

Transformation of political processes «power – media -society» under the influence of information and communication technologies: theoretical aspects

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Abstract–The basic beliefs of a person are formed, transformed and transmitted through language. Constructiveness of thinking is determined by the frames of the goal, result, feedback, capabilities, while destructiveness is determined by the frames of the problem, error and limitations. Reframing is a cognitive-behavioral adjustment that generates productive behavior and blocks destructive behavior. To date, some large business structures seek to participate in the arrangement of the social sphere, implementing humanitarian projects, and participation in such projects is not a purely altruistic activity for business. Business, as one of the subsystems of the social whole, cannot be indifferent to which society it will exist in five or ten years. To achieve this goal, we have set the following interrelated tasks: 1. To consider modern ideas about political processes; 2. To reveal the specifics of manipulative information communications and their role in the socio-cultural process.

The modern literature does not formulate a unified approach to explaining the goals, objectives and

importance of communicative interactions. The multifunctionality and complexity of the communication process is due to the very nature of human sociality, based on the coordination of interactions through the exchange of semantic meanings. The political sphere as an area of social interactions is very complex. The phenomenon of communication is realized here as a multi-vector set of information interactions of political actors.

Keywords–manipulative information communications, public practices of power and management, the transformation of the political space, the change in public consciousness

I. INTRODUCTION

Analysis of the nature of political power in the information society requires clarification of the essence of the phenomenon of communication. To date, there is no single approach to the explanation of this phenomenon. In the most universal interpretation of the

concept of communication (from. lat. *communicatio* - do common, bind) includes the transfer of information from one subject to another, in the process of labor or cognitive activity carried out by means of universal signs (signals) (in the animal world), speech (language) or text (in human communities). Communication in this case can also be understood as the path of communication between subjects or points in space. The foundations of the scientific study of mass communication and its role in society were laid by the German sociologist M. Weber (the approach of "understanding sociology"). One of the first theoretical models (single-line communication model) was proposed in 1948 by the American political scientist G. Lasswell. The scientist identified the role of mass communications in the political sphere (in particular, in the design, distribution and reproduction of symbols of political power) and proposed a model of one-line communication, which includes five elements (1. "who" sends the message? - Communicator; 2. "what" passed?- message (text); 3. "how" is the transfer going?- channel; 4. "to" sent a message?- audience; 5. "what effect?" -efficiency) and today is the basis in the analysis of communicative interactions [1].

Within the framework of this approach, political communication is understood not simply as the process of exchange of political information between the structural elements of the political system and political actors, but the whole set of communication processes that affect the political sphere. At the same time, political communication can be carried out both through social and political institutions, and through the media, and through informal channels.

The essential content of the phenomenon of communication, including political, is the subject of studies of communication theories. Theories of communication (information society, mass communication, public sphere, etc.) have become one of the most important theoretical concepts of the XXI century. It is within these theories (in linguistics, political science, psychology, sociology, philosophy, history and other Sciences) was the clarification of the meaning of social and political transformations.

II. MATERIALS AND METHODS

The sources that form the basis of our research can be divided into the following groups: official documents (legislative and regulatory acts, programs and official statements of Russian political leaders, etc.); communication projects implemented by the Russian political authorities on the Internet; sociological and statistical data; modern Internet services and platforms.

The study uses General scientific methods and techniques of research (analysis, generalization, analogy, modeling). As well as the method of analysis of secondary and statistical data (site traffic and other resources created by the Russian political authorities) obtained as a result of independent work of the author of the study.

The paper also uses the method of discourse analysis, the form of text analysis, within the poststructuralist paradigm (M. Foucault, R. Barth), the purpose of which is to describe the structure of the formation and discourse (principles, classification and representation of reality, in certain periods of time, through texts and speeches).

In the process of solving research problems are also used: high-quality content analysis, as an applied analytical technique for the study of the content of documents, speeches and other communication-relevant materials for this study and decomposition, allowing to consistently organize the array of data.

The two-level model of communication of G. Bateson, which allows to consider the process of political communication and analyze communication strategies in the context of a new information and communication space, is significant for our study. Communicative processes in accordance with this model are on two levels: communicative and metacommunicative. The communicative level is understood as standard, and the metacommunicative level sets the mode of the transmitted message and, therefore, the metacommunicative processes should correspond to certain genres and types of discourses. [2]. In this sense, the Bateson model is close to the theory of communicative action of J. Habermas, which determines that communicative action exists in the realities of communicative space and communicative environment. Today, many researchers pay attention to this fundamental property of communication in the analysis of communication strategies [3].

