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**The role of the media in conflict
situations**

The usage of new media and social networks by young people in conflict situations. The article set of scientific knowledge is applied to the systematic study of issues related to the problems of studies of the impact on youth media in conflict conditions. Considered tools for analysis of the structure of communication and the driving forces behind the protest movement, originating in the networks of the Internet.

Key words: young, conflicts, mass media.

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**Қақтығыс жағдайындағы
БАҚ-тың рөлі**

Мақала қақтығыс жағдайларда жастар үшін бұқаралық ақпарат құралдарының зерттеу проблемаларына байланысты мәселелерді жан-жақты зерттеуге арналған. Байланыс құрылымын және Интернет желілерінде орын алған наразылық қозғалысы қозғаушы күштері талдау құралдары қарастырылады.

Түйін сөздер: жастар, қақтығыс, медиа, БАҚ.

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**Роль СМИ в конфликтных
ситуациях**

В статье комплекс научных знаний приложен к системному изучению вопросов, связанных с проблемами исследования воздействия на молодежь средств массовой информации в конфликтных условиях. Рассмотрены инструменты по анализу структуры коммуникаций и движущих сил протестных движений, берущих начало в сетях Интернета.

Ключевые слова: молодежь, конфликты, СМИ.

THE ROLE OF THE MEDIA IN CONFLICT SITUATIONS

Events of nowadays bring bright examples of development of numerical crisis of socio-economic nature in the world. The processes of globalization have revealed new threats to public security in the modern society. The traditional foundations of human life radically changed. The latest information technology has led to the rapid development of social networks, the growth of which more increases with time. People are attracted by anonymity, permissiveness, irresponsibility and impunity of bloggers in social networks. All these facts confirm the relevance of research in national security of different states by predicting crises in modern society. Today there are researches widely conducted on algorithms and methods for the dissemination of information in social networks and electronic media. However, for the most part they do not relate to matters of national security. Social networks have shown the possibility of instant rallying citizens around a common purpose and common use practically any measure to achieve it.

The main types of social conflicts include: interpersonal conflicts, conflicts in type of «personality – group», conflicts between small, medium and large social groups, international conflicts between states and their coalitions. The central object of conflictology are social conflicts, and their nucleus are interpersonal conflicts.

Based on statistical information flows that circulate in the media and social networks, it we did the analyzed social networks of usage in the youth conflict situations. The analysis was carried out thanks to a semantic text processing. For this, we used standard procedures of content analysis.

Using content analysis, we have created a set of text templates that appears in the text of the signs of the conflict. The texts were removed from social networks, blogs desired direction and the official electronic media.

There was found a semantic core under «Conflicts» in media and social networks.

Typologizing and systematization of these words based on the lexicographical description and analysis of the compatibility of the media in the texts revealed four functional-semantic groups, uniting 20 of the 24 words on the basis of presence in their lexical-semantic structure of differential sememes like «conflict», «crisis», «threat».

Phrase/word	Quantity	Frequency , %
Youth	261	31,32
Interethnic	117	14,04
Conflict	108	12,96
Security	93	11,16
Political	84	10,08
Education	78	8,46
Power	60	7,2
State	48	5,76
Job	42	5,04
Information policy	42	5,04
Terroristic	39	4,68
Crisis	30	3,6
Growth	27	3,24
Extremist	27	3,24
Protest	24	2,88
Radical	21	2,52
Appear	18	2,16
Act	15	1,8
Threat	15	1,8
Ideology	12	1,44
Struggle	9	1,08
Insulation	9	1,08
Criminal	9	1,08
Aggression	6	0.72

The first group of words are to describe the process of the conflict – splash, aggression, mess, confrontation, conspiracy.

The second group includes units that describe the conflict – an aggressive weight; there is a threat; the effect of the crowd.

Words and phrases of the third group are involved in the product description as a result of the study – a spiritual crisis; hidden dangers; blast a lot of problems; underestimated; support young people.

The fourth group is involved in the description of the application of the result – the existence, exist; operation, function; idea is; create, create.

The verbs used in the describing conflicts are typed events.

The theoretical basis for this decision based on the following views of scientists:

Each event can be represented as a typed and therefore represented by a scenario which proposi-

tional structure is built on the predicate verb as a system of relationships formed semantic valence of words and verbal species-time values.

The first type of events «methodology and tools for the study of the object» re-presented a verbal concept, transmitting the content of the conflict. The development of this scenario is through the expansion of information on the methodology/tools (*like*) study.

In the past year it was a surprise for many to see the outbreak of aggression, mainly by young people at a concert singer Kairat Nurtas. The riots at Prime Plaza mall immediately generated a large number of conspiracy theories about conspiracies and organized youth activities. (Kursiv.kz, 30.12.2014).

