

Современная наука и инновации.
2023. № 4 (44). С. 246-251.
Modern Science and Innovations.
2023; 4(44):246-251.

ПОЛИТИЧЕСКИЕ НАУКИ /
POLITICAL SCIENCE

Научная статья / Original article

УДК 327

<https://doi.org/10.37493/2307-910X.2023.4.30>

Асият Казиевна Боташева
[Asiyat K. Botasheva]

**Политическая коммуникация как
информационный аспект взаимодействия
субъектов политики**

**Political communication as an informational
aspect of interaction between policy subjects**

Пятигорский государственный университет, г. Пятигорск, Россия, ab-ww@mail.ru /
Pyatigorsk State University, Pyatigorsk, Russia, ab-ww@mail.ru

Аннотация. В статье исследуется политическая коммуникация и показано, что главным институтом политической системы является государство, которое изначально нуждается в политике, объединяющей граждан этого государства. В статье анализируется политика как механизм организации жизни общества, которая невозможна без политической коммуникации. Большое место в работе занимает рассмотрение задач политической коммуникации, среди которых основной задачей остается обеспечивать распространение той самой информации, без которой невозможно функционирование государства и оказание политического влияния на другие государства. Делается вывод о том, что политическая коммуникация – это своеобразный механизм, посредством которого реализуется власть в обществе.

Ключевые слова: политическая коммуникация, политика, политическая система, информационное общество

Для цитирования: Боташева А. К. Политическая коммуникация как информационный аспект взаимодействия субъектов политики // Современная наука и инновации. 2023. № 4 (44). С. <https://doi.org/10.37493/2307-910X.2023.4.30>

Abstract. The article examines political communication and shows that the main institution of the political system is the state, which initially needs a policy that unites the citizens of this state. The article analyzes politics as a mechanism for organizing society's life, which is impossible without political communication. A large place in the work is occupied by the consideration of the tasks of political communication, among which the main task remains to ensure the dissemination of the very information without which the functioning of the state is impossible. It is concluded that political communication is a kind of mechanism by which power is realized in society.

Keywords: political communication, politics, political system, information society

For citation: Botasheva AK. Political communication as an informational aspect of interaction between policy subjects. Modern Science and Innovations. 2023;4(44):167-174. (In Russ.). <https://doi.org/10.37493/2307-910X.2023.4.30>

Introduction. The understanding of political communication is quite conditional, since there are a sufficient number of formulations of this concept. Thus, the American mathematician and creator of cybernetic theory N. Wiener characterizes political communication as the process of creating, sending, receiving and processing messages that have a significant impact on politics [3, 168]. R.Zh. Schwarzenberg suggests that political communication is “the process of transmitting political information as it circulates from one part of a political system to another and between political systems of social systems. There is a continuous process of information exchange between individuals and groups at all levels” [11, 29]. Still, it seems that the circulation of political information is not limited to the political system. More precisely, it is a component of the existence

of the political system, but in general it is a process of interaction in society based on the transfer of political information. Therefore, we agree with the American political scientist L. Pai that “political communication does not imply the one-way direction of signals from the elites to the masses, but the entire range of informal communication processes in society, which have a very different impact on politics. Political life in any society is impossible without established methods of political communication” [15, 442]. But the scientist does not give a definition of political communication and political technologies.

Materials and research methods. The study of political communication involves the development of methodological guidelines. From this perspective, the identification of such a common feature as the focus of political communication on the creation of a certain type of messages aimed at influencing the behavior of the recipients of these messages suggests that political communication technologies can still be combined into one large group, highlighting the functional features, namely: influencing the behavior of recipients. In other words, draw research attention to the fact that communication technologies differ from other types of interpersonal influence.

Another methodological guideline in our study is suggested by G.G. Pocheptsov, who focuses on such an aspect of communication technologies as the tendency to rely when issuing messages on communication flows already existing in society [8]. Another important methodological feature of the phenomenon under consideration is the uniformity of the political campaigns themselves, when, despite the different types of campaigning, election, information, etc. campaigns - the entire sphere of political communication is generally similar in terms of subject-object characteristics, despite the difference in the chosen strategy and tactics for conducting a specific campaign.

