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КӨП МӘДЕНИЕТТІ ҚОҒАМДАҒЫ САЯСИ КОММУНИКАЦИЯ (ҚАЗАҚСТАН МЫСАЛЫНДА)

Аннотация

Қазіргі уақытта Қазақстан Республикасында, Ресей Федерациясында және ТМД-ның басқа елдерінде көп мәдениетті қоғамдағы саяси коммуникация саласындағы зерттеулер жанданды. Қазақстан Республикасының саяси құрылысы ерекшеліктерінің призмасы арқылы посткеңестік кеңістіктегі саяси коммуникацияның әлеуметтік-саяси және мәдениеттанулық негіздерін зерделеу көпмәдениетті қоғамдағы саяси коммуникацияның одан әрі дамуын болжау үшін маңызды қадам болып табылады. Бұл саладағы реформалар мультимәдени қоғамдағы осы проблеманы егжей-тегжейлі зерттеуді талап етеді. Қазіргі жағдайда көп мәдениетті плюрализмдегі саяси коммуникацияның кейбір тенденциялары шешуші болып табылады. Сонымен бірге ол цифрлық хабарламаларды түрлендіруден тұрады. Адамдар көбінесе қазіргі саяси технологияларды дұрыс басқара алмайды. Бұқаралық ақпарат құралдарында ақпараттың үлкен ағымы үнемі жарияланып отырады. Көп мәдениетті қоғамдағы саяси қарым-қатынастың тағы бір тенденциясы-қолда бар ақпаратты идеологиялық жоспарға толық бағындыру. Көп мәдениетті қоғамда саяси коммуникацияны дамыту жөніндегі республикалық бұқаралық ақпарат құралдары мынадай ерекшеліктермен сипатталады: креативті басылымдарды, қоғамдық қозғалыстарды құру, өркениетті азаматтық қоғамды күшейту, сайлау алдындағы саяси науқандарда жосықсыз PR-технологияларды алып тастау.

Түйін сөздер: саясат, мәдениет, коммуникация, мультикультурализм, саяси партиялар, қоғамдық қозғалыстар, азаматтық қоғам, талдау, трансформация, цензура.

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ПОЛИТИЧЕСКАЯ КОММУНИКАЦИЯ В ПОЛИКУЛЬТУРНОМ ОБЩЕСТВЕ (НА ПРИМЕРЕ КАЗАХСТАНА)

Аннотация

В настоящее время в Республике Казахстан, Российской Федерации и других странах СНГ активизировались исследования в области политической коммуникации в поликультурном обществе. Изучение социально-политических и культурологических основ политической коммуникации на постсоветском пространстве, сквозь призму особенностей политического строя Республики Казахстан, выступает важным шагом для прогнозирования дальнейшего развития политической коммуникации в поликультурном обществе. Реформы в этой сфере

требуют детального изучения данной проблемы в мультикультурном обществе. В современных условиях определяющими являются некоторые тенденции в политической коммуникации в поликультурном плюрализме. Вместе с тем она заключается в трансформации цифровых сообщений. Люди зачастую не могут адекватно ориентироваться в современных политических технологиях. В средствах массовой информации регулярно освещается большой поток информации. Другая тенденция политической коммуникации в поликультурном обществе заключается в полном подчинении имеющейся информации идеологического плана. Республиканские средства массовой информации СМИ по развитию политической коммуникации в поликультурном обществе характеризуются следующими особенностями: создание креативных изданий, общественных движений, усиление цивилизованного гражданского общества, исключение недобросовестных PR-технологий в предвыборных политических кампаниях.

Ключевые слова: политика, культура, коммуникация, мультикультурализм, политические партии, общественные движения, гражданское общество, аналитика, трансформация, цензура.

