

## The role of mass media in the political system of society

**Abstract.** *As practice shows, in relatively quiet periods, symbols of public opinion are subject to verification, comparison, and proof. They appear and disappear, merge with each other, and are forgotten, and at the same time, they never serve as an absolute organizing principle of the emotional state of the whole group. At all times, the mass media have been and remain a direct participant in the political process, expressing the interests of the state, groups, various personalities, and national interests, and in this regard, it can be noted that the state has always sought to establish control over the mass media. It should be emphasized that the preservation of the independence of the media and freedom of information are a direct reflection of the democratic nature of the political regime.*

*Therefore, in order to ensure the principles of democracy, the media must be independent, moreover, it should be emphasized that the mass media must take an active part in the preservation and development of the principles of democracy, which certainly strengthens the role of the media in the life of any state.*

*In particular, special attention should be paid to the Concept of a «hearing state» proposed by the Head of State of the Republic of Kazakhstan. This concept was perceived in Kazakh society with special enthusiasm since the essence of this Concept is aimed at democratizing the Kazakh society, developing political culture, and political participation in our society.*

**Keywords:** *Political communication, mass media, public opinion, political technology, the image of a political leader.*

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### Introduction

Information systems are not only transmitters of ideas, and information of the state to the masses, but also a connecting link between them, modify the consciousness of their audience, control their audience, and control its behavior. Thus, they are one of the creators of politics. Therefore, modern media is becoming a regulator of social and political behavior, psychological mood, and the way of thinking of its audience.

In this regard, public opinion is also considered when studying the media as a

mechanism for strengthening the image of a political leader, of course. An emphasis should be placed on the definition of this concept, given in the fundamental work “Public Opinion” by W. Lippmann, in particular: “Those features of the external world that are related to the behavior of other people - to the extent that this behavior intersects with our, depends on us and interests us - we roughly call it a public opinion. The images in the minds of people - the images of themselves, other people, their needs, goals, and relationships - are their public opinion” [1, 46 p.]. It should be mentioned here since the

overwhelming majority of people do not have the necessary experience, knowledge, and time to form a qualified opinion about more and more complex processes in the surrounding world, they take the path of simplification, uncritically perceiving stereotypes - reduced and schematized images and representations about certain aspects of the external environment.

It should be mentioned here since the overwhelming majority of people do not have the necessary experience, knowledge, and time to form a qualified opinion about more and more complex processes in the surrounding world, they take the path of simplification, uncritically perceiving stereotypes - reduced and 32 schematized images and representations about certain aspects of the external environment. According to U. Lippman, there are many opportunities for active influence on public opinion, as well as the abuse of these opportunities. As E. Bernays said: "a person is a social being, he feels himself a part of the herd, even when he sits alone in an empty curtained room. His consciousness retains the templates imprinted there by the influence of the group" [2, 45 p.].

The image of a politician is the result of a conscious and purposeful design of his appearance. The pragmatism of the image is determined by the desire of the politician to meet the social expectations of the masses, and their values. After all, political capital, according to P. Bourdieu, is a delegated form of symbolic capital, a loan based on the expectations of social groups. With the help of capital, the media is endowed with the very power that they will recognize for him in the future.

### **Research methods**

Therefore, within the framework of the article, it is necessary to clarify the role of the media in the political process.

The aim of the article is to identify the role of the media in the political process. Research methods: In this chapter, particular importance is our use of content - analysis of a huge array of materials of modern mass media, in particular social networks.

The media in a broad context analyzed the domestic and foreign policy of the Republic of Kazakhstan. In particular, the total volume of materials studied by the author appeared in the media, will amaze with its massifs. It should also be mentioned that we used a political analysis focused on the decision-making process, which includes such components as setting goals, identifying major trends, studying prevailing conditions, predicting changes, and considering alternatives.

### **Discussion**

As Moises Naim said, much more complex processes are taking place in the world than the transfer of power from one group of influential players with common interests to another. The transformation of power is larger and more complex. Power in itself is becoming more and more accessible; nowadays, a much larger number of people have it. Moreover, its limits are restricted, and it is more problematic to use it.

