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¹Sultanbayeva G., ²Lozhnikova O., ³Mukasheva M.

¹doctor of political sciences, professor, Al-Farabi Kazakh National University,
Kazakhstan, Almaty, e-mail: sultanbaeva@gmail.com
²senior lecturer, Al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: , ol_loj@mail.ru
³candidate of philology, H. Dosmukhamedov Atyrau State University,
Kazakhstan, Atyrau, e-mail: m.mukasheva@yandex.kz

PRIORITY TENDENCIES IN POLITICAL COMMUNICATION

This article analyzes the place and role of the media in today's political communication. It is known that modern digital technologies are one of the main instruments for implementing any policy. The purpose of the article is to determine the types and categories of the concept of this impact in the modern globalization space. Also views and opinions of various scientists are considered. The terms "communication" and "information" are descriptive in nature and are determined on the basis of specific research results. They are defined in the categories of political activity and political communication. K. Shannon, N. Wiener and others view the theory of entropy as a balance between human aspiration and natural processes. Forms of political communication in terms of "political education" and "political activity" are interpreted. An overview of the current functioning of the media in the political space and its priority trends is given. To achieve the goal of the study, the methods of generalization, classification of the revealed patterns, analysis were applied.

Summarizing all the information mentioned above, the authors of the article come to the conclusion that theories introduced into the field of political communication studies sometimes lead to difficulties in the course of a methodological study. In addition, modern research in the field of political communication, as well as any other emerging field of knowledge, has not yet been freed from controversial views on some fundamental problems.

Key words: communications, media, politics, process, information, category.

¹Сұлтанбаева Г.С., ²Ложникова О.П., ³Мұқашева М.Т.
¹саяси ғылымдарының докторы, әл-Фараби атындағы Қазақ ұлттық университеті,
Қазақстан, Алматы қ., e-mail: sultanbaeva@gmail.com
²аға оқытушы, әл-Фараби атындағы Қазақ ұлттық университеті,
Қазақстан, Алматы қ., e-mail: ol_loj@mail.ru
³филология ғылымдарының кандидаты, Х. Досмұхамедов атындағы Атырау
мемлекеттік университеті, Қазақстан, Атырау қ., e-mail: m.mukasheva@yandex.kz

Саяси коммуникацияның таяу болашақтағы үрдістері

Мақалада бүгінгі саяси коммуникацияның БАҚ-тағы орны мен рөлі талданады. Заманауи цифрлық технологиялар кез келген саясатты жүзеге асырудың негізгі құралдары екені белгілі.

Мақаланың мақсаты – заманауи жаһандық кеңістіктегі ықпал ету түрлері мен категорияларын анықтау. Түрлі ғалымдар мен зерттеушілердің көзқарастары мен пікірлері қарастырылды. «Коммуникация» және «ақпарат» термині сипаттамалық сипатқа ие және де нақты зерттеулердің нәтижелерінде анықталды. Бұлар саяси қызмет пен саяси коммуникация категорияларында айқындалды. К. Шеннон, Н. Винер және басқа да энтропия теориясын адамның табиғи процестерге ұмтылысы арасындағы шынайы тепе-теңдігі ретінде қарастырады. «Саяси білім беру» және «саяси қызмет» термині саяси қарым-қатынас формаларында түсіндіріледі. Саяси кеңістіктегі БАҚ қызметі және оның даму үрдістеріне шолу жасалды. Зерттеу мақсатына жету үшін айқындалған заңдылықтар мен талдауларды жинақтау әдістері пайдаланылды.

Аталған ақпараттарды жинақтай отырып, мақала авторлары саяси коммуникация саласында қолданыстағы теориялар кейде методологиялық негіздеу кезінде қиындықтар тудыратыны

жайлы қорытындыға келеді. Бұдан басқа, саяси коммуникация саласындағы, сондай-ақ, кез кел-ген білім саласындағы зерттеулер кейбір іргелі проблемалар бойынша қарама-қайшы пікірлерден арылмағаны рас.