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POLITICAL COMMUNICATION IN A MULTICULTURAL SOCIETY (ON THE EXAMPLE OF KAZAKHSTAN)

Abstract

Currently, research in the field of political communication in a multicultural society has intensified in the Republic of Kazakhstan, the Russian Federation and other CIS countries. The study of the socio-political and cultural foundations of political communication in the post-Soviet space, through the prism of the peculiarities of the political system of the Republic of Kazakhstan, is an important step for predicting the further development of political communication in a multicultural society. Reforms in this area require a detailed study of this problem in a multicultural society. In the modern conditions, some trends in political communication in multicultural pluralism are decisive. At the same time, it consists in the transformation of digital messages. People often can't adequately navigate modern political technologies. A large flow of information is regularly covered in the mass media. Another trend of political communication in a multicultural society is the complete subordination of the available information to the ideological plan. The republican mass media for the development of political communication in a multicultural society are characterized by the following features: the creation of creative publications, social movements, the strengthening of a civilized civil society, the exclusion of unfair PR technologies in pre-election political campaigns.

Key words: politics, culture, communication, multiculturalism, political parties, social movements, civil society, analytics, transformation, censorship.

The relevance of the topic.

Globalization processes that have embraced all spheres of world society being, give rise to mostly new phenomena of civilization development. Among them there is the phenomenon of multiculturalism, which arose at the intersection of economic, sociopolitical, religious and other relations of countries, peoples, ethnic groups within one society. The essence of this socio-cultural phenomenon is studied and ambiguously evaluated in various fields of social and human sciences, which reveal both its positive trends and hidden threats. In particular, F. Fukuyama raises the question of survival of universalist forms of cultural identity under the attacks of the fundamental faith in

multiculturalism, which goes beyond the boundaries of cultural diversity and requires the promotion of cultural differences [1, P.5].

Analysis of the problems of the globalization and its peculiarities was investigated by various scientists, representing the most different areas of scientific knowledge. In most cases, globalization is associated with participation and inclusion of the majority of the states and societies in the mutual relations that causes complication of the public relations in financial and economic, political, social and legal aspects that is also closely connected with expansion of information space and development of modern technologies. The term “globalization” is the main term used for designation of the specified processes though in the doctrine exist also other concepts, such as “internationalization”, “universalization” and many others. The driving force of self-control of system of the public relations causes development of the society in the course of globalization directed on preservation and a survival of society through formation of global society with a global law and order on the basis of justice (orderliness, efficiency and a compromise of interests). The global law and order is the social form and manifestation of self-control of the public relations which is expressed in a certain system of regulation and management of the public relations for ensuring qualities of orderliness, efficiency and a compromise of interests in society. These provisions are the main conclusions of this part of research, and are made on the basis of the analysis of applicable scientific-theoretical provisions and necessary information [2, P.14].

Within this research, the term “globalization” is used. This term appeared last century and in modern value for designation of events of global character in the XX century was for the first time used to year in 1960 (Shakhrai S.M.). Can seem that we will apply the term “globalization” and it is exclusive by XX and XXI centuries as during this period of history the mankind met really global questions and problems: world wars, environmental problems, problems of exhaustion of natural resources, terrorism, development of the nuclear weapon, etc. This provision on prompt development of globalization in XX and XXI centuries is noted by many scientists. However, and before around the world and in all societies there were certain processes which conducted mankind to these events. In the present period of history rates and development of globalization are really visible in more expressed look, but it only one of the periods of developments/stages of globalization which was preceded and which other stages of development of humanity in the course of globalization on the way of creation of “global society” will follow [3, P.21].

The beginning of the study of the phenomena of political communication in developed countries can be considered the study of propaganda during the First World War. Fundamental works in this field, as well as the term “political communication” by itself, appeared in the late 40s-early 50s.

The separation of political communication research into an independent direction at the intersection of social and political sciences was caused by the democratization of political processes in the world in the second half of the XX century, the development of cybernetic theory, the emergence and increasing role of new communication systems and technologies. One of the most complete interpretations of the essence of political communication was proposed by R.J. Schwarzenberg. He defined this concept as “the process of transmitting political information through which it circulates from one part of the political system to another and between the political system and the social system. There is a continuous process of information exchange between individuals and groups at all levels”. The American political scientist L. Pai emphasized that “political communication does not imply a one-sided direction of signals from the elites to the masses, but the entire range of informal communication processes in the society that have a very different impact on politics. Political life in any society is impossible without well-established methods of political communication”.