Considering on issues of power, it should be emphasized that the classification of channels of power dates back to the seminal work of the distinguished South African business and management researcher Ian McMillan. Ian McMillan noticed that in all cases when it comes to power, one side manipulates the situation in order to influence the actions of the other side [4]. The types of manipulations differ depending on the answers to two questions:

First, does the structure change by manipulation of the current situation or only the situation of the second party's assessment?

Second, does manipulation suggest an improvement, or does it lead the other party to accept a result that is not an improvement?

The role of force (coercion), a set of rules and regulations (duty), advertising (persuasion), and reward (encouragement) determines the answers to these questions in any given situation.

It follows from this that influence is a kind of power in the sense that power includes not only actions that change the situation, but also actions that change the way the situation is perceived. Influence is a form of power, but power can be applied in other ways as well [3, 29 p.].

According to P. Bourdieu, "the field of politics is a market in which there is a demand, production, and supply of a product of a special kind - political programs, opinions, positions". As it is known, the main feature of the political market is competition, where the leading politicians themselves, their ideas, and programs are the goods. The success or failure of one or another challenger for a position of power in this "market" is due to many factors, primarily to the image of a political leader.

Nowadays, the image of the country's political leader is a topical issue. This process implies the positioning of the President of the Republic of Kazakhstan in the eyes of the public using the mass media since information is disseminated mainly through the media channels, therefore, the process of constructing the image of the head of state is carried out without interrupting the structure of social communication. In this regard, it should be emphasized that for the first time the process of forming and strengthening the image of a specific political leader, which is formed by the press of Kazakhstan, which has a historical and national flavor, was studied. There was revealed the meaning and integrative content of the image of a political leader and her leader as a socially desirable image.

In this regard, mention should be made of the words of Edward Bernays that it is necessary to "disseminate information by all possible means of communication" [2, 105 p.].

Let's move on to the political analysis of the individual image as a combination of various research methods of the general situation and specific political events, which includes three fundamental components such as analysis of the current political situation; forecast regarding its development, and making competent decisions to optimize the image of a political leader.

Proceeding from this and according to the purpose of our study, the analysis of the political image of the President of the Republic of Kazakhstan had two stages. In the first stage, was carried out a general analysis of the political situation in the Republic of Kazakhstan. It should be emphasized that situational analysis in political science is a kind of foundation. All

political analysis is based on this, because it is impossible either to make decisions regarding image optimization or to build forecasts about the effectiveness and effects of such decisions without a general analysis of the current situation in Kazakhstan. Within the framework of our research, under the political situation, we mean the state of the political system and the entire complex interaction between its subjects in a certain period of time, which are reflected in the media space.

A complete analysis of the political situation in this period covered the interaction of all political actors, who today together constitute the political system of Kazakhstani society, which is very important for identifying the degree of relevance of the strategy and technology of forming and strengthening the image of the political leader of the Republic of Kazakhstan.

So, in order to understand the essence of the political process in the Republic of Kazakhstan, in particular, to reveal the political situation during the change of power in the Republic of Kazakhstan, for us the first stage of political analysis was the analysis of the situation when and what initial measures were taken by Tokayev K.K. from the moment of taking office of the President of the Republic of Kazakhstan.

2019 has become a fateful year for the political history of Kazakhstan. The first President - Elbasy Nazarbayev N.A. resigned as Head of State and, in accordance with the Constitution, transferred power to the speaker of the Senate of the upper house of Parliament Tokayev K.K. After the entry of Tokayev K.K. into the office of the Head of State, the attention of the press to his person increased significantly. His policy is called the "Policy of the Hearing State."

From the day of assuming the office of the Head of State of the Republic of Kazakhstan, Tokayev K.K. outlined a number of strategically important areas of the country's socio-political development, and within the framework of this work, we intend to consider a number of them to confirm our hypothesis. The change of power in Kazakhstan is the main factor, which explains the expectations of the population for the further development of the country, in this regard, we decided to consider this factor from the position:

- Social;
- Economic;
- Political.

