

Steve Guo<sup>1</sup>, G. S. Sultanbaeva<sup>2\*</sup> , S. K. Sundetbay<sup>2</sup> 

<sup>1</sup>Hong Kong Baptist University, China, Hong Kong

<sup>2</sup>Kazakh Al-Farabi National University, Kazakhstan, Almaty

\*e-mail: sultanbaeva@gmail.com

## PROBLEMS OF RESEARCH OF INFORMATION AND COMMUNICATIVE PROCESSES IN POLITICAL SPHERE

The role of information in the life of a human and the state, individual social groups and society is very important. Information is also a tool for communication between the authorities and the target group. In other words, the communication of the state with various categories of society in domestic and foreign policy is carried out through information.

The purpose of the study - to focus on the main issues in the study of information and communication processes in the political system of the state; analysis of the theoretical and methodological bases of the study of the concepts of "information" and "communication"; identification of state features in the study of information and communication processes in the political sphere. The authors also aim to reveal the main stages in the emergence and development of political communication between political players.

The object of research is information and the relationships formed through it, i.e. communication.

Applied social research methods were used in the work. Quantitative and qualitative research, in particular, questionnaires, expert analysis of the works of domestic, western and russian researchers, classifications were made on the methodological basis of the study.

The results of the study are of great practical importance in the implementation of information and communication processes in the state political system. The results of the work can be used in the methods of political science and journalism, political communication in the media.

**Key words:** information, communication, politics, society, management.

Стив Гуо<sup>1</sup>, Г.С. Сұлтанбаева<sup>2\*</sup>, С.К. Сүндетбай<sup>2</sup>

<sup>1</sup>Гонконг Баптист университеті, Қытай, Гонконг қ.

<sup>2</sup>Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.,

\*e-mail: sultanbaeva@gmail.com

### Саяси саладағы ақпараттық және коммуникациялық үрдістерді зерттеу мәселелері

Ақпараттың жеке адам мен мемлекет, жекелеген әлеуметтік топ пен қоғам өміріндегі алатын орны өте маңызды. Ақпарат – адамды өмір сүру ортасына бейімдеуге бағытталған коммуникациялық үрдістің нәтижесі. Сондай-ақ ақпарат билік және мақсатты топ арасындағы коммуникациялық үрдісті жүргізудің құралы. Басқаша айтқанда, мемлекеттің ішкі және сыртқы саясаттағы әртүрлі қоғам категорияларымен коммуникациялық байланысы ақпарат арқылы жүзеге асады.

Зерттеу мақсаты – мемлекеттің саяси жүйесіндегі ақпараттық және коммуникациялық үрдістерді зерттеудегі негізгі мәселелерге тоқталу, оларды жіктеу; “ақпарат” пен “коммуникация” ұғымдары зерттелуінің теориялық-әдістемелік негіздерін талдау; саяси саладағы ақпараттық және коммуникациялық процестердің зерттелудегі мемлекеттік ерекшеліктерді айқындау. Сонымен қатар авторлар саяси ойыншылар арасында қалыптасатын саяси коммуникацияның пайда болуы мен дамуындағы негізгі кезеңдерге ашып көрсетуді мақсат еткен.

Зерттеу нысаны – ақпарат және ол арқылы қалыптасатын қарым-қатынас, яғни коммуникация.

Жұмыста қолданбалы әлеуметтік зерттеу әдістері пайдаланылды. Зерттеудің методологиялық негіздеріне сандық және сапалық зерттеулер, атап айтқанда, сауалнама, отандық, батыстық және ресейлік зерттеушілердің еңбектеріне сараптамалық талдау, жіктеулер жасалды.

Зерттеу нәтижелерінің мемлекеттік саяси жүйедегі ақпараттық және коммуникациялық процестерін жүзеге асырудағы практикалық маңызы зор. Еңбек нәтижесін саясаттану мен журналистика, саяси коммуникация бұқаралық ақпарат құралдары туралы әдістемелерде қолдануға болады.