Түйін сөздер: коммуникация, БАҚ, саясат, үрдіс, ақпарат, категория.

¹Султанбаева Г.С., ²Ложникова О.П., ³Мукашева М.Т.
¹доктор политических наук, Казахский национальный университет
имени аль-Фараби, Казахстан, г. Алматы, e-mail: sultanbaeva@gmail.com
²старший преподаватель, Казахский национальный университет имени аль-Фараби,
Казахстан, г. Алматы, e-mail: ol_loj@mail.ru
³кандидат филологических наук, Атырауский государственный университет
имени Х. Досмухамедова, Казахстан, г. Атырау, e-mail: m.mukasheva@yandex.kz

Приоритетные направления политической коммуникации

В статье анализируются место и роль СМИ в современной политической коммуникации. Известно, что цифровые технологии являются основными инструментами реализации любой политики. Цель статьи – определить типы и категории концепции этого воздействия в современном пространстве глобализации. Рассматриваются взгляды и мнения различных ученых. Термины «коммуникация» и «информация» носят описательный характер, изучаются в категориях политической деятельности и политической коммуникации, определяются исходя из конкретных результатов исследований. К. Шеннон, Н. Винер и другие рассматривают теорию энтропии как баланс между стремлением человека и естественными природными процессами. Формы политического общения в терминах «политическое образование» и «политическая деятельность» интерпретируются в ракурсе текущего функционирования СМИ в политическом пространстве и приоритетных тенденций развития. Для достижения цели исследования были применены методы обобщения, классификации выявленных закономерностей, анализа.

Обобщая всю упомянутую выше информацию, авторы статьи приходят к выводу, что теории, введенные в область исследований политической коммуникации, иногда приводят к трудностям в ходе методологического обоснования. Кроме того, современные исследования в области политической коммуникации, а также любая другая развивающаяся область знаний еще не освобождены от противоречивых мнений относительно некоторых фундаментальных проблем.

Ключевые слова: коммуникации, СМИ, политика, процесс, информация, категория.

Introduction

Policy is an important form of public consciousness, and it includes various forms of political processes manifestation. Communication (from Latin communicato) designates "to connect", "talk", "to exchange opinions". In encyclopedia communication is defined as "a means of communication, connection of one party with another one, conducting conversation, information transfer" (Kazakstan enciklopediyasy, 2002: 113).

The main function of communication is cognitive activity. It cannot be out of the connecting, ruling activity of the person, and also innovative political life, different approaches of the political carrier, communicative processes.

According to F.Ratzel, one of the first researchers, who used this term in political science at the beginning of the XX century, in course of political relations distribution of information is the most important communication activity (Cygankov, 1999: 57).

In its broad sense, the term "communication" designates transferring of information from one person to another by means of words, facial expression, gestures and other symbols, keeping on material carriers. As symbolical and visual means of political influence, communication started its evolution together with society and develops together with it.

As well as every interdisciplinary research, political communication studies the extensive system of concepts and values belonging to adjacent subjects such as theory, psychology and sociology of communication. Some theories of political communication studies are considered at the level of individuals. In particular it is possible to denote such influence as convincing influence on intelligence as a result of information distribution.

From this point of view the Russian scientist M.R. Grachev considers policy as the form of ownership and stability, and also as one of social activity types which is carrying out a peculiar form of the relations, actions and communication between people (Grachev, 2014: 52).

According to the Indian political scientist P. Sharan, policy is a sociological form of behavior which consists of interaction between at least two

people. In comparison to other forms of sociological behavior, policy is engendered by problems of the power, management, formation of public behavior and its realization (Sharan, 1992: 8).

Relying on the aforementioned opinions, it is possible to state that political activity defining the relations and processes of structuring and development of the "power management" institutions and also the processes of orientation and political values directed on certain interests and requirements of society, engendered the relations between subject and object.

Subject is understood as a person making contact with environment in the course of the solution of practical and theoretical tasks while transforming his nature, forces and actions (Kemerov, 1998: 84), and the object is a basis and a part of these actions resisting to its knowledge and activity.