Let us highlight several main scientific areas that contain components of the study of political communication. Firstly, these are theories that developed in the pre-war period. The most famous theory belongs to the classic of American journalism Walter Lipman, who published his study “Public Opinion” in 1922. The theory of stereotypes in general and the role of stereotypes in mass communication by W. Lipman became classic, but mass communication in general, and political communication in particular, were subsequently considered more deeply by other scientists. Secondly, there is Robert Park's (1864-1944) theory of control of collective behavior. According to R. Park, the community of signs, symbols, meanings - everything that means communication - is relations with the public based on interaction. And from social interaction comes the form of manifestations of political communication, the scientist believes [14]. Thirdly, we note the works of D. Helbing, L. Butzny, A. Johansson and T. Werner, who examined the media and the public sphere through the prism of the theory of communicative action. Researchers relied on three main functions of communication: constative, expressive and regulatory [13, 1-24]. Thus, an integrative understanding of socio-political reality has made it possible to scientifically substantiate the transformation of mass information into political action, and to consider political communication as a component of the diversity of relationships and interactions in the functioning of societies, including between political actors within the political system and outside, in international relations when exerting political influence on other states.

Analyzing post-war theories of political support, we will turn to the research of the theorists of “political support” D. Easton and J. Dennis, suggesting that the totality of attitudes and activity of citizens influences the government and political life of the country, determining, first of all, its stability [12]. We agree that political communication is impossible without a mass audience: political parties and movements need the electorate, the legalization of their programs in the eyes of the population, and the legitimation of their actions before society. Moreover, “The processes of division and distribution of power in society are largely determined by socio-political communications” [5]. Accordingly, the essence of the political process assumes that the transmission and exchange of messages among political subjects creates the basis for the necessary contacts and connections between political subjects and various counterparties, which ultimately determines the course of the political roles of policy subjects.

The degree of scientific development of the topic. Among the most significant works devoted to this problem, the works of foreign scientists N. Wiener [3], L. Pye [15], R. Park [14], D. Helbing [13] should be highlighted. Communication technologies of the twentieth century are studied by Russian researchers E.I. Gaisina [4], G.G. Pocheptsov [8], A.Yu. Suvorov [9], I.F. Sharkov [10], R.-Zh. Schwarzenberg [11]; socio-political communications in the context of ideological discourse are studied by A.S. Allenova [1], S.V. Ivlev [5], A.G. Kiselev [6], P.N. Kirichek et al. [6]

Research results and their discussion. The political science dictionary suggests that political communication is “the process of transmitting political information that structures political activity and gives it new meaning, shapes public opinion and the political socialization of citizens, taking into account their needs and interests” [7]. We assume that this is an exhaustive interpretation of political communication, since political communication is the connecting thread between the institutions of the political system and the institutions of direct democracy, and its main role remains the formation (of course, with the help of the information and communication lever, which is formed by the press, radio, television and the Internet) , public opinion in the public sphere of political life.

Russian researcher F.I. Sharkov, discussing the topic of political communication in the modern information society, suggests that the essential side of political communication processes is the circulation of political information associated with storage, sampling, processing, etc. specifically political information. The researcher writes that “political information is a body of knowledge, messages about phenomena, facts and events in the political sphere of society. With its help, political experience is transferred, people’s efforts are coordinated, their political socialization and adaptation occurs, and political life is structured” [10, 121]. In other words, in the sphere of public authority, the development of various ideologies, public opinion, values, doctrines, public legal norms, symbols, opposition views, etc. is carried out – everything that forms the basis of the state’s domestic and foreign policy.

The structural components of the information and communication factor include political communication, which in society plays the role of a source of facts, information, opinions, etc., necessary for the full functioning of public life. It is political communication that contributes to the formation of the state and the formation of public opinion, the formation of a course and guideline for citizens - in which direction the state policy is moving - both internal and external (exerting political influence on other states). Indeed, we can say that it is precisely the information that the mass audience chooses as a basis for making the necessary decisions in the sphere of government that is political information. Political information (possession of it) can lead to victory or defeat in elections, help retain or lose power, political influence, and the opportunity for political subjects to realize their interests and achieve goals. Therefore, the process of assimilation of information is called communication, where the sender is the communicator, and the recipient is the recipient [2, 111], where the system of political communication resembles the hierarchy of biological systematics of taxonomic ranks and, like it, represents the following chain: group of channels - type - metaphor - form - technology - method - techniques, methods [9].

The very existence of any political system implies the presence of political-communication processes as a reflection of numerous contacts in the political space, as a reflection of practices and relationships between elements in political interaction, therefore political communication acts as an informational and semantic aspect of the interaction of political subjects through the exchange of information in the process of struggle for power or its implementation. The core of political communication remains the exchange of information between political actors at different levels.

In the fair opinion of E.I. Gaisina, we can describe political communication as “a complex of forms, methods, techniques and means by which the communicator carries out the process of transmitting and distributing information through various communication channels in order to exert a direct or indirect influence on the recipient. Political-communication

technologies can be defined as a systemic process of using marketing and non-marketing communications" [4, 148]. At the same time, there are certain in-demand technologies, including in the field of creating a politician's image, PR texts, etc., the demand for which exists in many countries around the world, especially during election campaigns. Political PR, political advertising, direct marketing technologies, image technologies, etc., which can definitely be attributed to the marketing type of political communication technologies, are allocated to this type not because of catering to the preferences and needs of the consumer, but because of the ability to sell this information in whole or part thereof.