**Түйін сөздер:** ақпарат, коммуникация, саясат, қоғам, басқару.

Стив Гуо<sup>1</sup>, Г. С. Сұлтанбаева<sup>2\*</sup>, С.К. Сүндетбай<sup>2</sup>

<sup>1</sup>Гонконгский баптистский университет, Китай, г. Гонконг

<sup>2</sup>Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы

\*e-mail: sultanbaeva@gmail.com

### **Проблемы исследования информационных и коммуникационных процессов в политической сфере**

Роль информации в жизни человека и государства, отдельных социальных групп и общества очень важна. Информация – это результат коммуникативного процесса, направленного на адаптацию человека к окружающей среде. Информация также является средством коммуникации между властями и целевой группой. Другими словами, коммуникация государства с различными категориями общества во внутренней и внешней политике осуществляется посредством информации.

Цель исследования – сосредоточить внимание на основных вопросах изучения информационно-коммуникационных процессов в политической системе государства, их классификации; анализ теоретических и методологических основ изучения понятий «информация» и «коммуникация»; выявление государственных особенностей в изучении информационно-коммуникационных процессов в политической сфере. Авторы также стремятся определить основные этапы возникновения и развития политической коммуникации.

Объекты исследования – информация; отношения, сформированные через нее, то есть коммуникация.

В работе использованы прикладные методы социальных исследований. Количественные и качественные исследования, в частности, анкетирование, экспертный анализ работ отечественных, западных и российских исследователей, классификации были сделаны на методологической основе исследования.

Результаты исследования имеют большое практическое значение при реализации информационно-коммуникационных процессов в политической системе государства. Результаты работы могут быть использованы в методах политологии и журналистики, политической коммуникации в СМИ.

**Ключевые слова:** информация, коммуникация, политика, общество, менеджмент.

#### **Introduction**

Mass media are the most powerful potential tool in realization of the political power. Today mass media are treated as the political subject, which is allowed to be a guide in political provisions, which have the potential force for political prioritizing, thereby it can form political preferences of citizens, and improve their political knowledge.

Nowadays political information forms virtual reality strongly influencing the mass behavior thereby getting and holding the power over its consciousness.

Effectiveness of political information in stabilization or, on the contrary, excitement of masses is considered the most powerful tool of the information campaign which is carried out by the government. Therefore, first, the carrier of idea of the power as a communicator, secondly, the masses accepting it as the recipient started turning into the powerful mechanism of political communication.

#### **Method of the problem**

Methodological bases of our work is related to the experimental principles of political theory

and political science, and also the theory of mass communication, sociology. It also presupposes the interdisciplinary character of our research work. The study of theoretical problems of communication and information in the political system requires considering the concept of communication. Here are various definitions of this word. In this regard, the article is dominated by the method of content analysis. The author gives an example of the works of various scientists who, in turn, give the best and worst sides of communication in the political sphere. Accordingly, the article uses the method of comparative analysis.

#### **Literature review**

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 M.N., 2004).

According to the Indian political scientist P. Shar, 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 P., 1992). 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 V.E., 1998), and the *object* is a basis and a part of these actions resisting to its knowledge and activity.

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 E.Ju., 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.

### Scientific methodology

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” (Wiener N., 2001).

In his theory the American engineer C. Shannon defines information as the superficial and reduced uncertainty (Shannon C., 1963). 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” (Wiener N., 1983). 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” (Wiener N., 1983) (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” (Wiener N., 2001). 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 N., 2004).

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 N, 2004). 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 can not 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. Scholars who investigate such “unipolar” communications give many historical examples concerning that point. As A. I. Solovyov writes, the power can “black out” the passive mass or the individuals who are going about their own business, personal problems and ordinary messages or political decisions which do not correspond to people’s interests. In such cases, “reply” of society to the authorities will be ineffectual. It is impossible to apply the political power’s plan for correction and forecasting of political processes (Solovyov A.I., 2002). In conditions of feedback, political communication is always the political management consisting of its elements and leading to “political dialogue”. Therefore, in O.F.Shabrov’s opinion, political management which is a subject of such scientific branch as “managements in political science” is considered as a common point for the concepts “management” and “political communication”. Taking into account Solovyov’s point of view, “political communication harmonizes universal, sociological and political signs” (Solovyov A.I., 2002). In other words, “political communication” concept designating special attribute of the person political activity, is difficult process which has the subordinated character in comparison with information activities covering information influences and many other processes and overwhelming character in comparison with the concept “sociological communication”.

