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**PR implementation
of Kazakhstan national programs**

The article is devoted to the PR implementation of national programs of Kazakhstan. PR-support of the decisions of the state in sphere of national programs is one of the most important factors of sustainable development of the country. The participation of public relations in public administration can be described as assisting the government in the resolution of objective contradictions between the pluralism of the political sphere of society and the integrity of the government.

Key words: PR-support, national programs, public policy, ideology, state power.

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**Қазақстанның ұлттық
бағдарламаларын PR-жүзеге
асыру**

Мақала Қазақстанның ұлттық бағдарламаларын PR-жүзеге асыру бойынша зерттеулерді қарастырады. Ұлттық бағдарламалар саласындағы мемлекет шешімдерін PR-қолдау елдің тұрақты дамуындағы маңызды факторлардың бірі болып табылады. Қоғаммен байланыстың мемлекеттік басқаруға қатысуын мемлекеттің қоғамның саяси саласы мен бүтіндей мемлекеттік биліктің плюрализмі арасындағы объективті қарама-қайшылықтарды шешуге мүдделілігі ретінде сипаттауға болады.

Түйін сөздер: PR-қолдау, ұлттық бағдарламалар, мемлекеттік саясат, идеология, мемлекеттік билік.

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**PR-реализация национальных
программ Казахстана**

Статья посвящена исследованию PR-реализации национальных программ Казахстана. PR-сопровождение решений государства в сфере национальных программ является одним из важнейших факторов устойчивого развития страны. Участие связей с общественностью в государственном управлении можно охарактеризовать как содействие государству в разрешении объективных противоречий между плюрализмом политической сферы общества и целостностью государственной власти.

Ключевые слова: PR-сопровождение, национальные программы, государственная политика, идеология, государственная власть.

PR IMPLEMENTATION OF KAZAKHSTAN NATIONAL PROGRAMS

State (public) policy is the principled guide to action for public authorities, especially bodies of Executive power relating to specific areas of their activities, relevant laws and social customs. The reasons policy are the constitutional laws and regulations, interpretation of laws and regulation.

State (public) policy can also be defined as «a system of action, regulatory measures, laws, and financial priorities in a particular direction enunciated by the governmental body or its representatives» [1].

The concept of «public policy», the focus of the state on the implementation of personal and public interests of citizens: «Public policy is an activity characterized by a systemic interaction between the state, private sector, civil society, diverse social and professional groups and layers of public associations on the implementation of personal and public interests, production, distribution and use of public resources and benefits taking into account the will of the people, or the population of certain territories» [2].

Ideology is an important part of the state system. The integrative mission of the ideological apparatus is able to consolidate the society, to unite the opposing forces and the mechanisms of the state apparatus to achieve a number of objectives:

- self-determination and awareness of the nation in the world;
- specification of the forms of existence of the state;
- justification of the goals, needs and interests as a whole;
- definition of ways and guidelines for further development;
- updating or revision of the values and priorities of internal and foreign policy.

In this connection, the danger of an ideological vacuum, can be interpreted as an element of a humanitarian disaster or a threat to state security.

Our country has come a long way transformation of the official ideology: from the Soviet Communist ideology to the sovereign Kazakhstan.

If we start from the definition of ideology as a system of views, ideas, beliefs, values and attitudes that express interests of different social communities (groups, classes, societies, etc.), and which are understood and evaluated people's attitude to existing reality and to each other [3], we can conclude that state ideology should include a recognized program meeting the requirements of the different sectors.

As the researchers note, in the first years of sovereignty Kazakhstan, there has been a rethinking of the role and place of ideology in political and public life of the country. In the new socio-historical realities associated with the proclamation of Kazakhstan as an independent state, the Republic's leadership has taken measures to overcome the ideological and spiritual vacuum of society and to give a new ideological justification for its further development [4].

The President of the Republic of Kazakhstan N. Nazarbayev in 1992-1993 ideological-theoretical works has said, «Strategy of formation and development of Kazakhstan as sovereign state» and «Ideological consolidation of society as the condition of progress of Kazakhstan» can be seen as the first steps in the design of the new official ideology of the country.