Ideally, in a civilized society, the main goal of political communication should remain the preservation of trust in political power, in political structures, and the preservation of the integrity of the "power-people" system. In reality, political communication includes not only political speeches and statements, political disputes and debates, but also political scandals, deception and demagoguery, sometimes sarcasm and outright lies [6, 327]. As the famous American political scientist L. Pai writes, political communication includes "all types of informal communication contacts in society" [15, 442].

Political communication in socio-political life plays a significant role, since it includes guidelines for the stable development of the socio-political space and democratic processes: the dissemination of information is a kind of driving force of information and communication interaction on the part of political institutions participating in the course of political processes. At the same time, politically oriented meanings, being an integral part and a certain instrumental means of political communication, are the purposeful activities of political subjects, the purpose of which is the dissemination of beneficial information and misinformation among the population in order to form a political course beneficial to these subjects in society. Political communication traditionally provides information richness and complete legitimation of power (the goal is the formation of political images and their introduction into mass consciousness through political discourse [1]), reflects the content and logic of political processes from the point of view of formed social expectations and interests of various social groups of society.

Conclusion. Thus, having analyzed different points of view on the essence of political communication, we came to the conclusion that political communication is the information aspect of the interaction of political subjects through the exchange of meanings in the process of political struggle. The very existence of any political system implies the presence of political communication processes as a reflection of numerous contacts in the political space, as a reflection of practices and relationships between elements in political interaction. The core of political communication is the exchange of information between political actors at different levels. At the same time, political communication is not a one-way direction of information signals from those in power to the masses, but the entire range of formal and informal communication processes in society, which ultimately influence the formation of the political course and public policy in general, including when exerting political influence to other states.

ЛИТЕРАТУРА

1. Алленова А.С. Антироссийский дискурс в политической коммуникации современной Германии // Международный научно-исследовательский журнал. 2023. № 7 (133). <https://doi.org/10.23670/IRJ.2023.133.36>. URL: <https://research-journal.org/media/articles/6032.pdf> (дата обращения 16.10.2023)
2. Боташева А. К. Повышение роли коммуникации и информации в международной политике // Университетские чтения-2022: Материалы региональной межвузовской научно-практической конференции, Пятигорск, 13–14 января 2022 года. Часть XI. Пятигорск: Пятигорский государственный университет, 2022. С. 111–115.
3. Винер Н. Человек управляющий. СПб.: Питер, 2001. 288 с.
4. Гайсина Е. И. Политико-коммуникативные технологии: понятие и сущность // Ученые записки Казанского университета. 2011. Том 153. С. 143–150.
5. Ивлев С. В. Социально-политические коммуникации в контексте идеологического дискурса // Журнал Сибирского федерального университета. Серия: Гуманитарные науки. 2022. Т. 15. № 2. С. 244–253. <https://doi.org/10.17516/1997-1370-0907>.

6. Киселев А. Г., Киричек П. Н. Тренды политической коммуникации в контексте социальной модернизации // Вестник Российского университета дружбы народов. Серия: Социология. 2019. № 2. С. 322–336.
7. Мустафин А. А. Политология: словарь современных терминов и выражений. Ангарск: Изд-во: АГТА, 2012. 168 с.
8. Почепцов Г. Г. Коммуникативные технологии двадцатого века. М.: Киев: Рефл-бук, Ваклер, 2002. 35с.
9. Суворова А. Ю. Политические коммуникации: сущность, структура и современные тенденции развития // Государственная служба. 2017. Т. 19. № 6(110). С. 105-109. <https://doi.org/10.22394/2070-8378-2017-19-6-105-109>.
10. Шарков Ф. И. Политическая коммуникация в современном информационном обществе // PolitBook. 2012. № 2. С. 121–132.
11. Шварценберг Р.-Ж. Политическая социология. В 3 ч. Пер. с фр. М., 1992. Ч. 1. 294 с.
12. Шестопал Е. Б. Политическая психология. URL: <http://robotlibrary.com/book/333-politicheskaya-psixologiya-shestopal-eb/13-Page13.html?ysclid=lp2n3ec03e107398033> (дата обращения 12.02.2023)
13. Helbing D., Buzna L., Johansson A., Werner T. Self-Organized Pedestrian Crowd Dynamics: Experiments, Simulations, and Design Solutions // Transportation Science. 2005. Vol. 39. N 1. P. 1–24.
14. Park R. E. The Crowd and the Public // The Crowd and the Public and Other Essays. Chicago: University of Chicago Press, 1972. P. 1–81.
15. Pye L. Political Communication // The Blackwell Encyclopedia of Political Institutions. Oxford-New York, 1987. P. 542.

