of the offenses under consideration in 202. At the same time, the majority of cases remain unsolved, which emphasizes the need to strengthen measures counter this problem. Since implementation of the relevant criminal statute, there has been a rise in halted investigations, coinciding with greater access to drug-related information online. This trend underscores the need for innovative strategies to address drug-related offenses.

## Conclusion.

In conclusion, we would like to note that the study has provided an in-depth analysis of the changing dynamics of criminal offenses related to drug promotion in the Republic of Kazakhstan. In the context of modernization of the legislation of the Republic of Kazakhstan and adaptation to modern technological trends, the problem of insufficient effective investigations referral of drug trafficking cases to court remains relevant. This underscores the need to strengthen cybersecurity measures develop innovative methods to counter drugrelated crime.

This study focused on the Internet as a channel for the dissemination of drug propaganda. The data discovered during the analysis indicate the critical need to implement specialized algorithms to monitor and block illegal content in the digital space, which points to the urgency of developing and applying effective technological solutions to reduce the availability of drug information through digital platforms.

The results of this study correlate with the need to adapt legislation and strengthen cybersecurity measures in the context of the general digitalization of society, where the Internet acts as the main distributor of drug information. This confirms the importance of developing and applying new technologies methodologies for comprehensive monitoring and blocking of drug content in the network space. This analysis emphasizes that the measures taken should multidimensional and include both criminal and cybersecurity mechanisms to ensure more effective control over the distribution of narcotic drugs via the Internet.

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