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Политическая журналистика и PR в
коммуникационной сфере общества

The political journalism and PR in the
communication sphere of society

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Аннотация. Научная рефлексия на процессы, происходящие в политической жизни обществ, предполагает выявление существенных связей журналистики и реальной политической действительности. Автор замечает, что в целом качественная нацеленность политической журналистики способствует ее категоризации как фундаментального понятия в качестве политической категории, как субъекта и объекта политического процесса. Делается вывод, что политическая журналистика есть широкая отрасль журналистики, которая включает в себя освещение всех аспектов политики, политических процессов и политологии, в том числе и политического PR. Подчеркивается, что политическая журналистика, в том числе и PR, осуществляются во всех видах средств массовой информации. При этом политическая журналистика является самой широкой областью журналистики, а её предметной областью может стать любая сфера не только политической, но и социальной жизни – от политического PR до споров и дискуссий на тему дисквалификации спортсменов на международных чемпионатах и непосредственно самой политической жизни на разных уровнях функционирования общества. Обосновывается, что магистральным направлением политической журналистики являются политические идеи, PR-деятельность в сфере политического и выстраивание политических ориентиров общества.

Ключевые слова: политическая журналистика, PR, политический PR, политическая коммуникация, СМИ, идеология

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Abstract. Scientific reflection on the processes taking place in the political life of societies involves the identification of significant links between journalism and real political reality. The author notes that, in general, the qualitative focus of political journalism contributes to its categorization as a fundamental concept as a political category, as a subject and object of the political process.

It is concluded that political journalism is a broad branch of journalism that includes coverage of all aspects of politics, political processes and political science, including political PR. It is emphasized that political journalism, including PR, is carried out in all types of mass media. At the same time, political journalism is the widest field of journalism, and its subject area can be any sphere of not only political, but also social life – from political PR to disputes and discussions on the topic of disqualification of athletes at international championships and directly political life itself at different levels of society functioning. It is proved that the main direction of political journalism is political ideas, PR activities in the field of political and building political guidelines of society.

Keywords: political journalism, PR, political PR, political communication, mass media, ideology

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Introduction. There are many understandings of the common concept of “political journalism”. Thus, the editor-in-chief of the magazine “New in Mass Communication. Accents” V.V. Tulupov understands political journalism as “one of the areas of journalism”, as “creative information and mass activity” and “one of the tools of political science” [21, 3]. Journalism researcher S.G. Korkonosenko considers political journalism from the perspective of the field of journalism, “the subject environment of which is any sphere of social life: science, sports, international life,” since all aspects of the life of society can be associated with political events. For example, doping scandals in professional sports, directly related to sanctions pressure on Russia, are a manifestation of political and economic pressure on Russia. According to the assumption of S.G. Korkonosenko, political journalism is closely related to such categories as political science, journalism theory, communications theory and sociology [15, 15]. From the researcher’s point of view, political journalism is a branch of general journalism that delves into and reveals a wide range of political science and political processes. According to T.A. Turkova, political journalism is “an extensive section of journalism that covers a wide range of political phenomena and political science.” The researcher notes that most often a narrow understanding of political journalism is practiced when it is associated with covering the activities of government bodies, although “it can include in its subject area any area of social life - from science to sports and international life” [23, 611].

We see that most researchers rightly perceive political journalism as a “tool of politics and political science,” calling it political science [17, 5-23] or a political category [12, 69-72], and in general, most researchers are inclined to believe that political journalism is “a broad branch of general journalism, which includes coverage of all aspects of politics and political science” [16]. Thus, the definitions of researchers of political journalism are universal and quite accurately reflect the essence of the phenomenon, since political journalism really reflects the processes that occur in the eventual field of politics, reflects various types of direct or indirect interaction of power with society, the course and course of socio-political processes.

The degree of scientific development of the topic. The study of political journalism is often based on the works of such Russian scientists as S.G. Korkonosenko [15], A.N. Magadeev [12], V.D. Popov [17], V.V. Tulupov [21], T.A. Turkova [23] and others. In Russian science, the problems of the formation of political journalism in Russian conditions were considered by E.L. Vartanova, L.E. Kroychik, A.P. Sukhodolov, A.A. Tertychny and others [9; 18; 20]. A number of dissertation studies are devoted to the study of political journalism. So, A.D. Zolotykh devoted her research to bourgeois political parties in the media system [7], and N.E. Kuznetsova studied professional standards in political television journalism (using the example of Channel One and Russia 1 programs) [10]. E.N. paid great attention to the problems of constructing the manipulation capabilities of political journalism. Vasilyeva, Ya.N. Zasursky, M.M. Lukina and others [3; 6; 11].

