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Современная информационная политика: региональная проекция

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Аннотация. В представленной статье рассматриваются современные подходы к характеристике информационной политики Российской Федерации и ее региональное воплощение в Чеченской Республике. Отмечены тенденции, способствующие становлению синергично сложной власти, включая такие факторы как «цифровая революция» и «цифровая метаморфоза». Автор анализирует в каких условиях государство может эффективно и устойчиво контролировать содержательную и смысловую составляющую информационного пространства. Опыт проведения региональной информационной политики в Чеченской Республике раскрывает типологические и функциональные особенности Министерства информации и печати Чеченской Республики. Рассмотрены методы и подходы моделирования информационной политики в региональном разрезе, особое внимание уделено аспекту управленческого плана. Раскрыты традиционные специфические региональные особенности информационной политики Чеченской Республики.

Ключевые слова: информационная политика, синергия, информационно-коммуникационные технологические решения, информационное пространство, национальная безопасность, социальный менеджмент

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Research article

Modern information policy: regional projection

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Abstract. The present article examines modern approaches to the characterization of the information policy of the Russian Federation and its regional implementation in the Chechen Republic. The trends contributing to the formation of synergistically complex power are noted, including such factors as the "digital revolution" and "digital metamorphosis". The author analyzes the conditions under which the state can effectively and sustainably control the content and semantic component of the information space. The experience of regional information policy in the Chechen Republic reveals the typological and

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functional features of the Ministry of Information and Press of the Chechen Republic. The methods and approaches of modeling information policy in the regional context are considered, special attention is paid to the aspect of the management plan. The traditional specific regional features of the information policy of the Chechen Republic are revealed.

Keywords: information policy, synergy, information and communication technology solutions, information space, national security, social management

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Introduction. In the political science literature there are studies of the influence of information on various aspects of social and political life. It is indicated that the world is expecting some kind of reassembly of political systems and political relations [1, 2]. New political relations are being born in power structures [3]. This mainly concerns the ruling elites, who are forced to change under the influence of a new external environment.[4,5] Changes are predicted in the very nature of man, who will be forced to constantly transform in order to correspond to his time [6, 7] Globalist projects that have already been born (Klaus Schwab, Jacques Attali) conceal serious threats to the security of the world majority [8, 9]

Modern Russian researchers note that the world is experiencing a growth of trends that contribute to the formation of synergistically complex power, among which they highlight such factors as: speed, network realities, symbolic codes, "digital revolution" and "digital metamorphosis" [10]. The essence and peculiarity of the modern stage of development of information policy are determined by such factors. And the main factor is the formation and development of human capital [11] strengthening of network connections in political processes, [12] occurring against the general background of the crisis of the Western liberal model of science and politics [13].

Domestic analysts express the view that currently existing digital ICT (information and communication technology solutions) provide unimpeded access to a wide range of information channels and sources, significantly expanding the potential for expressing individual judgments, evaluative experiences and images that have an emotional coloring. In such conditions, a state can effectively and sustainably control the content and semantic component of these information flows and the citizens who use them [14].

The essence of modern power, according to many theorists, comes down to the ability to effectively control the information space, constantly keeping in sight strategic information that has exceptional state value.

Within the territorial borders of the Russian Federation, the principles inherent in the state information policy are determined by the target system of the legal type, the "foundation", which is the legislative acts of federal significance (FL), dedicated to the organizational principles of LSG (local self-government), IT solutions and protection of information data, mass media, as well as the Strategy for the Development of the Information Society of the Russian Federation, the Doctrine of Information Security, etc. [15].

Here it is appropriate to highlight Decree No. 607 of April 28, 2008, issued by the head of state, the Resolution on the Federal Targeted Program "Electronic Russia" adopted by the Russian Government, and the legislative act of federal significance No. 131.

The acts presented above together form the political and regulatory framework for information policy, which is implemented by the state side.

In the regions of the Russian Federation, in particular in the Chechen Republic, a number of legislative acts have been adopted regulating the activities of regional information policy [16]. The characteristics of regional media, their typological structure, media image, and specific functioning have been sufficiently competently studied in the works of Amelko A.N., Idilova I.I., Khuchiev M.M., Minkailov M.M., Turpalova L.A., Malsagova A.B. [17, 18, 19].

Materials and research methods. The research is interdisciplinary, and various scientific specialties were involved in the process: political science, journalism, social philosophy, political science approach, cognitive linguistics.

The political science approach formed the basis for the characteristics of communication technologies for modeling information policy in the regional context of the North Caucasus. The structural and functional approach helped to identify the structure and functions of the media involved in constructing the regional information policy of the North Caucasus region. Discourse analysis as an interpretative and explanatory method was used to identify the relationship between the general media text and its social conditions of creation and impact on the consumer.