So, the general theory of communication or N. Wiener’s concept says that “the general cybernetics” from the point of view of the theory of management is understood as the meta-theory supplementing feedback between the “operated” object and the “operating” subject and considering separate cases of the relations between communication subject and object in any environment, and on the other hand, from the point of view of sociology of communication, or “socio-cybernetics” learned as

the general regularity of information influence and actions of people together with all-sociological information and communicative aspects of their economic and cultural and spiritual activity.

### Results and discussions

The sphere of merge of such concepts as “management” and “sociological communication” allows to understand the extensiveness of “sociological management” concept and sociology of management as a special subject. The sociology of communication can be treated rather as a meta-theory, than as a communication studies or “political cybernetics”. As “projection” of all-sociological aspects of information and communicative processes in the political sphere should not be considered as research area, so attributes of political life, the power in society, interactions of political actors among themselves and the surrounding sociological environment, the authorities management of different relations, are considered as special forms of communication.

Considering the above, it is necessary to normalize a conceptual framework in political communication, including its meta-level – the level of political system - in the analysis of the general regularities of communication processes in society; and at the micro-level – in course of research of the micro-groups which are object of information influence and forced by certain individuals.

As well as in any other inter-subject researches, the extensional system of concepts and representations of psychology, communication and sociology is applied in political communication studies. Some theoretical structures of a political communication studies are connected with the micro-level phenomena, to the levels of certain individuals, including the effectiveness and distribution of information. Research of political communication began with justification of conceptual terms related to the processes of mass communication which are called as “the theory of a magic bullet” and “the theory of a hypodermic needle”. These conceptions are based on wide opportunities of information and propaganda influence on mass audience.

G. Lasswell is regarded as one of the founders of this model. In his research he analyzes mechanisms of propaganda influence on the masses during World War I and considers classical definition of mass communication in association of “the hating or believing and hoping mass” as “a horse-shoe and a hammer of public solidarity” (Lasswell H., 1927). Statement about the “information magic bullet” which, on the one hand, accurately and precisely

finds the purpose, and with another creates the whole system of a boomerang effect and subordinates to itself all available public structures, in the context of political science, engendered a particular interest to opportunities of propaganda influence on voters behavior through mass media. But the results of electoral processes researches conducted under the leadership of P. Lazarsfeld, B. Berelson and E. Campbell in 1930-1950 proved that these theoretical concepts will not have empirical support.

P. Lazarsfeld, B. Berelson and H. Gode offered two-level model of communication which is one of theoretical models which are well-known in political communication. As a result of the analysis in course of sociological researches conducted in 1940 on the eve of presidential elections among voters of the Ohio State it became known that results of vote in the USA were identical (in general). In accordance with this model, the influence of communication on the individual does not always have the direct character. In the course of information influence of the authoritative persons who influence intermediate micro-groups, interested in any problems and constantly watching publications in the press, informed by mass information and extending, discussing and expressing the opinions about it are denoted as the “leaders of information opinion” (opinion leaders).

In other words, interpersonal and intergroup communication influence mass communication according to the following scheme: the idea is transmitted through radio or the newspaper by leaders of public opinion, and they extend it through mass media among less active population (Lazarsfeld P.F., 1993). Also, the researches of an electoral choice dynamics conducted among the population of the district of Erie showed that information influence by means of channels of mass communication in most cases has an impact on strengthening of the respondents' early choice, or on activation and specification of the citizens' hidden choice with a neutral position. Therefore only 5% of total number of respondents were over-persuaded and accepted the opposite positions. This situation presupposed that “the theory of the minimum influence” of mass communication was considered as topical one during election campaign. The information efficiency of mass media in determination of electoral behavior lags behind other factors defining preferences of citizens in political parties or certain social groups.

As the reason for that, we should mention the inefficiency of unconditional messages of the individual voter, disregard his individual requirements and needs, and directed on mass audience serves.