First of all, it should be noted that the Head of State Tokayev K.K. in his first months as President of the Republic of Kazakhstan, he outlined the trajectory for the further development of the state, conceptually presented in the platform and in the inaugural speech on June 12.

The influence of the President of the Republic of Kazakhstan Tokayev K.K. reflected in the minds of society as a new channel. From his first days as President of the Republic of Kazakhstan, Tokayev K.K. spoke to the akims of regions and cities of republican significance on March 27, 2019, and paid special attention to the following issues, in particular:

First - Economic development, where the key factors are investment, export and industrialization;

Second - the welfare of citizens and the quality of life; Stop financing unnecessary expensive acquisitions, and image events;

Third - a new format of interaction with the population, actively working in social networks, moderate and managing the situation, which undoubtedly contributes to increasing confidence in the institutions of power. Feedback with the population is not established everywhere, out of 17 akimats, four have contact call - centers, and mobile people's control - in seven regions [4, 26 p.].

Fourth - Youth involvement in the transformation processes in the country.

Fifth - Ensuring public safety.

Sixth - Current operational issues.

From all this material, it is possible to observe the coverage of all issues, which affect the entire life of Kazakhstani society.

Considering the entry, in particular in the FB, we decided to dwell first of all on such a point as the subscribers unanimously support the statements of "nonproductive expenditures" of the budget. A lot of unnecessary waste. We must radically change our attitude toward the budget. Not this year, but next, necessarily "- President Tokayev". Out of 200 views, all are positive.

The Head of State also paid special attention to the education system, of course, one should pay attention to such a moment where such factors as low teacher salaries and pensions undoubtedly affect the status of the profession.

It should be noted that with the help of a competent influence on the current position of the public, it is possible to change the prevailing attitude towards the teaching profession, which is clearly reflected in the special attention paid at a meeting with akims of regions and regions. At one time, Nobel Prize laureate Marie Curie noted that the civilization of a country is measured by the percentage of the budget allocated to national education [5, 91 p.]. "This is a very difficult and important issue. My position, firstly, must be Kazakh and Russian language. This is very important for our children. Only after that, we need to learn English," - said the President of Kazakhstan. There were 121 comments in this post, of a different nature, in particular, out of 121 comments the picture looks like this, 20 percent support the author, 15 percent against it, and 65 percent wrote their own opinion regarding the development of language policy in the country.

Further, 2019 April 9 Appeal to the citizens of the country where the President begins his address with the words "I appeal to each of you", which was not observed earlier in modern history, and announced his decision, in accordance with the Constitution of the Republic of Kazakhstan, to hold extraordinary elections of the President of the Republic Kazakhstan June 9, 2019.

The next speech of President Tokayev K.K. connected with the speech at the official inauguration ceremony of the elected President of the Republic of Kazakhstan. 2019, 12 June. During his speech, President Tokayev K.K. first thanked the people for their support in the elections and then spoke with the main political platform - an answer to the main requests of the citizens of Kazakhstan. First of all, work on the implementation of the Third modernization of Kazakhstan, the implementation of the Five institutional reforms and other strategic documents of the Republic of Kazakhstan. We need to seriously update our social policy. Always and everywhere, we defend the national

interests of Kazakhstan. In this regard, “our main formula of state power is a strong, plenipotentiary President - an influential, capable Parliament - a Government accountable to the people. In general, we have to increase the responsibility of the authorities to the people. Particular attention will be paid to the development of civil society.

Citizens of Kazakhstan are especially concerned about the development of a dialogue between the authorities and society. Therefore, we decided to create a National Council for Community Development. And the head of state immediately announced that the first meeting of the NSOD would be held in August 2019.

In general, President Tokayev K.K. voiced ten directions of development of the state [4,78-84 p.].

Also, considering the entry, in particular in the FB, we decided to stop first of all from such a moment as out of 42 comments, 15 percent - “supportive, delighted”, 50 percent - neutral, 35 percent - “against, indignation”.

For the first time in the history of Kazakhstan, President Tokayev on July 7, 2019, established Dombra Day. We decided to speak at the event dedicated to the Day of Dombra, because the dombra is a Kazakh national instrument. In this regard, it is very important that President Tokayev K.K. comprehensively promotes “art - the image of the nation”, a common value for all of us - dombra, and instill it in the minds of the younger generation. May the holiday glorifying our national spirituality raise the status of a dombra! [4,105 p.].