Communicative strategies of the Russian political power in the Internet on the contents and mechanisms of realization are based on traditional approaches to channels of communication (broadcasting model of communication), and as a result do not allow to realize completely and effectively communicative potential of the Internet in the solution of strategic tasks. As the primary tasks of communication strategies, the actors of political power put forward image characteristics that emphasize the nature of the Russian political power as meeting the basic requirements and qualities of the modern information society.

III. RESULTS

Today, the processes of political communication are more evident in the interactions of microgroups that replace the dominant macro-communities in the past. The emergence of a body of theoretical concepts based on the understanding of new communicative practices of modernity is not accidental. Among them, the most relevant is the communication model proposed by the modern German theorist, Director of the German digital Institute in Berlin, Professor I. Grebel. He reveals a new structure of interaction of communicants: "Simultaneously with mass communication there is also communication of the masses. That is, a triad of types of communication is created. In the model "few — many" broadcast professionals: TV presenters, journalists, singers, actors. In parallel, there is a model of "many -few" - non-professional broadcasting.

Finally, there is a third model: "few to few", a model of social groups whose representatives communicate with each other" [4]. In political communication, this model allows us to understand the mechanisms of building communication strategies in the Internet space (considering the structure of social groups that form the communicative space of the network).

Another important aspect in the analysis of communicative strategies of power is associated with the theoretical understanding of the functioning of power in the conditions of information society. Theorists note that in modern society the methods of direct subordination (power, economic, legal or political coercion) are inferior in the effectiveness of the impact on society and mass behavior to the methods of information impact carried out by the media. This evolution of methods of subordination is due to qualitative changes in the structure and value orientations in social processes, which are increasingly explained by the increasing role of information in modern society.

Within the framework of the problem of our research the concept of "communicative strategies" becomes the key one. Using this construct, we try to answer questions about how, for what and by what means the Russian political power solves communicative tasks in the information space of the Internet.

The concept of strategy is part of the lexicon of politicians in the middle of the XX century in connection with new methods of implementation applied policy practices (especially the electoral). Following this, in the context of the growing importance of the influence of the external economic and political environment on the political processes within the state, strategic planning is important for the entire sphere of state power and management, where the strategy is understood as the long-term plans of state power to achieve long-term political goals through strategic management. At the same time in the literature quite clearly traced practice-oriented and theoretical approaches to the understanding of the term.

The concept of communicative action from the point of view of political communication acquires additional importance, because its subjects due to the specificity of their socio-political role accumulate the desire to assert the importance of their own ideas and programs, using the diverse potential of communicative practices to convince opponents. The actual set of these practices is the basis of communication strategies.

From the point of view of the textual approach, the strategy is considered as a "content element of the text", "a kind of text in the text", "a complex linguistic sign" (methodology of political discourse research), as a "plan (initiation) and implementation of the text" (methodology of political discourse research). At the same time, attention is focused on the presence of a plan that is implemented in the process of constructing the text and on the compositional structure of the text. [5, 6].

Considerable attention is paid to communication strategies in psycholinguistics in the framework of the study of mental lexicon [7]. In this case, the strategy is understood as a means of mastering and using the language (i.e. means of automated use of existing resources)", and communication strategies are considered as a means of compensating for inadequate resources for language acquisition.

Communicative role is wider than social. Situational communicative role is a communicative strategy "speech mask", long-term communicative role is called image. By "speech mask" we mean a special type of communicative strategy based on the temporary and situational exploitation of someone else's language image, which the speaker reconstructs and assigns to a specific purpose. The person "reincarnated" in a different language personality based on their own notions of what this personality must be, and these representations should be correlated with the perceptions of the society about the image of the given communicant.

The communicative space is a "set of actual contexts, containing a set of direct or indirect addressees", to which the message or text is intended, filling its internal content. Communication environment means "the external real environment of the communication process in which the text, speech or messages are involved". At the same time, the communicative space refers to the primary communicative act (the act of creativity, internal dialogue, and constant statement of oneself, then in the position of the author, then in the position of the addressee). The communication environment is the external and real environment of the communication process, referring to the secondary communicative act. Therefore, if the communication environment for the coverage of recipients is more than the space of communication of the message, then such a message is non-communicative, and Vice versa, if the communication environment is equal to or wider than the space of communication of the text (speech), then such text is communicative. This is an important condition for communication.