For a long period of time, scholars were not interested in problems of political communication. In the mid-fifties of the last century other concept contradicting “the theory of minimal influence” which belongs to a choice of a source of information and selection of the distributed messages was offered. According to L. Festinger’s theory, people, at the time of promotion of such views, ideas and opinions which contradict their ideals, feelings and preferences, feel a certain psychological discomfort and get to a condition of “a cognitive dissonance” (Festinger L., 1999). To get rid of such discomfort, the person chooses the only information which suits his views and beliefs. At the same time it means denial of the information which contradicts them.

In the 60th, despite U. Weyss’s researches about influence of mass communication on election campaigns, this theory wasn’t recognized and supported at once (Weyss U., 1969). The idea of expedient selection of information is considered and in D. Graber’s works (Graber D.A., 1993). The theory considered by P. Lazarsfeld’s follower E. Katz is known as “the theory of usefulness and satisfaction of requirements”. It denotes that individuals start sorting information actively, proceeding from their rejection and discrepancy to their interests (Katz E., 1960). Generally speaking, people accord special priority to the information, which is useful and necessary for themselves. Also, it should not require a lot of time for search; instant results are preferred, too. Thus, if the received information is useful and satisfies people, they gain positive emotions. For example, during election campaign citizens pay attention not only to that information which consider useful during vote, but also on that which corresponds to its individual political view.

Despite practical proofs, on the basis of empirical data, “the theory of usefulness and requirements satisfaction” underwent some changes. The researches were conducted in the 80th years by group of scientists including K. Rozengren, L. Wenner and F. Palmgreen (Rozengren K. E, Wenner L.A., Palmgreen P., 1985).

In the late 60th and the beginning of the 70th of the last century, further development of mass media influence on election campaigns and results of elections was observed. It is pointed out in some research works, that election campaigns were affected by speeches of politicians before the audience (Miller W. E., Levitin T.E., 1976). These researches were not aimed at application of universal methods, but on revealing situations which are necessary for achievement of the desired result. New method proving trust of the interested voters

and political experts to the distributed information in comparison to passive citizens and those who just entered on political arena appeared in the period of important transformations. In that period there were fast changes in interference of mass media and the political sphere.

Considerable decrease of party influence at a choice of the candidate was connected with opportunities of television which at that time became widespread, popular and powerful tool. In this regard the method based on research of certain results of the distributed information proved a baselessness of many concepts concerning “the theory of the minimum effectiveness”. Results of the researches conducted in 1970-1990 proved that television can influence effectively carrying out and results of election campaign by means of various mass media techniques. Those researches paid special attention to the analysis of the communication strategy applied when carrying out the election campaigns of national and local level directed on formation of periodic and electronic media truth, relating directly to the individual.

This ways of communicative and political research were especially noted in U. Lippman’s works (Lippman U., 2004). In the early twenties he expressed the opinion concerning false environment (pseudo-environment) formed by mass media, discharging the rank-and-file member of society from environment reality. Under the influence of mass media, the stereotypic image is formed in the individual’s consciousness. It assumes individual’s behavior and creates the stimulating factors, which can transform the environment. According to the aforementioned prerequisites, including “theory of cultivation” by J. Gerbner, mass media and - first of all - television are created by the symbolic world which the audience perceives as a reality (Gerbner G., 1969).

In line with “the theory of cultivation”, the analysis of the contents and frequency of repetition of the information which forms an image of the candidate for the period of election campaign causes a particular interest. There is no doubt that such information has influence on the elections results, as in order to gain necessary number of votes and to be elected, the candidate has to have sufficient popularity among voters.

After all, in connection with the concrete political texts developed in course of election campaign, the roles of images formed by mass media can change. In other words, “the favour gain” of audience can lead to “information satisfaction”. In such cases the candidate having sufficient popularity at the

beginning, can “tire” the voters at the time of the culmination (on voting day).

In some research works it is pointed out that mass information of election campaign has not direct, but indirect influence on feelings and moods of voters. For example, P. Abramson, J. Aldrich and D. Road consider that if special releases in mass media create protest actions, induce changes of political situation and results of elections, such results have to be explained by means of mass communication (Abramson P.R., Aldrich J.H., Road D.W., 2002).