It should be noted that dombra is a national instrument in Kazakh culture. Therefore, such a holiday was established for the first time in independent history, and this step of the President caused a huge surge in society, which was reflected in social networks in a positive way.

Speaking at the expanded meeting of the Government of 2019 on July 15, the President highlighted that “We should focus on working with social networks. Every civil servant should be active in social networks on supervised issues. In the age of the Internet, this is already a duty. After all, it is obvious that social networks, and not traditional media, have become the main source of information for people.”

The necessity is to restore the trust of citizens, convincing them with figures, facts, and actions, and promptly responding to criticism and constructive proposals from citizens. Therefore, a transition to the concept of a “hearing state” is necessary [4, 132 p.].

On September 2, 2019, President of the Republic of Kazakhstan Tokayev K.K. delivered a Message to the people of Kazakhstan RK “Constructive public dialogue is the basis of stability and prosperity in Kazakhstan”, where the Head of State voiced his fundamental formula of state power, which says “successful economic reforms are no longer possible without modernization of the country’s social and political life.”

The purpose of the Message was “A strong President - an influential Parliament - an accountable Government, the task of which is as follows: “in the implementation of the concept of the “Hearing State”, which promptly and effectively responds to all constructive requests of citizens”; At one time, Lippmann noted that the problems associated with the means of communication are of paramount importance [1, 88 p.]. And here it should be emphasized that the head of state paid special attention to the issues of using the media by civil servants, that is, to be closer to the people.

Create a representative National Council public trust, which will work on a rotational basis, based on the provision that “the sovereign should always consult with others” [7, 101 p.].

Further to ensure the transparency of state power:

Effective feedback from the population; “Public dialogue, openness, prompt response to the needs of people are the main priorities in the activities of state bodies”;

A department has been created in the Presidential Administration that will monitor the quality of consideration of citizens’ applications by state bodies. According to the Constitution, our citizens have the right to freely express their will, if peaceful actions do not pursue the goal of violating the law and the peace of citizens, then it is necessary to meet halfway and, in the manner prescribed by law, give permission for them,

allocate special places for this. Especially not on the outskirts of cities.

It is necessary to develop and adopt the Concept for the Development of Civil Society until 2025. It should be drawn to such an important point as "... his ideas need fertile soil, and it should be emphasized that "at the same time, the leader must have seeds that he can sow", which was clearly observed in the presence [2, 111 p.]. Of course, the Address of the President of the Republic of Kazakhstan was posted on social networks, in FB 170 views with a «like» icon, and 99 percent noted «admiration.» This suggests that the issues discussed in the first Address highlighted the burning problems of the society of Kazakhstan.

In addition to everything, one more important point should be pointed out, speaking at an expanded meeting of the Government on July 15, 2019, President Tokayev K.K. proposed to ensure wide dissemination of «public participation budgets» [4, 119 p.].

Members of the Government, heads of state bodies and Regions, state-owned companies, and institutions are personally responsible for the effective implementation of reforms. For this purpose, a corresponding Decree was signed and within the framework of this Decree the situation in the country, including the situation of the population in the regions, will be specifically assessed based on surveys [4, 213 p.].

One of the important points that was spoke by the President of State at the I meetings of the NCPC on September 6, 2019, was that "civil society has become more active, although sometimes it lacks maturity ..." [4, 221 p.].

The state is obliged to listen to its citizens and, most importantly, to hear them. For the first time, it was proposed "... to introduce ... a system for assessing the effectiveness of local government ...".

The national economy should be focused on the real well-being of citizens. In other words, the state is for citizens! It must be effective in the sense that the distribution of state revenues must become more equitable.

From all the above, it can be observed that the President of the Republic of Kazakhstan Tokayev

K.K. in his keynote speeches, "expresses the will of the people with mathematical precision" [2, 115 p.].

