

УДК 11.15.89

¹G.S. Sultanbayeva, ²L. Yu. Mirzoyeva*¹Al-Farabi Kazakh National University, Almaty, Kazakhstan²Suleyman Demirel University, Almaty, Kazakhstan

*E-mail: mirzoyeva@list.ru

Foreign experience of relationship between political power and mass media

Impact of world mass media on political, economic and scientific and technical factors of society and national features in the sphere of communication became a basis of the new stage of political communication development. The article is dedicated to the analysis of common features and differences in various foreign countries experience in political communication development.

Key words: political communication, mass media, model of interaction between media and political power

Г.С. Сұлтанбаева, Л.Ю. Мирзоева

Саяси коммуникация және масс-медиа қарым-қатынасы шетелдік тәжірибеде

Әлемдік БАҚ-тың саяси, экономикалық және ғылыми-техникалық факторларға ықпалы, сондай-ақ ақпараттық-коммуникативтік ұлттық ерекшеліктері саяси коммуникацияның жаңа сарында дамуына ықпал етті. Мақалада саяси коммуникативистика дамуының біріктіруші факторлар мен шетелдік тәжірибесі қарастырылады.

Тірек сөздер: саяси коммуникативистика, масс-медиа, медиа мен саяси биліктің өзара байланыс моделі.

Г.С. Султанбаева, Л.Ю. Мирзоева

Зарубежный опыт отношений между политической властью и масс-медиа

Воздействие мировых СМИ на политические, экономические и научно-технические факторы общества и национальные особенности в данном информационно-коммуникативном пространстве стало основой развития политической коммуникации в новом направлении. В статье рассматриваются объединяющие факторы и специфические черты зарубежного опыта в развитии политической коммуникативистики.

Ключевые слова: политическая коммуникативистика, масс-медиа, модель взаимодействия медиа и политической власти.

Introduction

The impact of institutes of mass communication activity on the national market and national information policy is obvious. But nevertheless, experience of relations between mass media and authorities in each country is represented by its common and specific characteristics. From this point of view, the relationship between mass media

and political power should be considered within a certain system of social and political values.

Starting of the information era presupposed conducting of multidisciplinary researches in the field of various sciences: political science, sociology, psychology, theory of communication, philosophy, etc. The general object of research is an integrative analysis of mass communication and its interaction with the political power.

Main body

Impact of world mass media on political, economic and scientific and technical factors of society and national features in the sphere of communication became a basis of the new stage of political communication development. Hereafter we will consider common features and differences in various foreign countries experience in political communication development.

Scholars offer the following typology of development of the relations between mass media and political power based on the theory of mass communication. In informational polity all over the world the following strategies are very popular: model of independent press or free idea; model of social responsibility; model of a democratic «commission»; Soviet (socialist) model; authoritarian model; «developing» model (related to the Third World countries) [1].

There are also some conceptual parameters of the independent press model, or the free press market such as: accessibility of informational dissemination to individuals without preliminary permission or the license; no punishments for criticism of officials, government or political parties; no censorship and no restrictions when collecting materials on a lawful basis; no restrictions in distribution of materials provided by mass communication through frontiers; journalists independence.

The model of social responsibility gives mass media an opportunity to solve certain society problems. The ways of problems solution are the following: informing, specificity, fairness and publication of the materials corresponding to the principles of high professionalism, equability; activity of the mass communication basing on self-regulating rules and competent authorities in the field; representation of various opinions, opportunities for various judgments publication and feedback in mass communication; participation in activity of mass media for the reasons of public safety. In accordance with this model, journalists are responsible both before society and before employers; mass media shouldn't make people do something in direct or indirect way and create public disorder, or humiliation.

The model of a democratic «commission» is based on the rights of use mass media on behalf of certain citizens and minorities; there is no subordination in organization and materials content to political or bureaucratic control; mass media serve not to professionals or clients, but to the audienc.

The opportunity for social groups, organizations, local communities to have their own mass media is aimed at satisfying their requirements in this field.

Soviet, or socialist model. Activity of mass media is based on the position of political party and ideological management; mass media are under supervision of the state; journalists' activity is developed along with people education; the information is flattered, the censorship also takes place, and some sanctions for institutes of mass communication from the supreme party and government bodies are observed.

Authoritarian model. Mass media activity should not affect authorities or stated order; mass media should not criticize authorities; censorship also takes place; journalists and other professionals are dependent on mass communication organization.

«Developing» model (Third World countries model). Mass media activities have to influence the objectives of national statehood creation. Also freedom of mass media can be limited because of economic priorities and requirements of all society development. The priority is given to the information influencing national culture development.

In information messages, most attention is paid to developing countries which are close politically, economically and spatially. Journalists and other experts of mass media are free to express their opinion, but they are responsible for collecting and distribution of the information. Censorship may be based on the interests of national development.

At the same time, there are no specified models accurately defining the relationship between political power and mass media in Kazakhstan, but some elements of the aforementioned models are in evidence.