Research results and their discussion. As a rule, state-level information policy recognizes state-government structures as key subjects that ensure the resolution of urgent problems of national importance [20].

This infopolitics is implemented with a single target setting, which is to achieve and maintain the proper info order. Thanks to it, the organization of the entire infospace is ensured, in accordance with social demands and the needs and interests of the entire state.

It can also be perceived as the opportunity/ability of political subjects to influence mass consciousness, the psycho-emotional status of citizens, their activities and behavior, bringing them into line with the interests of civil society and the state side using information data [21].

Particular attention is paid to the aspect of the management plan, which is characteristic of infopolitics. The fact is that at the moment the term "information" is increasingly considered as a mandatory attributive component of social management. Moreover, infopolitics itself is a system by means of which the coordination of processes from the category of "informational" is supported.

In the present context, we are talking about a comprehensive set of regional information structures (organizational, cultural, social, economic, regulatory, etc.) that are designed to support the civil right of everyone to unhindered access to information data, enshrined at the institutional level [22,23].

At present, society is becoming increasingly informational in nature. In such conditions, its members need professional applied and specific theoretical competencies in disseminating, storing and producing information data in order to fully ensure the interests of civil society and the state. The main target of such a policy is to organize a constructive and creative dialogue between different state-authority and social subjects.

In situations in which the technological aspect inherent in state information policy ensures the regulation of processes for improving isolated elements of the information environment, the substantive aspect reflects the basic value guidelines and priority tasks of communication activities carried out by subjects participating in political processes.

Traditionally, regional infopolitics is perceived as a specific instrumental means of political influence and resolution of "problems" from the "political" category. We are talking about technological solutions that allow the subjects of infopolitics to purposefully manipulate the social consciousness and mental status of the population, managing and controlling the behavior of individuals to achieve their goals [24, 25].

It should be particularly emphasized that the state is obliged to ensure information security by protecting its population from unwanted (usually destructive) information. In particular, we are talking about the so-called "special conditions" when the state and society are faced with signs of information and psychological warfare [26, 27].

The concept of the information policy of the Chechen Republic is based on a number of legislative acts of federal significance and in many ways reproduces Russian legislation, taking into account regional specifics.

The content of the Strategy concerning the development of the Russian info-society, which has undergone the approval procedure based on Decree No. 203 of 09.05.2017 issued by the head of state, reveals 6 key principles for the improvement and evolution of the info-society:

- maintaining citizens' rights to access information data;

- maintaining freedom of selection of “tools” for acquiring the competencies necessary for working with information data;
- ensuring the preservation of the usual and traditional formats for receiving services/products;
- the priority nature of traditional domestic moral and spiritual value guidelines and the implementation of behavioral normative prescriptions based on them in the process of using information and communication technologies;
- compliance with legality and rational sufficiency in the process of dissemination, systematization and collection of information data on legal entities and individuals;
- maintaining state protection and state security of the interests of Russians in the information space [28].

The creation of a full-fledged infosociety cannot be achieved without the dissemination and popularization of ICT. The content of this Strategy indicates that within the territorial borders of the Russian Federation, the infosociety is distinguished by the widespread and generally accessible use of devices of the "mobile" category (according to statistics, there are a couple of mobile numbers per citizen of Russia). The same applies to communication networks and wireless technology solutions.

A system for providing municipal and government services in digital format has been created, in which over 34 million citizens of the country are already participating. The latter can send group and personal requests to local government and government agencies in digital form.

Thus, at the moment, Russian state policy in the information sphere has the appearance of a certain response to current digital challenges. For example, industry experts say that ICT has quickly acquired the status of an integral component of management systems in every economic sector, in all public administration sectors, as well as in the areas of national security, state defense and maintaining legal order.

Conclusion. Summing up the results of the conducted research, it can be concluded that in the Chechen Republic, regional news agencies, whose activities are carried out mainly in Russian, come to the forefront in forming the agenda - to expand the target audience and ensure communication with federal mass media and news agencies. Bilingual news television and radio companies (ChGTRK Grozny, the VGTRK branch GTRK Vainakh, TRK Put) distribute airtime between programs in Russian and Chechen in a 50% to 50% ratio. Magazines on religious topics, some socio-political and literary and artistic publications are published only in the Chechen language, which contributes to the preservation and development of the linguistic and ethnic culture of the Chechen people.

State participation in the development of ethnic media is decisive, and the republican Ministry for National Policy, External Relations, Press and Information is the sole founder of the republican media. This allows us to speak about the effectiveness of the targeted policy of the Russian Federation in the sphere of supporting the culture and languages of the peoples of Russia and the media that are published in the languages of ethnic groups. The state nature of ownership is reflected in the subject matter and nature of the presentation of information. In the Chechen-language media, attention is focused on the implementation of the educational function, the preservation of the culture, history and traditions of the Chechen people, while the number of publications on socio-political topics is small.

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