## Conclusion

Summarizing all of the above, first of all, the role of mass communication in the political process should be emphasized. Since, with the help of modern mass media, the state at the head of the President of the Republic of Kazakhstan for the first time in history introduced the opening of its pages with social networks into circulation, we also daily cover all the material of the political process, which is a vivid reflection of the interest of the masses.

In this regard, the state, firstly, is progressively going to ensure the transparency of state power, secondly, the state contributes to the development of civil society, and thirdly, the state contributes to the growth of political culture among the population, thereby ensuring the functioning of the principle of checks and balances, that is, the state purposefully ensures all the above.

After conducting a content analysis for all the material posted on social networks, we observe an active and progressive growth of public interest in the initiatives of the President of the Republic of Kazakhstan, which in turn is expressed by strengthening the image of the Head of State Tokayev K.K. It should also be emphasized that the advantage of modern media is that society may well act as unofficial interpreters of this or that material for the public, which gives reason to objectively assess the involvement of the masses in the political process and find out the attitude of society to the material presented.

As G. Lasswell wrote, the will to win is closely related to the chance to win. The thesis about the victory is vital ... [6, 139 p.]. Therefore, considering the role of the media, it is possible to trace the evidence of the cause-and-effect relationship of the socio-political process of the Republic of Kazakhstan. That is, according to the statement of N. Machiavelli: "... sovereigns acquire greatness when they overcome obstacles", which is clearly reflected in the progressive solution of socio-economic issues by the President of the Republic of Kazakhstan Tokayev K.K. [7, 139 p.].

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### **Қоғамның саяси жүйесіндегі бұқаралық ақпарат құралдарының рөлі**

**Аңдатпа.** Тәжірибе көрсеткендей, салыстырмалы тыныш кезеңдерде қоғамдық пікірдің нышандары тексеріліп, салыстырылады және дәлелденеді. Олар пайда болады және жоғалады, бір-бірімен біріктіріледі және ұмытылады, сонымен бірге олар ешқашан бүкіл топтың көңіл күйінің толыққанды ұйымдастырушысы бола алмайды. Барлық уақытта БАҚ мемлекеттің, топтардың, алуан түрлі жеке тұлғалардың, ұлттың мүдделерін білдіре отырып, саяси процестің тікелей қатысушысы болған және болып қала бермек. Осыған байланысты мемлекет барлық уақытта БАҚ-қа бақылау орнатуға ұмтылғанын байқауға болады. Сондай-ақ, бұқаралық ақпарат құралдарының тәуелсіздігін сақтау және ақпарат бостандығы демократиялық саяси режимнің тікелей көрінісі екенін атап өткен жөн.

**Түйін сөздер:** Саяси комуникация, бұқаралық ақпарат құралдары, қоғамдық пікір, саяси технология, саяси лидер, саяси лидер имиджі.

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### **Роль СМИ в политической системе общества**

**Аннотация.** Как показывает практика, в относительно спокойные периоды символы общественного мнения подвергаются проверке, сравнению, доказательству. Они появляются и исчезают, сливаются друг с другом, забываются, и в то же время никогда не служат абсолютным организующим принципом эмоционального состояния всей группы. Во все времена СМИ были и остаются непосредственным участником политического процесса, выражая интересы государства, групп, различных личностей, национальные интересы, и в этой связи можно отметить, что государство всегда стремилось установить контроль над СМИ. Следует подчеркнуть, что сохранение независимости СМИ и свободы информации является прямым отражением демократического характера политического режима.

Поэтому для обеспечения принципов демократии СМИ должны быть независимыми, более того, следует подчеркнуть, что СМИ должны принимать активное участие в сохранении и развитии принципов демократии, что, безусловно, усиливает роль СМИ в жизни любого государства.

В частности, особое внимание следует уделить Концепции «государства слуха», предложенной Главой государства Республики Казахстан. Данная концепция была воспринята в казахстанском обществе с особым энтузиазмом, так как суть данной Концепции направлена на демократизацию казахстанского общества, развитие политической культуры и политического участия в нашем обществе.

**Ключевые слова:** Политическая коммуникация, средства массовой информации, общественное мнение, политические технологии, имидж политического лидера.

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