Materials and research methods. Theoretical and methodological basis of the study. Achieving the goal of the study led to an appeal to the structural-functional approach, which made it possible to study this phenomenon from the perspective of a special type of functions that arise in the specialized field of activity of a journalist. The second approach that contributed to the research was based on a general theoretical systems approach to the study of political journalism as a holistic phenomenon, which helped to reveal the conceptual conditionality of this process, which is a component of political communication.

Research results and their discussion. Researchers do not distinguish political journalism as a separate type of general journalism. Researchers V.V. Mishanin and N.M. Frolova, referring to B.I. Varetsky, A.S. Shilova, N.N. Alexandrov, S.G. Korkonosenko, I.M. Dzyaloshinsky and E.S. Kozin, emphasize that political journalism is “a separate specialization (branch) of modern journalistic practice” and that political journalism is carried out in all types of media: in periodicals (newspapers and magazines), in photojournalism, in radio journalism, in television journalism, on the Internet -journalism [14]. Consequently, all main types (directions, branches) of journalism can be politically motivated and directed, carry out/perform the role of political journalism, and include in their journalistic positions issues that, to one degree or another, relate to issues of domestic or foreign policy.

As a result, in the event field it is difficult to identify one type of journalism where political journalism is not present. For example, television journalism is known for its political shows; information programs dedicated to politics; political commentators; documentaries dedicated to political events; interviews with politicians, etc. The periodical press (newspaper and magazine journalism) does not lag behind in covering political topics or issues related to politics, when newspapers and magazines traditionally devote entire pages and pages to political issues. Note that radio journalism is also known for its political journalism, where they devote a lot of time to covering and discussing political news, political events, party and political life of the country and international life. As for photojournalism, its functions also include an ideological function [13, 157], which is inextricably linked with political journalism. Indeed, political journalism is often based on photojournalism, as it uses photography as the main means of transmitting politically oriented information. The subjectivity of the photojournalist is transferred to politically oriented publications, forming a certain political image.

Let us note the significant contribution to political journalism from modern digital media, which provides instant coverage of political campaigns, news about political events, where expert opinions regarding politically oriented events are presented, facts and competencies that have political consequences are discussed, etc. At the same time, one should not lose sight of the possibilities of political journalism presented on the Internet, since this type of communication today is the most popular in a society where the speed of information and the absence of restrictions in space provide disproportionate advantages in the dissemination of information indirectly or directly related to politics.

Thus, “we have to admit that more and more new complex systems will emerge, networked and non-networked, cross-impacting, and each decade will demonstrate further complexity and interdependence of the combinatorics of political events” [1, 143], which political journalism reflects. Consequently, the subject and tasks of modern political journalism are clearly visible: the subject of political journalism is the political life of society and real politics, real political processes, political ideas, activities in the political sphere, and the main tasks of political journalism remain the following [15, 54]:

- raise political issues of interest to society;
- search for objectively justified vectors for the further progressive development of society;
- informing the population about the facts that determine political events;
- informing the population about events that may have an impact on politics, political life or the well-being of society;
- adhere to an objective reflection of political reality, judgments and an unbiased analysis of the political events under consideration;

- argue and substantiate the proposed ideas and thoughts, categorically refuse to use means of manipulation and fake news in your work;
- differentiate information and separate factual and subjective opinions in materials;
- strive to follow pluralism of opinions;
- building political guidelines for society;
- ensure the impartiality of materials submitted to the media;
- follow the principle that the interests of the development of society are a priority in the activities of a journalist;
- raise problems of negative phenomena in the life of society;
- objectively reflect the political interests of policy subjects;
- strive for objectivity when creating the image of parties and other political institutions;
- act as a neutral mediator between the government and society, etc.

Political journalism is inextricably linked with communication processes. Communication - message, connection, path of communication (from the Latin communicatio - to make common, to connect; to communicate) - refers to those elements of information and communication links of society that accompany all spheres of human life, including political. As well as politics, which has an important influence on society, primarily due to the communicative properties of journalism. In these conditions, political journalism takes on particular importance, since the political space relates to the public sphere, public policy.

This means that politics is currently a public sphere, which should grow into the new millennium, according to A.S. Tumanova and A.A. Safonov, into the policy accompanying an open civil and information society [22, 6]. Therefore, ideally we should talk about political journalism as a special type of journalistic activity focused on educating a civic position, especially since the basic principles of journalistic activity, including politically oriented, are clearly stipulated in the laws of the Russian Federation, which states that “Citizens have the right to promptly receive reliable information about the activities of state bodies through the media” (Article 38), and a refusal to a journalist “to provide the requested information is possible only if it contains information constituting a state, commercial or other secret specially protected by law” (Article 40). A journalist has the right to “seek, request, receive and disseminate information” and “to be received by officials in connection with a request for information” (Article 47) [5].