In political science it is possible to consider the relations between political power and community as an object of political activity. So that, the individual showing political activity in implementation of his main objectives, should be considered as political subject. In defining of political subject role different researchers have come to various conclusions.

Thus, Russian scholar G. O. Semegin defines a role of the political subject as: "the sociological community having the same functions, i.e. possibilities of the individual to develop and realize the program aimed at implementation of a definite political goal. The socio-political institutions which are carriers of activity of the public power" (Semigin, 1999: 477) are also treated as political subjects.

In modern political science together with the term "political subject" its close synonym "political actor" is widely used. In accordance with the definition given by the Russian political scientist B. I. Krasnov, political actor is the subject which is actively carrying out any political activity (Krasnov, 1999: 35).

On the basis of those definitions it is possible to allocate individual and group political actors. The individual political actor is the individual who carries out the relations of a certain level in political life. It can be the political leader playing a significant role in different political situations and processes and being the influential personality in regulation of the relations in sociological community, organization, or society; and the ordinary voter who puts the bulletin in a ballot box for realization of the political rights, is also the political actor.

Group political actors denote activity of informally established communities and socio-political institutions. Association of individual political actors as a result of the relations between them and those communities or institutions is considered as the group political actor.

The "Information" and "Communication" categories in the Communication dimension of political activity.

The relations between political power and the authorities' management identifying political activity of political actors in society have no administrative character in many respects.

But, according to the Russian political scientist O.F. Shabrov, the meeting of leaders of two political parties for the purpose of general strategic plans development should not be treated as "mutual management" (Shabrov, 1997: 12).

In course of struggle for power between political actors, competitive, opposite, consensus, and coordinated relations can be developed. Also, the problems of coordination and subordination in relations consisting of certain administrative actions, and the official relations based on mutual cooperation and equal partnership can take place.

Russian scholar E. Yu. Naumov supposes that "the equality of any dialogue is natural because it means the general agreement which is important for all participants of the dialogue, and such general agreement will be done "per se" as the participants offer it to others" (Naumov, 1998).

From the logical point of view it means that "management" and "political activity" are considered as interrelated, complementary concepts. But there is a significant connection between them which is both informative and communicative. For studying of this communication type it is necessary to analyze the concepts of "information" and "communication" which can be described in the inter-subject way, due to initiation and development of the general system theory.

Many scholars state that there was no general definition of the concept of "information" yet, because "information" designates different meanings depending on the context. At the same time, it is an abstract concept. The word "informatio" in Latin means "informing", "explanation", "statement".

For the last half of a century, after the well-known work of N. Wiener "Cybernetics", despite publishing of many special works on this subject, the problem of the general description and disclosure of that concept still remains the main subject of scientific and philosophical discussions. At the early stages, this concept was connected with human activity, but now, in connection with the theory of cybernetics, there was a need of extension of its contents. According to the new theory of education,

information has not to be necessarily in that form in which it is intended for acceptance by receptors of sight or hearing. As N. Wiener has stated, except the initial and the last stage of the process, "details of the mechanism have to address to each other in their language, thus they are not obliged to listen and to intend to the person" (Viner, 2001: 22).

In his theory the American engineer K. Shannon defines information as the superficial and reduced uncertainty (83, 321). Analyzing that method, N. Wiener has pointed out that "the measurement determined as an amount of information in alternative cases is the contrasts of measuring which are considered as entropy" (Viner, 1983: 122). Also, he expresses the opinion that "the negative logarithm of measurement allowing to consider the amount of information as a probability, is related to negative entropy" (Viner, 1983: 98) (the Greek word entropia means "turn", or "to turn").

In accordance with N. Wiener's position, information as the category of an ideal order and reflection is defined in the following way: "information means the content which was withdrawn from process of adaptation of our feelings to environment" (Viner, 2001: 54).