REFERENCES

1. Allenova AS. Antirossijskij diskurs v politicheskoy kommunikacii sovremennoj Germanii. Mezhdunarodnyj nauchno-issledovatel'skij zhurnal. 2023;7(133). <https://doi.org/10.23670/IRJ.2023.133.36>. Available from: <https://research-journal.org/media/articles/6032.pdf> [Accessed 16 October 2023].
2. Botasheva AK. Povyshenie roli kommunikacii i informacii v mezhdunarodnoj politike. Universitetskie chteniya-2022: Materialy regional'noj mezhvuzovskoj nauchno-prakticheskoy konferencii, Pyatigorsk, 13–14 yanvarya 2022 goda. Chast' XI. Pyatigorsk: Pyatigorskij gosudarstvennyj universitet, 2022. P. 111-115.
3. Viner N. CHelovek upravlyayushchij. SPb.: Piter; 2001. 288 p.
4. Gajsina EI. Politiko-kommunikativnye tekhnologii: ponyatie i sushchnost'. Uchenye zapiski Kazanskogo universiteta. 2011;153:143-150.
5. Ivlev SV. Social'no-politicheskie kommunikacii v kontekste ideologicheskogo diskursa. ZHurnal Sibirskogo federal'nogo universiteta. Seriya: Gumanitarnye nauki. 2022;15(2)244-253. <https://doi.org/10.17516/1997-1370-0907>.
6. Kiselev AG, Kirichek PN. Trendy politicheskoy kommunikacii v kontekste social'noj modernizacii. Vestnik Rossijskogo universiteta druzhby narodov. Seriya: Sociologiya. 2019;2:322-336.
7. Mustafin AA. Politologiya: slovar' sovremennyh terminov i vyrazhenij. Angarsk: Izd-vo: AGTA; 2012. 168p.
8. Pochepcov GG. Kommunikativnye tekhnologii dvadcatogo veka. M.; Kiev: Refl-buk, Vakler; 2002. 352 p.
9. Suvorova AYU. Politicheskie kommunikacii: sushchnost', struktura i sovremennye tendencii razvitiya. Gosudarstvennaya sluzhba. 2017;19(6)(110):105-109. <https://doi.org/10.22394/2070-8378-2017-19-6-105-109>
10. Sharkov FI. Politicheskaya kommunikaciya v sovremennom informacionnom obshchestve. PolitBook. 2012;2:121-132.
11. Shvarcenberg R.-Zh. Politicheskaya sociologiya. V 3 ch. Per. s fr. M., 1992. CH. 1. 294 p.
12. Shestopal EB. Politicheskaya psihologiya. Available from: <http://robotlibrary.com/book/333-politicheskaya-psixologiya-shestopal-eb/13-Page13.html?ysclid=lp2n3ec03e107398033> [Accessed 12 February 2023].
13. Helbing D, Buzna L, Johansson A, Werner T. Self-Organized Pedestrian Crowd Dynamics: Experiments, Simulations, and Design Solutions. Transportation Science. 2005;39(1):1-24.
14. Park R.E. The Crowd and the Public. The Crowd and the Public and Other Essays. Chicago: University of Chicago Press; 1972. P. 1-81.
15. Rue L. Political Communication. The Blackwell Encyclopedia of Political Institutions. Oxford-New York; 1987. P. 542.

ИНФОРМАЦИЯ ОБ АВТОРЕ

Асият Казиевна Боташева – доктор политических наук, доцент, профессор кафедры журналистики, медиакоммуникаций и связей с общественностью, Институт международных отношений, Пятигорский государственный университет, +79614833806, ab-ww@mail.ru

INFORMATION ABOUT THE AUTHOR

Asiyat Kazieva Botasheva – Dr. Sci. (Polit.), Associate Professor, Professor of the Department of Journalism, Media Communications and Public Relations, Institute of international relations, Pyatigorsk State University, +79614833806, ab-ww@mail.ru

Конфликт интересов: автор заявляет об отсутствии конфликта интересов.

Conflict of interest: the authors declare no conflicts of interests.

*Статья поступила в редакцию: 21.10.2023;
одобрена после рецензирования: 20.11.2023;
принята к публикации: 07.12.2023.*

*The article was submitted: 21.10.2023;
approved after reviewing: 20.11.2023;
accepted for publication: 07.12.2023.*