One of the main mass media functions is the drawing special attention to some problems and events which corresponding to priority interests of audience. Therefore, according to Sh. Iyengar, influence of information impact on the level of a transformation of knowledge and priorities of audience or its most part has to become the main task of research (Iyengar Sh., 1991).

Some authors do not treat the results of mass media influence on electorate during election campaigns as significant one, and consider the problem in wider range. Generally this theme corresponds to the researches of the general socio-political reality creating mass communication. H. Lasswell noted that mass media fulfill three most important functions: first, they play a role of “setting the agenda” and acquaint audience with the current events; secondly, they consider importance of messages from the point of view of prospects of the events occurring in the world; thirdly, they play an important role in the course of socialization of the individual within certain cultural framework. On the basis of these functions, Lasswell puts forward the following main ways of communicative and political researches: investigation of forms of the “images” and political characters chosen for mass communication; an assessment of explanations in the materials offered by mass media, the analysis of influence of the messages distributed by mass communication channels to the level of political socialization (Lasswell H. D., 1948).

It is known that Lasswell’s recommendations were supported widely and became bases of a number of scientific works. Since 1980th up to the present day, “The new ways of political communication” under D. Swanson’s and D. Nimmon’s editorship (Nimmon D., Swanson D., 1990) and “The reference book on communicative and political researches” under L. Kaid’s editorship were published “The reference book on political communication” under the editorship of D. Nimmon and K. Sanders (Nimmon D., Sanders K.R., 1981), (Kaid L.L., Mahwah N.J., 2004).

In the mid-eighties and in the 90<sup>th</sup>, the redouble attention to concepts of discussion of mass society theory and conviction theory took place. In the conditions of information society establishment it is possible to denote the theoretical concepts intended to analysis of effective propaganda influence and ways of “psychological fight” conducting. It is possible to point up I. Beniger’s (Beniger I.R., 1986) monograph, and also collective monograph by W. R. Neuman L. McKnight and R. J. Solomon (Neuman W. R., McKnight L., Solomon R. J., 1997).

The aforementioned theories develop within these trends of modern political science. Besides, the political communication theory comes under subjective influence of the widespread theory of critical character in the acting policy. First of all “critical” researches are dedicated to the analysis of sociological consequences of political communication. For example, M. Edelman seeks to find out “structure” of those messages which cause passivity and a neutrality of masses under the influence of the dominating groups (Edelman M., 2001).

B. Ginsberg and M. Shefter consider elections as the dramatized tradition which “is able” to legalize the actual power structure, but does not express true interests and requirements of society (Ginsber. B., Shefter M., 2002).

Authors of the given research tried to answer the following questions: what are mass media? What they are not? And what they have to be actually? These concepts were related to formation of free and independent ideal media expressing interests of masses, thereby improving them.

But in real life, press, radio and television do not correspond to such ideal at all. According to many scholars’ opinion, it is possible to write the requiem about mass media in the spirit of Zh. Bodriyar, and as a result of mass media activity it is possible to make explanations about their spirit (Bodrijar Zh., 1999).

Also many authors of “critical” researches consider that scholars have to confine an active political position, to overcome social barriers in society, and to affect change of structures in communicative and political processes influencing reorganization of society by the principle of equality and justice as much as it possible. According to S. Hall, such activity is characterized as the “discourse fight” seeking to disclose the hidden ideological contents of messages against socio-political conditions which seem safe (Hall S., 2001). As a result of it, the concept of political communication in “critical researches” is treated as the most important one, and all communicative acts take political form.

## Conclusion

Communicative and political processes in society are based on information policy of the government and mass media. Nowadays it is possible to speak on increase of a role of the relations between mass media and the state as the important subjects which carry out communicative and political processes.

According to the aforementioned theory, we have to consider sociological system as the set of individuals, structures, cultures which is carrying out certain functions in all society types. Sociological systems enter into the relations with others, i.e. political system is connected with the system of mass media. Otherwise, every system which improves connections with the others, has to carry out innovative policy and policy of modernization (in different types). These actions pave the way of activity and effective ability of this system.

Functions of political system are the following: solutions development and their acceptance. Besides, functions of mass media system consist in raising topical problems and subjects and providing integration of its parts in society. 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.

One of the 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.

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 lobbying, political PR, political advertizing, 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. 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.

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