Such definition of information can be considered as unambiguous from the cybernetic point of view. It does not cover the processes of information exchange between other components of the computer. Despite that, this definition demonstrates an attempt to consider the meaning of the category of "information" by means of the relations between any object with the environment from the point of view of cybernetics and general theory of systems.

The status of object corresponding to any external influence or transforming its components should be to understood as the process of its relations understood as dialectic integrity and defined in cybernetics language as communication with environment and its result.

Changing of object's status and its component which corresponds to any party and the environment observed in the course of influence or communication, should be treated as a result of such influence.

Receiving of the message by object and its processing, and also result of this processing as a dialectical integrity designates the category of "communication". As it is shown by uniformity of those concepts, the "information" can be characterized as the category designating "the content of communication". It is also possible to consider the "implemented" information coming to the object and designating contents of the message, as semantic important information which

will transform the status of an object, as figurative contents "implemented" in the object of information (Grachev, 2004: 62).

Specification of such categories as "information" and "communication" via the category of "image" does not contradict the cybernetic theory of "managements and communications" which was proposed by N. Wiener. In accordance with that theory the management is considered as a separate type of communication resulting in use of feedback between the operating object and the operated subject. In turn, it leads to target transformations in a condition of object. In other words, from the logical point of view, in comparison to the concept of "communication", the concept of "management" is subordinative, and in this case obligatory existence of feedback between subject and object is not considered.

In relation to the information and communicative part of political activity, we will note that in the process of fight for the power relationship of political actors, despite their various character – whether it can be the competition or the general agreement in the period of the power management, or the neutral relations which are not creating neither resistance, nor cooperation – are carried out only in the form of information exchange. That is, transferring of words, images, mimicry, gestures and other substantial manifestations of the symbolical forms perceived by sense organs, are transmitted from one subject to another through communication.

As N. M. Grachev notes, it is possible to remember some documents, confirming the agreement between the heads of states and their signatures, conversation of the political associations leaders in course of general agreement during election campaign, or objection to the political opponent in the opinion of millions of the audience, the wound of the demonstrator got during distribution of a mass political action, and even about a glass of champagne, drunk with "taste of a victory" or "bitterness of defeat" (Grachev, 2004: 63).

Thus, political activity has its communication measurement i.e. there is a political communication presupposing information influence of political actors on each other or on environment (society) in the relations between the power and the management. Political communication is treated as an attribute and as an integral part of political activity. Political activity cannot exist without political communication.

Information relationship of political actors with each other and society are being recognized as an attribute of political activity. Thus, political

communication is an information influence of political actors on each other and on sociological environment.

Mass media as the institute for realizing Political communication and information processes.

Activity of mass media system takes on a dimension in modern society. In the former Soviet Union for the last 20 years, we may denote the increased need of the world mass media market as a part of world integration process.

For each individual the role and value of mass media is becoming more and more important because of necessity of conversancy concerning world events. At the present moment mass media as the subject of policy help to learn truth, influence a certain activity. Therefore, the role of mass raises both as the participant of political information processes and as the off-taker of these actions. On the level of the world community as well as on the level of the individual personality process of reorientation from political system to mass media systems takes place.

According to the theory of mass communication, mass media get a priority over a state policy more and more. In this regard, mass media are treated as the institute realizing political communicative and information processes in respect of need of problems statement and decision.

According to this concept, scientists provide the special terms for such structures i.e. "telecracy" instead of democracy and "tele-elections" instead of elections (telections). Due to these communicative and information processes, the government policy started gaining more figurativeness, than realities.

The next tendency of mass communicative and information processes is the decrease of mass media influence on a state policy. On the basis of that tendency, the government tries to take mass media under the control. Thus, such phenomena as individual communication networks in mass media and personal connections between political scientists, as well as communication between the authoritative mega-media companies, media concerns and political parties can prove it. Therefore, the influence of a party on public radio or television can be considered as means of the government control over mass media. In course of foreign experience, the influence of politicians on mass media activity increases.