The following expression is indicative: “We endure consciousness of global society of such and such scale which wasn't necessary to witness to mankind yet. We really observe emergence of mankind as collective operating. ... “Globalization” is all those processes thanks to which people of the world are incorporated in uniform world society, “global society” (Filipov A.).

Thus, in this work globalization is considered as historical process of integration which began with the moment of formation of the first public relations. The essence of the integration relations is expressed in integration and consolidation of the public relations through certain objects of integration and gradual incorporation of all mankind in uniform community.

As the famous scientific globalist Pantin V.I. notes: “the global history is a manifestation of coherence, interference, synchronization and coherence of processes and events in the most different points of the world (at all their divergence and an inclusiveness in various historical, sociocultural context)” [4, P.58].

The question of evolutionary development of the right is inseparably linked with the general process of globalization, namely with process of globalization of the public relations. As it is already noted, this process of the general globalization began with the moment of formation of the first public relations, and many scientists determine this moment by the beginning of origin of mankind that in their opinion occurred more than 10-12 million years ago.

It is necessary to take up a question of globalization history. Inglis Christine believes that “the history of the global relations” began with interaction of the neighbors (childbirth, tribes, ethnos) proceeding in various forms of war and peace, an exchange and resettlement of the people. Some foreign authors also note that globalization processes as social and economic phenomenon, began in far times when all mankind was still nomadic and c.12 led a generalized life that is even before agriculture emergence [5, P.17].

For example, Tolen Z., Mengdigali K., Akbolat D., Assyltaeva E., Alimzhanova A. don't consider globalization as a phenomenon of the present and notes that “the aspiration to more close social, economic and political relations between individuals, groups and the countries is same old, as well as modern” (“The striving for closer social, economic and political relations among individuals, groups and countries is as ancient as it is modern”). Some other authors are support the same position. There are opinions that globalization as process, and it was connected with rise of international trade unprecedented at that time and a stream of investments. Others connect the beginning of globalization with this period as during this period there were considerable events of global character: systems of division of the world into time zones and estimates of dates were put into operation, the Gregorian calendar was accepted, the international system of cable communication, etc. is created [6, P.35].

Today, really, not to find a consensus in this question (globalization stories) - different scientists treat it differently. Nevertheless, all points of view can be reduced to three basic provisions: • Globalization began at “a history dawn”; • Globalization arose along with origin of the capitalist relations (the beginning of the XVI century) or from the moment of expansion capitalist the world system (the XVIII century); • And globalization is the unique phenomenon of the contemporary history connected with formation of information society. It is already noted that in this work process of globalization is considered as begun at “a history dawn”. It is possible to rank Tolen Z., Kadyrallyeva A., who extending concept of globalization to all historical process of internationalization of life of people as authors who see the process accompanying all history of a human civilization in globalization, allocates three stages of globalization (the first stage - from integration processes of the Ancient world to Great geographical discoveries of the XV-XIV centuries, the second stage - from formation of the capitalist relations to the actual section of the world between the imperialistic powers of Europe in the beginning of XX centuries, the third period from the middle of the XX century when there was a new geopolitical world map) [7, P.64].

It is also necessary to designate also the fact of absence of uniform understanding of an essence and essence of globalization in the scientific doctrine that is the approach used within this work (globalization as process of creation of global society) doesn't enjoy absolute support of the doctrine and scientists. Positions of scientists in relation to an essence and essence of globalization (according to and in relation to its results) significantly differ. It is necessary to generalize opinions and approaches, and to allocate the main groups.