According to Kazakh scientists, the state ideology is a coherent and systematic set of ideas, knowledge, views, values and principles of the relevant state in which forming a community of people (people, nation) directly and/or through the official institutions to which it delegates the exercise of state power, conscious of itself and its position in the environment, determines the forms of organization of existence, expresses and justifies their own goals, needs and interests as a whole specifies the path and the landmarks of its development, formulates and adjusts as necessary the priorities of the policy of this state [4, p. 102].

In recent years the country has experienced an increase in the number of state and national programs of Kazakhstan, primarily due to the desire of the government to implement the ambitious goal of becoming one of the most developed countries of the world. Especially vividly it is observed in 2010. Thus, according to the akimat of Astana in the period from 2010 to 2020 it is planned to implement 45 state programs [5]. About 28 of them are implemented.

In modern Kazakhstan reality forming relationships between the state and society as managers and managed [6]. PR acquires in these circumstances, different quality, especially under the influence of the fact that the state acts as a structure having as its main objective is not power, but control regulation, the streamlining of social, economic and other relations of people. Therefore, the communication strategy of society and state is based on a fundamentally new concept – cooperation.

This interaction faces a number of challenges:

– The state has a strong institutionname forms and structures of coercion, while civil society only is formed and is almost constant depending on the

state of legal protection, economic and financial support.

– The state is not always capable of positive political dialogue and demonstrates the voluntaristic aggressive proclivities.

In a democracy, the state based its work on the criteria of legality. In the broadest sense the interaction between state and social structures are reflected through such forms as support, interaction, the right to receive information, opinions and proposals, involvement in the preparation of solutions, the involvement in public bodies, conferring control powers. Defined as the institutions open democracy such as the conciliation Commission, community councils and chambers hearings on various issues.

In addition to legislated forms there are also different mechanisms and technologies of public relations, necessary and popular and community organizations, and authorities. Relations between the state and society in transition exhibit, along with persuasive communication, PR Mature – with constant usage of research methods for the study of the target public, establishing and maintaining feedback [7].

To find out how much Kazakhstanis are aware of the implementation of the state programs of Kazakhstan, We were conducted a sociological poll on the Network. The survey data are presented below in the form of graphs and comments. The survey involved 42 people from Almaty, Astana, Ust-Kamenogorsk, Semey, Uralsk, Shymkent, Aktobe, Kyzylorda, Atyrau. Age of the respondents mostly ranged from 18 to 50 years.

Thus, the question «Which of the following programs are familiar to you?» respondents identified the program «Affordable housing 2020». In second place is the «Business Road map 2020» and «Employment Road map 2020».

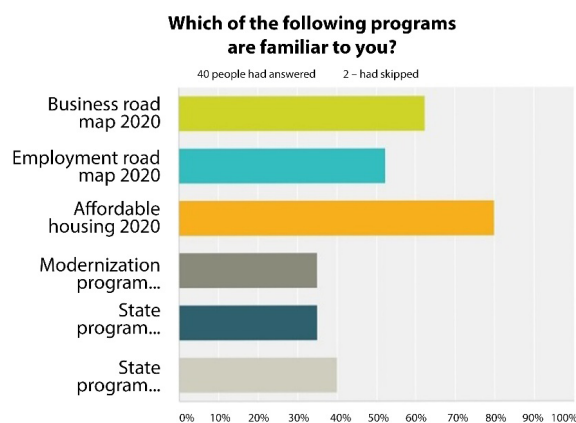


Figure1 – Main question – Which of the following programs are familiar to you?

40 people had answered, 2 – had skipped. Business road map – 62%, Employment road map – 52%, Affordable housing – 80%, Modernization program – 35%, State program 1 – 35%, State program 2 – 40%.

These programs are, indeed, more than anyone else at the hearing of the people of Kazakhstan. Housing issues and employment issues will always be the priority.

To the question «How did You know about these programs?» The majority of respondents replied that from the Internet. The three most popular resources are also included television and print media. State bodies, activities and various actions, in the opinion of the population has not been as effective in the education of the people.