As the civil institution actively participating in development, acceptance and implementation of political decisions, establishment of feedback, stabilization of the chosen political way mass media increases its effectiveness.

Of course, mass media participation in democratic transformations is different in various countries. Therefore common characteristics and different features of mass media role in political processes exist within the specified models.

Political processes in society are carried out on the following stages:

- structurization and justification of political system;
- establishment of structure and activity of the political subjects participating in the given political system;

- acceptance and fulfillment of political and administrative decisions;
- monitoring activity and direction of political system development.

All these stages of political process can not be implemented without mass media. At the same time, mass media are under the influence of political institutions and processes. As it was shown in former Soviet countries, the powerful information and communicative role of mass media is very high.

Russian scholars were engaged in investigation of the relationships between government and media. According to M. M. Nazarov, for the last 20 years this problem has been a point for discussion in highly developed countries [2, p. 73].

There are some peculiar characteristics of the relations between political power and mass media development in foreign mass media. For example, commercial radio and telecasting perform the certain duties in the USA. According to the Decree of the Federal Commission on communications, one private owner is not allowed to have more than seven radio stations and TV channels in the operation area.

In the Europe regulation of mass media work started from 80th years of the XX century. In Great Britain the association of more than 500 newspapers and newspaper assets can not be carried out without the permission of the Ministry of Trade and Industry.

Also, in France the individual can not be an owner of mass media if he is the director of the daily national newspaper. The antimonopoly norms existing in the USA and Great Britain, are not entered in France, Germany and Italy yet. But in France and Italy there are quotas of import and national teleproduction. In France the budget of TV channel should not exceed 25 percent of the income from advertising [3, p. 126].

Problems of market and state regulations create many contradictions not only in the Third World, but also in highly-developed countries. The idea of press freedom is generally considered as a mechanism of free interchange of views.

The competition in this field is based on the exchange of information between individuals. This process is independent from the state control. Functions of mass media are treated as a bilateral process. Commercial media may be regarded as a guarantee of competitiveness, and their existence corresponds to the requirements of an information choice for individuals.

So that commercial media are able to give the information in accordance with different

requirements. The opinion about private mass media advantages such as media freedom and protection from the government coercion, is one of the most popular ideas today.

In modern information processes such things as prevalence of mobilization, bureaucratic point of view, and monopolization take place. At the same time, the information business is still remained in hands of multinational corporations.

In the second half of the XX century on the basis of various tendencies of world information development, scholars noted three main methods of their study: «communication and development», «cultural imperialism», «pluralism of communication» [4, p.77].

In this regard, the term «modernization» is becoming more and more popular. Scientists looked for solutions of developing countries' problems and offered various options in the process of debates. Within modernization trends special attention was paid to mass media. Therefore this perspective is considered as the whole conceptual complex which is called «communication and development». Scholars who support this method define the importance of mass communication in the course of modernization in the following words [5]: «Mass media have an effect on national integration: thus, they provide internal and international market relations; stimulate needs for modern services and goods; deal with the introduction of modern values and lifestyle, agriculture, industry. Diversity of mass media opportunities in highly developed and developing countries presuppose conceptual and political difficulties, such as the idea of «a new world information order».

World system of mass communication is controlled by the highly developed Western countries. For example, dissemination of world news is controlled by such leading television networks as «Associated Press», «United Press International», «New York Times», «News week», «CBS», «CNN», «ABC», «NBC». Besides, the Western countries, operating technologies of production and distribution of TV and broadcasting, have considerable impact on mass communication in developing countries.

Therefore the concept of «a new world information order» was considered internationally in 1978, and it was officially accepted in documents of the United Nations General Assembly and General conference of UNESCO.

In UNESCO declaration dedicated to the role of mass media in peace-building, the Address

concerning elimination of an inequality in distribution of information was accepted [6]. Further on the base of the initiative of UNESCO, the new managing organization under the program of international communication development was established.

According to the Western researchers' points of view, this method of information flows regulation contrasts with Western press traditions, because journalists have no rights to express their opinions freely, to criticize political power and government, etc. Different discussions about realization of «new world information order» idea caused dramatic changes in reality. After adoption of the UNESCO resolution, the USA refused to be the member of this organization.

In 1980-1999, the idea of «pluralism in world communication» started its development. Various economic problems were considered to be the most important; after them, some issues related to culture, ideology and social life were investigated. These changes concerned not only the events in geopolitics, but also difficulties in economy and promotion of developing countries production.

Giving a priority to government initiatives in special programs and news was treated as the main way of mass media development. Programs for investors were treated as the main source of information on political stability and an economic situation in the country.

Thus, industrialization in developing countries, their entry into the world market became a basis of use of alternative information sources, and communication products in developing countries were transformed.

India, Mexico, Brazil, and Egypt entered the competitive market of information products. Conception of «pluralism of global communication» is considered as the answer to the western unilateral information stream and cultural hegemony.

The aforementioned conception is based on the existence of independent and active producers of information.

In recent years, the tendency of mass media globalization has been strongly developed, and positions of the world megamedia companies were strengthened.