The second type of event called «intermediate result as a condition to achieve objectives of the study» determines the conditions of success of the final result of research: *already there, there and*

can be there. The scenario events developed on the basis of a proposition: *what is analyzed with what purpose, with which methods, what is the obtained result.*

But we must be realistic and understand that in Kazakhstan there has already appeared the aggressive mass of young people, which with proper stimulation and can be led anywhere and against anyone. This means that there is a real danger that these people under certain political conditions might be the avant-garde of political extremism, if they will have a leader and a clear organization. (<http://ten-grinews.kz>, 22.09.2014).

The third type of event is «getting a certain quality of the product as a result of research». It is represented by the scenario of getting something of quality. In describing the actual results of research dominant scenario description can be verbal word: *to show, is shown, show; fight; to try; to become.*

«Arab Spring», the events in Ukraine and other regions of the world have shown that «new generation» can become not so much a successor as well as the driving force behind the destruction of the established political system. This is dangerous to think that the most serious form of radicalism is the only terrorism and extremism. The power is still trying to fight them. How to find the most hidden, compressed spring, which can be in every region of the country, in every major city or small town, and only waiting for the hour when it will release a spontaneous event or a conscious action. Both options are equally dangerous, because the consequences can be quite unpredictable.

The fourth type of event is «recommendations for the use of the scientific product.» Verbal concepts of this group are involved in the description of the application of the result – *the existence, exist; operation, function; presents; create, create.*

The script is based on a propositional structure – *which can be used / applied with any effect.*

*Must **exist** and **function** effectively so-called institutions of socialization. Here we have in mind as the primary institutions in the face of the family, and secondary – educational institutions and public institutions. The absence of even one of the two most important factors of socialization is a threat to the functioning of the state and society. As young people fall into the trap of socio-political and moral frustration that creates a dangerous basis for anti-social activities. (Forbes.kz, 02.09.2013).*

Thus, the description of the conflict in the media have traditionally represented by a system of serial four types of events, the main representant of each is a scenario modeled on the basis of verbal concepts. Semantic amount determined by the content of the

concept of verbal events represent a propositional structure of the script.

Today, youth conflicts, primarily are associated with the participation of youth in political protest actions and manifestations of violence among youth groups. The main source of information on the participation of young people in conflict are the media reports, which «set the tone» in the field of classification and perception of the problems of society. The share of media coverage and classification of the youth conflicts is at least 70% of the total information. About 28% are reports of international organizations and civil society institutions. Analytical information about the state of the problem on the part of government agencies and publication in scientific journals together constitute about 2%.

Results

Research reports and research reports identifies the following series of problems, which cause increased conflict among the youth. The reasons are presented in order of priority:

1. Lack of a clear youth policy.
2. Difficulty in employment.
3. Problems associated with the education system.

In order to most effectively plan conflicting actions in these conflicts, first of all, there should be considered provocative and psychological components.

Provocative component or provocative factor is generally divided into two components: information and human. Information factor, according to studies, almost entirely composed of media messages. The human factor has a more complex composition. In one case, it merges with the information. It includes rumors, speculation and gossip. They also form the context in which the conflict will be held as a formal information space. Due to some peculiarities of perception of Kazakh society, in some regions rumors have greater impact force than the media. The second component is the people who have their own interests, which involve young people in conflict confrontation. The third component is a close relative and close environment, in respect of which there was violated the principles of justice.

Because justice has increased the importance for young people, it is often being manipulated with the involvement of young people in conflict and often overlooked in the development of programs and policies for youth, focusing assessments on the problems and shortcomings in the field of youth interaction with the outside world. There is such a situation in which the political leaders who have a need for young people and resources for its involvement, refer to the perception of fairness. The state and other institutions,

assessing the problem and realize how enormous they are trying to develop measures to address the problem in the complex. This is a long and laborious process. We can say that it is too long to make young people be satisfied. As much they dispute the thesis about the psychological state of a person at a young age, it is peculiar maximalism and the desire to get everything here and now. In other words, young people simply cannot wait indefinitely.

Not always provocations in conflict are based only on the sense of justice. There is often used a status argument. In such cases, the impact on young people in terms of their own sense of status, «opening their eyes» to the fact that the other side gives the group an undervalued status and takes certain benefits that could belong to them. Equation «status + justice» creates an explosive mixture of resentment with the desire to act, and the youth becomes the name of the tool, which is necessary for the sides of the conflict. Examples of this we see in the majority of protests for political and economic reasons.

For fairness it should be noted that there is a small percentage of the conflict, when the youth stands as an independent side. But these conflicts have one distinguishing feature – they are usually deeply latent, manifest themselves briefly, do not receive adequate assessment. It seems that the independent performance of youth movements and political parties are perceived more as a frivolous attempt to express themselves in order to attract public attention and sponsors. That is how these events are often commented upon in formal and informal information field. This approach strikes a blow at the same time and on the status, and a sense of justice, which, over time, can develop into a serious confrontation and cause more violence. Moreover, in such a situation the youth group will go to the end.