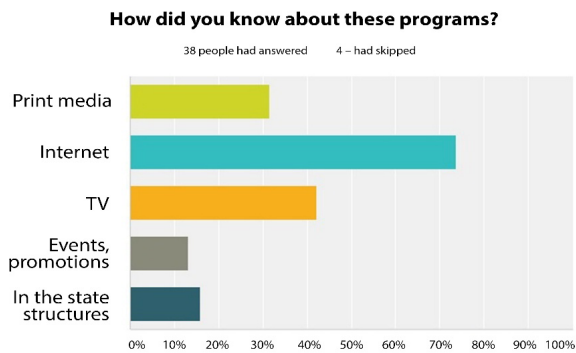


Figure 2 – Main question – How did you know about these programs?

38 people had answered, 4 – had skipped. Print media – 32%, Internet – 72%, TV – 42%, Events, promotions – 12%, In the state structures – 15%.

It turned out that the majority of Kazakhstan citizens consider themselves to be insufficiently informed on state programs.

62% of respondents said that they informed only partially, 22% consider themselves fully informed.

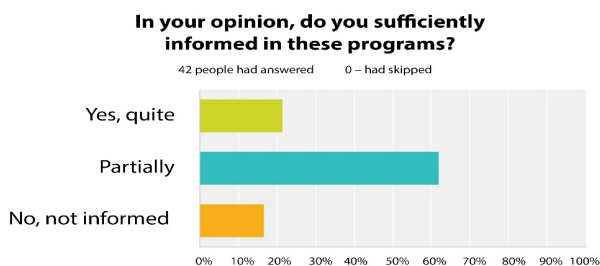


Figure 3 – Main question – In your opinion, do you sufficiently informed in these programs?

42 people had answered, 0 – had skipped. Yes, quite – 21%, Partially– 61%, No, not informed – 18%.

As measures to improve the situation by educating the public about the implementation of the programs of the state needed to do more events and promotions and put more material on the Internet.

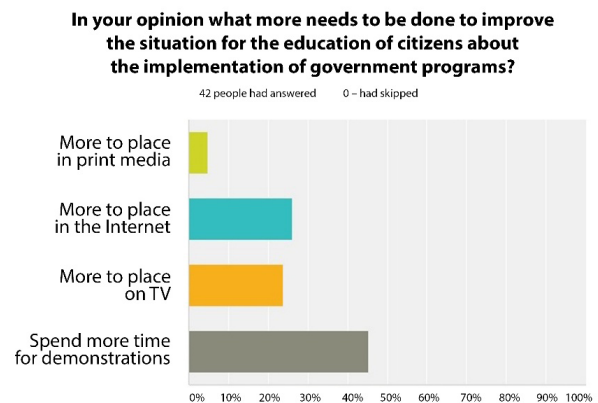


Figure 4 – Main question – In your opinion what more needs to be done to improve the situation for the education of citizens about the implementation of government programs?

42 people had answered, 0 – had skipped. More to place in print media – 5%, More to place in the Internet – 25%, More to place on TV – 22%, Spend more time for demonstrations – 45%.

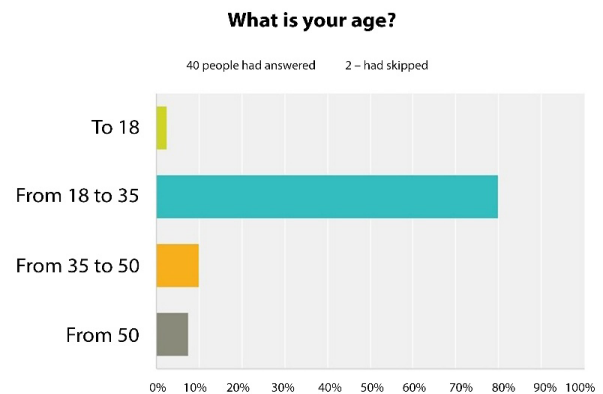


Figure 5 – Main question – What is your age?

40 people had answered, 2 – had skipped. To 18 – 5%, From 18 to 35 – 80%, From 35 to 50 – 10%, From 50 – 8%.

The participation of public relations in public administration can be described as assisting the government in the resolution of objective contradictions between the pluralism of the political sphere

of society and the integrity of the government. In accordance with the democratic tendencies of social development public service needs to improve and

facilitate the formation of civil society, to which priority is establishing forward and backward linkages with citizens.

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