New global media space is formed on the basis of market mechanisms with participation of small number of economic subjects. It is possible to denote such multinational corporations as «the Time Warner», «Walt Disney», «Sony», channels «Bee-Sky-Bee», «CNN», «MTV». Today the health

industry and the industry of telecommunication turns into the whole market, and transformational processes are under development.

While studying the processes of political communication in foreign mass media under conditions of information society, it is necessary to consider differences and similarities of markets, and also some tendencies of their development.

Despite the «western» cultural positions, the European countries and America, the Middle East and the Azian region have the common features in media development.

It is obvious that the relations between political power and mass media, mass communication and society are different, and it depends on socio-political and economic development of the certain country.

The relations of mass media with political power and society became the object of the broad-scale research. Therefore, in course of research work traditional forms of political communication in mass media should be noted and their new types should also be analyzed. Some peculiarities of foreign media development will be considered below.

Information policy of mass media in Europe and America is developed in two ways. As S. Mikhaylov has denoted, mass media of Great Britain and the United States of America cover the European continents and regions of «islands» [7].

S. Mikhaylov has analyzed some characteristics of the American-British method of political communication in mass media such as the system of News-2000 newspapers. Such editions conform to the main requirements of the theory of communication.

According S. Mikhaylov, the specified mass information model corresponds to the theory of public opinion management. This model considers all factors influencing moods, feelings, emotions of the audience.

Of course, the model comprising such newspapers as the News-2000 is addressed to American audience first of all, but some modifications can be used in different mass media existing in other countries.

The regulation of information streams in electronic mass media is also considered to be very important. It is necessary to mention scientific works by professor G. Terry [8] (Indiana) because of systematic approach to characteristics of the American system of electronic mass media regulation.

The special branch of presidential institute in the USA is engaged in monitoring and lawful regulation of mass media position. In accordance with J. Carter's initiatives, the National telecommunication agency was established on the basis of commercial department. Now, it is considered to be the chief President adviser concerning broadcasting and TV. Also, Congress allocates American public mass media funding by means of the National telecommunication agency.

The European tendency of mass media influence on political power and social life is various as in comparison with the American mass media because of different forms of its ownership in the Europe.

In many countries the impact of political power on mass media is a priority. Also, there are many measures for providing a real freedom of speech and freedom of press. For example, for providing pluralism in the relations with mass media the official power allocates subsidies to newspapers which need such kind of government support.

On January 23, 1970 at the regular session of the Council of Europe Parliamentary Assembly the declaration named «Mass Media and Human Rights» was adopted. Different measures of ensuring responsibility of the press and other mass media are described there.

Some traditions of mass media in America and Great Britain have been established on the basis of public opinion dissemination. But the principle of «the turned pyramid» is not applicable in all cases.

For example, as it was shown by the European newspaper «Svenska dagbladt», each piece of political information and analytical material comprises general information about the author and his e-mail address.

The next principle consists in separation of advertisements from political information. As it was shown in Scandinavian editions, political advertizing is based on technologies of «hidden comment» and «on hand comment».

For the last twenty years, considerable changes in mass political communication were observed in the CIS countries. They were noticeable not only in political mass media, but also in forms and methods of the regulation of information flows.

Conclusion

On the basis of our results we can state that mobilization of various processes concerning the relations between political power and mass media, and also the public takes place in the former Soviet countries. It may be treated as a result of mass media separation from political power and various points of view represented in political information.

In realization of mass media communication policy it is possible to underline that different views and methods are represented in the frame of mass media work, and they are in the process of harmonization.

References

- 1 Siebert G.F., Peterson T., Shramm W. Four Theories of Press. University of Illinois Press, 1956. – P. 236; McQuial D. Media Performance. Mass Communication and the Public Interest. –L. –N.P.- N.Delhi, 1993. – P. 227.
- 2 Назаров М.М. Массовая коммуникация в современном мире: методология анализа и практика исследований. – М: УРСС, 2003. – 240 с.
- 3 Багдикян Б. Монополия средств массовой коммуникации. – М, 1987. – 256 с.
- 4 Назаров М.М. Массовая коммуникация в современном мире: методология анализа и практика исследований. – М: УРСС, 2003. – 240 с.
- 5 Lerner D. The Passing of Traditional Society. – N.Y.: Free Press, 1958. – P. 125; Shramm W. Mass Media and National Development. – California: Stanford University Press, 1964. – P. 196.
- 195 http://nasledie-unesco.ru/foto/kommunikacija-i-informacija/unesco_foto_5.html
- 6 Михайлов С.А. Журналистика стран Северной Европы. – СПб: Изд-во Михайлова В.А. – 2003. – 368 с.
- 7 Михайлов С.А. Журналистика Соединенных Штатов Америки. – СПб.: Изд-во Михайлова В.А., 2004. – 448 с.
- 8 Терри Г. Электронные СМИ в США / Лекция, прочитанная на факультете журналистики СПбГУ 15 октября 1998.