Legislatively, the emphasis in understanding political journalism also falls on such aspects as the presence of elements of collecting and systematizing information, since political journalism has the ability to influence public opinion and is a significant area for influencing the mass consciousness of citizens.

The perception and understanding of political journalism as a political category is facilitated by the very functions of political journalism described by A.P. Sukhodolov and A.M. Bychkova. Thus, researchers name the following among the main functions of political journalism [19]:

- meeting the information needs of society;
- ensuring transparency and freedom of speech;
- study and formation of public opinion;
- organizing discussions on socially important political issues;
- support or criticism of the activities of political entities;
- education of political culture and political consciousness;
- political PR.

In turn, the functions of political journalism provide:

- politically oriented communication between the state and society;
- publicity in the sphere of politics;
- dialogue between policy subjects;
- focus on solving socio-political problems;
- organizing broad discussions on current policy issues;
- open discussion of the determinants of aggravation of socio-political problems;

- discussion of the prospects for the development of the political system of society;
- build positive political PR, etc.

Let's pay attention that political issues, including the construction of political PR, are one of the main and most significant in the life of any society, therefore a journalist providing material on a political topic (working on television, radio, online media, print media) or in photojournalism) - is responsible both to the audience and to journalism, which requires from him certain professional competencies, requirements that, in the age of developed information technologies and capabilities, have increased disproportionately compared to the functioning of the media during the existence of print media alone.

In the Russian Federation, the formation of political journalism went through several stages. The initial stage occurred in Soviet times, when the journalist was forced to follow the party line of the Communist Party when covering political events, since under the Stalinist totalitarian regime, and subsequently under the rule of Khrushchev and Brezhnev, the journalist was part of the propaganda system. Journalists enthusiastically praised the ideal socialist system, ideal industrial and socio-political relations in the country, and glorified the Communist Party of the Soviet Union.

With the beginning of perestroika and the proclamation of glasnost in the Gorbachev era, political journalism became the mouthpiece of transformation. As the leader of perestroika himself, M.S., noted. Gorbachev, "Deep, truly radical changes are taking place in society... And here the press, with its capabilities, with its receptivity to the new, advanced, having such powerful levers as criticism, openness, propaganda of the best experience, can and should do a lot" [4, 9]. Western journalist and political commentator S. Cohen described the ongoing metamorphoses of Russian political journalism as follows: "A wide and diverse political spectrum, previously driven underground, now enjoys almost complete freedom of speech" [8, 29].

The driving political forces of the perestroika era allowed political journalism to become a full-fledged branch of journalism and lead the processes of transformation of post-Soviet society. This was expressed in bold journalistic works that raised politically pressing issues, organized discussions, and published previously banned A. Solzhenitsyn, I. Brodsky, M. Bulgakov and others. Thus, political journalism, in the Soviet years, served only the "only correct" decision of the Central Committee The CPSU, after perestroika, turned into an extensive section of journalism and began to inform the population about a wide range of political phenomena and political science.

And today the task of political journalism is to serve as much as possible the formation of civil society, the formation of an information society provided with objective political information, and to develop political PR based on objective material. Effective public administration organizes and ensures broad public dialogue, which is built on the effective functioning of political journalism. The role of the latter is associated with the participation of the media as an equal partner and with its systemic, basic communicative function - the ability to connect and connect all participants in the dialogue, including during political battles and political PR.

Since political journalism is a procedural phenomenon, determining its political dominants involves turning to the factors that determine its political functionality. The most important factor determining the effectiveness of public administration is the information level provided by the information function of journalism. Political journalism integrates information based on source data, helping to inform the population and implement management decisions.

Conclusion. Political journalism is a political category, since the core of political journalism is power relations associated with the production, distribution and consumption of political information. Information-political relations in the triangle "power - journalism - people" determine the specifics and facets of the object of political journalism.

Political journalism must be understood as a broad branch of journalism, which includes coverage of all aspects of politics, political processes and political science. Political journalism

has a significant mission in the life of society. As a branch (subtype, direction) of journalistic activity, political journalism serves to achieve consensus in society and develop constructive socially significant discussions. That is, the format of political journalism involves informing society and transferring social and political conflicts into the area of negotiations.

Political journalism is carried out in all types of media: in periodicals (newspapers and magazines), photojournalism, radio journalism, television journalism and Internet journalism. At the same time, political journalism is the broadest area of journalism, and its subject area can be any sphere of not only political but also social life - from political PR to disputes and discussions on the topic of disqualification of athletes at international championships and directly to political life itself at different levels of society life.

Legislatively, the emphasis in understanding political journalism also falls on such aspects as the presence of elements of collecting and systematizing information, since political journalism has the ability to influence public opinion and is a significant area for influencing the mass consciousness of citizens. Thus, the main direction of political journalism remains political ideas, activities in the political sphere and building political guidelines for society.

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