INFORMATION AND COMMUNICATION TECHNOLOGIES IN WORLD POLITICS

*Kagazbayeva E.M. [1], Alaguzhayeva R.Z. [2]
*[1] Candidate of Political Sciences, Associate Professor, Ablai Khan KazUIRandWL, Almaty, Kazakhstan, e-mail: Kagazbaeva.e@gmail.com
[2] 2nd year master's student, Ablai Khan KazUIRandWL, Almaty, Kazakhstan, e-mail: rominaalaguzhayeva@gmail.com

Annotation: The article is devoted to the consideration of issues related to the peculiarities of the impact of technological transformations in the information and communication sphere on the processes of political development, in the aspect of studying and analyzing the potential of modern information and communication technologies as a tool for influencing public consciousness. The paper shows that the development of information and communication technologies in the Internet space significantly affects the content parameters of the functioning of modern political regimes, and also contributes to the evolution of traditional models of democracy.

The article proves that today a society is being formed in which the main value is no longer the information itself, but communication technologies and communication channels. Not information, but communication links and communication opportunities turn out to be the main political value in modern society. Political information outside the context of the possibilities of its use in the processes of communication interaction, according to the author, loses its traditional value. On the contrary, the main value, including political, today is the possibility of communication interaction, in connection with which modern communication technologies are aimed at creating effective global forms of communication, new mechanisms of communication interaction.

Keywords: information and communication technologies, media space, political technologies, social media, modern technologies, internal politics, political influence, channels.

Basic provisions

The political stability of modern political systems becomes directly dependent on the information and communication potential of socio-political relations and the effectiveness of its implementation in actual political practice by state and civil actors. This circumstance imposes special requirements on the organization and implementation of the processes of modern political governance both in the internal and external environment, taking place today in conditions of active competition in the national and global communication spaces.

With the transition of the market and society to a qualitatively new stage of development and the emergence of the terms "information society", "knowledge economy" and "quaternary sector", dramatic changes have occurred not only in the field of research and development, but also in politics. The development of R&D and the fruits brought by them appear to us in the form of quite real

developments, technologies and innovations, and the direction of their development is seen by the public, albeit not always predictable, but logical, logical and understandable, then the transcendence of the development and use of technologies for diplomatic and political purposes in recent years forces representatives of academic circles and practitioners should pay more attention to this issue.

Introduction

The levers of political influence and the functioning of the system as a whole have long reached the point of bifurcation and are undergoing significant changes. The inability to fully track the metamorphoses taking place with political systems and the resulting limited possibilities of assessing the current situation are explained, first of all, by the quite obvious and natural secrecy of the means and technologies used. Despite the periodic scandals that arise in the media about this or that information leak or another manipulation of personal data, a huge part of the facts remains hidden from the eyes of the ordinary man in the street [1].

In all spheres of public life, categories related to the concept of "information", "information technology", "information warfare", "cyberspace", "electronic government", etc. are increasingly used. Consideration of the impact of information and communication technologies on modern international relations and political processes is relevant both from theoretical and practical points of view. Information and communication technologies are significantly changing public relations. New technologies transform (most often complement) the purpose and functions of public and international institutions - states, financial groups, political parties and international organizations. Theoretical consideration of international relations outside the context of information and communication technologies can no longer be sufficient for an objective and comprehensive understanding.

Description of materials and methods

By implies of a comparative methods, the examination of logical sources of household and remote creators examining this issue is carried out ,the concepts of «public policy» are characterized.

Discussion

The use of modern technologies in political processes today is not given due attention in the media and academic circles, however, does not mean that there is no such practice. From year to year, governments are showing increasing interest in advanced technologies and developments, as evidenced, at least, by the appearance at meetings of the US Congress of such titans of modern technological thought as Mark Zuckerberg, Jack Dorsey and Sundar Pechari. Despite the fact that, following the results of such meetings, it becomes clear that politicians often have a rather poor understanding of the functioning of social media, big data and

other technological systems, this does not detract from their interest in the processes taking place in this area and their exponentially increasing influence [2].

Many actors of modern international relations have long adopted advanced developments and are actively engaged in their implementation. Among the most interesting and successful examples of the symbiosis of information and communication technologies and the socio-political needs of the state are a number of applications developed by governments and non-profit organizations to support refugees, people affected by natural disasters, any discriminated groups of the population, along with the promotion of environmental protection programs, animal care, etc.

Information of all kinds has independent value, serves as a basis for regulatory documents. It has its own specific patterns of functioning and development, is capable of a proactive impact on public policy, acts as a direct cause determining the choice of a particular variant of political development, the behavior of various social groups and individual citizens, the transfer of the state system to a new state.

Information in public authorities can be classified on various grounds and grounds. For example, it can be divided into official and unofficial, general and regional, horizontal and vertical, according to content and purpose, possible social consequences, degree of accessibility, as well as on the basis of its correlation with time (information about the past, in real time, forecasts about the future).

Within the framework of the political and administrative system, it is considered from the point of view of relevance, sufficiency and adequacy for making appropriate decisions.

When dividing information by objects of distribution within a state body, priority is given to information for the head or senior management (or coming from them), then – for officials. At the same time, it is advisable to receive or send information that deserves special attention to various sources, independent of each other, in order to ensure greater objectivity of analysis, assessment, forecast.

Optimization of information support of public authorities is connected with the use of computer technologies. The effectiveness of decisions taken by public authorities depends on the quality of information, means and methods of its processing. In this case, "more" information does not always mean "better": excessive information can also complicate decision-making, as well as its lack. Therefore, one of the most important problems of information support of state bodies is to determine the sufficiency of information support.

Information support of public authorities is based on certain principles. The most important of them is the following: the volume and channels of information received by a public authority should be determined by the functions assigned to this body. Equally important is the differentiation of competence between various structures of state power and the organization of their interaction.