In the context of the study of the Internet as a special communicative environment, this implies the importance of developing communicative strategies, the effectiveness of which depends not only on the correspondence of the communicative space of the message (carrying political meaning) and the communication environment (constituting the real space of political communication), but also on the definition of opinion leaders and audience characteristics.

IV. DISCUSSION

Depending on the approach (historical, cultural, sociological, economic, political), scientists have different understanding of the content of communication and the activities of society as a communicative system, revealing certain key characteristics of communication. According to the position of T. Parsons (theorist of structural and

functional approach), communication is based on the plying of resources within the subsystems of society. J. Baudrillard sees economic exchanges as the basis of communication, and R. Bart and K. Levi-Strauss is the determining factor of communication and its main function in society is considered to be the translation of myths. Close to them and Lotman, understanding under communication texts and monuments (history and culture). E. Giddens, defines communication metaphorically as "the exchange of views in the street scene." With all the seemingly significant differences in definitions, all theorists agree on the recognition of the leading role of communication in the modern world. In their constructions there are also other permanent elements (communicative formula, connecting the chain of addressee-message-addressee, media reality, formed in the process of communication, i.e. communicative reality as a special dimension of the reality of society).

The possibility of applying this communicative model was first of all noticed by business corporations, which revealed their effectiveness in the promotion of their products and services [8]. Creating information reasons and other messages, communicators are focused primarily on linguistic social manipulations that can bring a message to the top of the information agenda of the target group significant for the Communicator in the modern communicative space. No less important are linguistic manipulations in the structure of political communications, which determines the need to rely on the model of two-level communication in the analysis and construction of communicative strategies of power.

One of the most important theorists in the field of modern communication studies is the German sociologist N. Luhmann. The problems of his works, one way or another, are built around the phenomenon of communication. For the topic of our research one of the most important is his work "What is communication?"(1995), which offers a radical view of communication as a phenomenon. Criticizing the usual understanding of communication, Luhmann formulates two important theses: "in the social sense, only communication can carry out communication»; "only communication is inevitably a social operation and at the same time an operation that is forced to start whenever social situations are formed." [9]. Here, the new understanding of the communicative situation and the communicative conditionality of all processes of representation of power is decisive (in other words, any act of power somehow forms a communicative situation and, accordingly, it must be "inscribed" in the communicative strategy).

A number of models of political communication draw attention to the role of the political elite, which manages the rest of society not directly, but through intermediate links - the bureaucracy and the mass media. As an example, we can cite the model of K. Sinn, which shows that between the political elite, bureaucracy and the masses there is a continuous information exchange, and the elites always construct

and transmit "down" information that would strengthen their own legitimacy [10].

These theoretical approaches to the analysis of modern communication mechanisms are important for identifying strategies of political communication and evaluating their effectiveness. Lasswell's model allows us to identify key actors in the process of political communication, Bateson's model, includes an additional element in the communication process, the level of opinion leaders who have a significant impact on the results of communication. Approach Th. Rowing allows us to consider communication not only between individuals, but also between small and large communities, complementing the ability to analyze its structure by parallel levels of communication.

V. CONCLUSION

The study of communicative strategies of political power in the modern world (including those implemented in the information and communicative space of the Internet), is the most productive on the basis of theoretical concepts of the information society, the society of mass communication, modern theories of political power. These theoretical concepts allow us to develop methodologically justified approaches to the analysis of the nature of modern power, its structure, functions of mechanisms and methods of communication and representation.

Researchers who have studied this issue tend to agree that the media (press) "take the form and colour of the social and political structures within which they operate" [11]. Thus, in the structure of mass communication of civil society, there may be two equal and interacting information branches. When considering the link "power - media - society", the media can be understood as neutral specialized technological tools designed to receive and disseminate incoming information. The interaction of power and society through the media can be viewed through authoritarian, liberal, social and Communist theories, depending on the type of society being studied.

These theoretical approaches allow us to consider communication as a key characteristic of modern power, forming the basis of its legitimation. This makes the communication strategy the most important element of mechanism of realization of power. Understanding the phenomenon of political power through systemic and communicative approaches allows to identify the strategies used in the process of solving political problems and functions.

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