Restoring justice in different vectors at the community level will not only reduce the intensity of youth participation in the conflict, but also make a significant contribution to the forming of a new social formation, are more prone to the rule of law, order, peace. This means that, for a number of years of systematic implementation of such policies, resolved the problem of interaction with public authorities can be expected to reduce corruption and criminalization, as well as the normalization of many social processes involving young people.

In all the conflicts that occur between the youth groups, the determining factor is a subjective perception of reality. In order to effectively plan actions against youth conflicts can apply the following instruments.

– To determine the point of impact on the con-

flict, it is necessary to consider which the «I» is involved in the conflict. «I» concept suggests the presence of three «I's», «me» is physical, «I» is Intelligent and «I» is a character. A blow to any of those «I's» causes serious psychological injury, which should be come out, and preferably immediately. Most often, an immediate exit is violence, fights and clashes find their beginning. This is particularly true for conflicts with ethnic and religious overtones. In the event that hurts the «I», is useless to apply methods such as mediation, negotiation, mediation, compromise and cooperation.

– Discrepancy between rights and self-evaluation of others. The youth conflicts are very important. Youth tend to assign labels and reject the alien himself, not perceived as a child. Our system of education forms a system in which a person believes shameful and unworthy to voice the real cause of the conflict, especially if it is associated with a lack of funds or criticism personality.

– Youth does not always have enough experience to dramatically change the conflict behavior. It is more effective long-term, rather than a one-time effect on the conflict environment, not massively, but individually or in small groups of no more than 4-5 people.

Kazakhstan needs to re-evaluate the approach to the management of conflicts of youth, methods to influence and change the orientation of the system to a specific person living in the community and participating in the conflict.

It is necessary to clearly distinguish between the concept of youth participation in various conflict situations and conflicts of youth as such. No less important rid of myths and legends, which are now dominate over perception problem.

One of the most difficult and intractable problems of today are interethnic conflicts. It is a form of inter-group conflict, in which groups with conflicting interests vary by ethnicity. And though ethnic state policy designed to regulate social and political relations with a view to reconciling the interests of various ethnic and national groups and best meet their needs, but, in practice, in any country yet cannot adequately adjust its position.

Ethnic conflict is a kind of obstacle in solving the problems of social life of people of various ethnic groups. Suppress the conflict erupted extremely difficult, it can last for months, years, faded out, then flare up with renewed vigor. All this may be the cause of social unrest, nationalism, political speculation.

The presence of the nationalist component in almost all the conflicts of our time; it is an indication that neither scientists nor experts in the field of

ethnic political science, no lawyers, no politicians or sociologists still have not found universal solutions or effective ways to prevent ethnic conflicts.

At present, quite clearly manifested formed such types of threats of extremism among young people, as the negative social and political processes of an extremist nature, purposeful activities of certain extremist structures, as well as specific socially dangerous acts implementing specific extremist actions.

We can assume that the negative attitude to the representatives of other nationalities due to the lack of experience of the real constructive interaction with representatives of other ethnic groups, as the main livelihoods of the majority of young people takes place in a single cultural environment where real ethnic differences largely offset and are not determinative. Relationship with other ethnic groups, usually episodic.

Extremism is usually characterized as a commitment to a variety of subjects of public relations to the extreme in terms of society's views and actions to achieve certain goals. At a time when commitment to these subjects to the extreme views and actions is quite widespread, it is accompanied by the formation of the respective ideologies, doctrines, teachings, and social practices. In certain circumstances – the creation of various organizational structures to implement the corresponding ideological and practical intentions. Extremism can be characterized as a relatively stable social phenomenon as widespread socially dangerous social phenomenon.

The use of illegitimate violence as an essential feature of extremism among young people leads to the destructive nature of this phenomenon, it in-

creased the risk of incompatibility with the moral and ethical and legal foundations of a modern democratic society. Violent extremism among young people is expressed in the uncompromising activity of its subjects, generated by intolerance and fanaticism, and often the last, inadequate assessment of their own and the enemy's needs and interests. It leads to the neglect of the interests and rights of the opposing side, the complete absence or very small range of willingness to search for ways to resolve the conflict on the basis of compromises and agreements.

Extremism among young people can be seen as an inadequate way to resolve social and political contradictions of some of the youth in the area of class, ethnic, religious and other social relationships relevant actors of the latter. By virtue of its mostly violent extremism among young people is a serious threat to national security – an essential element of national security.

Thus, summing up the above, we have the following conclusions:

1. One of the main objectives of public authorities is to monitor crisis situations and take appropriate measures to deal with them in order to prevent the emergence of threats to national security. This requires a simple but effective mechanism that would allow for analysis of social tension in society, based on the statistical information flows that circulate in the media and social networks, for the prediction of crises with the massive participation of the population.

2. Areas for further research will be focused on the study of conflict socio-economic nature with young people.

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