As a result of world experience in the field of communicative and information processes, the theory of super-system was born. Mass media and political systems started their development in the integral system consisting of the general structure which aimed at informing and notification of the people, and at increase of their monitoring. But, in our opinion, such system has not realized yet despite existence of the bases for its development.

It is indisputable that mass communication channels are important factors in the struggle for support given by political system. But this concept can not specify the role of mass communication in negative or positive influence on the society.

In course of consideration of modernization process in the sphere of political communication we have denoted the processes of addition, and sometimes replacement of those tendencies by each other. Otherwise, political communication is not a unilateral concept; it has a number of interpretations.

According to M. Herrmann, political communication should be considered within political system as the scope of communicative processes within society. Formation of such public opinion which would influence concrete political decisions should be treated as the purpose of these processes.

Actually, value of political communication within political system is defined by strengthening of a role of communication and different relations in political sphere. The "top-down" principle in adoption of strategic decisions by political parties lost its relevance long ago.

The following categories of political communication are special target and general political communications. Conscious actions of political parties and leaders in receiving support are considered as special target communication. In general, political communication is carried out in the course of mass media activity. In political science this process is considered as influential action of independent mass media in the relation to commercial mass media.

It should be noted that nowadays mass media influence both weakening of political communication within political system, and objective tendencies in increase of political communication role in society.

The aspiration of political system to identification of communicative processes out of political parties and parliaments is also topical at the present time. Modern scholars consider this tendency as political communication. So that, this concept comprises all actions aimed at support of political system, including concept of political communication, political lobbing, political PR, political advertising, and also the activity connected with political participation, and political education. For the last twenty years in Kazakhstan, as well as in other CIS countries such actions have started.

Conclusion

In political communication, political education and political participation the number of professional experts, and also development of political communication in the sociological science which developed a complex of special PR technologies take place. In our opinion, all modern PR technologies should be used as special implementers of political communication.

In government policy in most cases, information is transferred as mass media materials. At the present time, the following priority tendencies are denoted: aspiration to fugacity, negativity, distinctness of information. This priority ways were taken from the American experience in political communication.

Their emergence is connected with drawing attention of ordinary people and members of the media to political information. Each way in the frame of this tendency can be described as follows:

Fugacity of political information. In political information, the long-term or a medium-dated events decrease step by step. Problem information and discussed problem are considered during the minimum period of time and put on the agenda.

These subjects are sorted in improvement of political positions demonstrated by distributors of information. If the information concerning certain event was not published in mass media, than rational ability to find "information event" about not incident wasn't published, is called as PR technology. According to many researchers, some political events actually were thought up as an information message.

Distinctness. In the course of political information preparation, attention is paid only to political leaders and candidates; at the same time, interest in ideology or the party program decreases. In conditions of individualization, the candidate can demonstrate his abilities as the high quality manager who is able to solve political problems.

Negativity. Negative character of political information is shown during election campaign, under the authority of "negative strategy" in the context of distribution of negative information concerning political opponent by means of various methods.

Political consulting, or political consultants, political PR managers, and new experts in the field of communication – "spin doctors" – is engaged in rendering such services. These experts can organize campaigns for parties or candidates in a very short time. The word "spin" means "the return rotation" which corresponds to the aforementioned situation.

Also, spin doctors can turn process of communication into "the opposite new way" which is negative for candidates. Such specialty also appeared due to the American experience. As the active organizer, the conductor, the participant of communicative and information processes, it penetrates into the political PR market of developing countries. Also, the increased influence of widespread communication skills and know-how carriers in society take place nowadays.

Summarizing all information mentioned above we should denote that the theories introduced into area of political communication research sometimes result in difficulties in course of methodological justification.

Besides, modern political communication studies as well as any other developing field of knowledge was not exempted yet from inconsistent opinions concerning some fundamental problems.

Scholars exchange ideas concerning form of research which may be objective or subjective and critical. But after all discrepancy in researches of political communication and uncertain positions of research from the practical point of view affected the general regularities of information impact on political cybernetics and political system, and also formation of information exchange in society as structures of a cognitive meta-theory.

Әдебиеттер

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