Economic relations as globalization engine are the most widespread and many scientists consider economic relations (economic interdependence) the engine and the basis of globalization. For

example, Gussenov B.Sh., Dyrka Stefan define sense of globalization through an objective factor which caused process of globalization, namely the economic relations: "... the unrestrained integration of the markets of the nation's states and technologies allowing... to reach any point of the world quicker, further, is deeper and cheaper" [8, P.145].

Many foreign and domestic researchers to some extent associated with the development of the globalization of information and communications technologies. For example, Dyrka Stefan writes that "mobile phones, computers, and the Internet express / reflect the main symbols of globalization" ("Cellular phones, computers, and the Internet reflect salient symbols of globalization"). In this thesis, "The impact of globalization on the concept of state sovereignty in international law" and says that the concept of globalization can combine all taking place at the moment of the computerization process and the development of telecommunication network, which cause the information revolution, and that leads to the interdependence of participants in international relations [8, P.146].

A common approach is to understand the essence of globalization, in close connection with the current global challenges to the world community. In this approach, are global issues affecting the interests of a number of states, which, however, may be the objective consequences of the development of society and therefore the process of solving these problems requires the cooperation of states and societies through globalization. These global problems at the moment of history as objective characteristics of the development of society and examines contemporary globalization processes as an attempt to stabilize the world and deal with these general and global issues [9, P.5].

Materials and methods of research.

The research methodology is based on the dialectical method, freed from materialistic or idealistic monism and based on the pluralistic, multilinear interdependence of all social phenomena. The authors used general scientific, experimental and empirical-theoretical research methods: political method, culturological method, expert assessment, multi-sign classification, historical, statistical and comparative view of political communication in a multicultural society.

Research results.

Globalization is necessary processes in which nation-states and their sovereignty are intertwined in a web of transnational authors and subject to their power capabilities, their orientation and identity. Examples of other positions that see globalization as a process initiated by the objective (external) factors and reasons, and who see the essence of globalization through the prism of certain objective catalysts of globalization. Also of note is the fact that the doctrine found a variety of views that are considering the process of globalization and on the other sides, that is, not only as a process that leads to the creation of a global society. For example, as noted Ayupova Z.K., Kussainov D.U., globalization is often treated as a "multi-stakeholder process be interlinked structures on a global scale", as "the process eroding the geographical boundaries of socio-cultural norms", as "the process of intensification of social relations on a global scale", as "the process of contraction of the world into one with a simultaneous awareness of the whole local parts" [9, P.6]. For the purposes of this study are used and researched positions lead to a broader approach to the definition of the essence of globalization. In this case, the question of determining the causes of falls, catalysts, and short-term goals of globalization, as it is more important to understand the overall direction, the form and content of globalization, but the reasons have caused them (as noted, the determination of this issue was the subject of hundreds of serious research, but and resulted in a single consistent version and position). In this regard, for the purposes of the present study is the use of a valuable broad approach to the understanding of globalization [10, P.1].

Conclusion.

Political communication is carried out the essence of integration relations expressed in the enlargement and consolidation of social relations through specific objects and the gradual integration of the incorporation of the whole of humanity into a single community or a global society. The doctrine can meet different names used to refer to a society of the future, which should emerge in the process of globalization of development: a global society, global community, global society, integral society, mixed society, super civilization, holistic civilization (or unified civilization), a world state

(or world government), etc. In this study, does not plan to analyze the content of these signs, and as a general definition of the notion of “global society”. So, it is possible to state the position that globalization - the process of progress and evolution of humanity towards a global society. This position has not been the subject of serious and multilateral research, but on the whole doctrine, many opinions dealing with similar, or at least does not contradict this position. In this case, what is the driving force behind the “irreversible and objective” process of globalization towards the creation of a global society? Do I need to consider this process as progress and evolution, or, on the contrary, it carries negative consequences? This driving force of globalization is inside the system, society and social relations on a global scale. This is reflected in the fact that public relations are a self-regulating system, that means, all the groups, communities and peoples of all countries in the world and all social relations in the world are part of a single system, wide enough, but still a single system, which has the appropriate functions of self-regulation.

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