The processes that are currently characteristic of the sphere of public administration and have an impact on the organization of information support include the following:
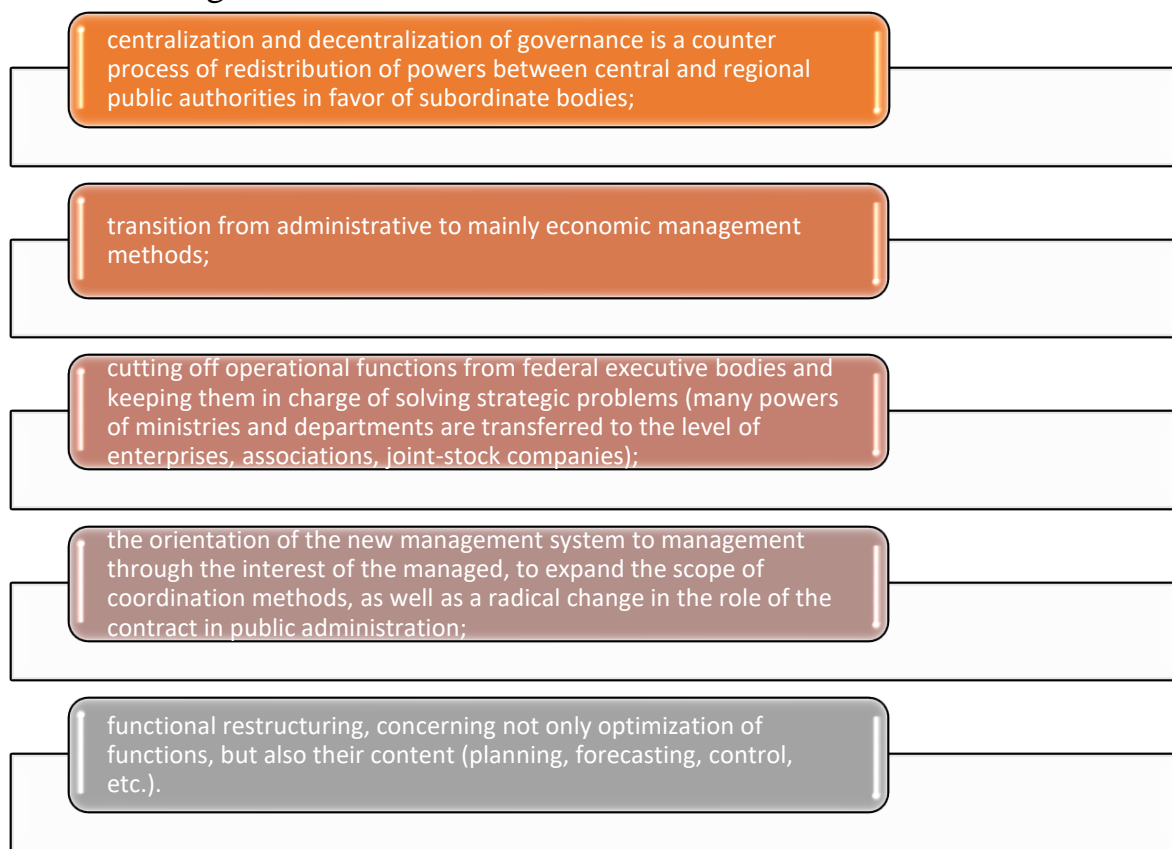

Figure 1 – processes affecting the organization of information support

Thus, taking into account the functional and structural aspects of reforming the system of executive authorities, it is possible to determine trends in the information support of these bodies: the structural side of the restructuring of the system of executive authorities inevitably entails a change in the direction of information flows, the functional side of the restructuring causes qualitative changes in incoming information.

Information provision becomes such an essential condition for the functioning of any subject of state power that it allows us to talk about the "information status" of subjects as part of their general status. The information status is fixed by the norms of law both at the republican and federal levels and includes the content, types and systems of information, rights and obligations in the information sphere, etc. However, today the legal regulation of the information status of public authorities is very insufficient [3].

In recent years, an increasing number of states have begun to create their own platforms within the media space, through which the interaction of the state and society can be carried out in the most simplified format[1]. Among such examples are the governments of Russia, Australia, India, France, the USA and many others.

Maintaining public relations is also implemented in a simpler way – through social media. Facebook Instagram, Twitter, etc., etc., etc., cannot ignore the exponential growth in popularity and importance of such platforms. It is obvious that in the era of the information society and the possibility of virtually unhindered dissemination of not only reliable, but also often unverified, fake information, even the most insignificant and suspicious information flow can cause significant economic and political changes.

A striking example of this is the hacking of the Twitter account of The Associated Press in the spring of 2013 and the subsequent statement about the alleged explosions that occurred in the White House, as a result of which Barack Obama and other employees were injured. The published tweet was the reason for a sharp drop in the US stock markets. Within minutes, the Dow Jones Industrial Average (DJIA) fell by 143.5 points, and the S&P 500 temporarily lost approximately $136 billion. Although the markets managed to recover in a very short time, traders and investors remained concerned about the level of vulnerability of the market and its susceptibility to, in essence, artificially created external "stimuli".

Despite their undeniable popularity, media platforms are still not the main threat to national and global security. A much more significant influence on modern international relations, politics and diplomacy is exerted by those structures and organizations that have direct access to advanced developments, often coming from the military-industrial complex, and big data [4].

One of the most high-profile and infamous companies specializing in working with Big Data and Data Mining is the British company Cambridge Analytica. Despite the fact that more and more companies today compete in the market of political microtargeting in order to identify, analyze and convince potential voters, Cambridge Analytica is the leader of this market, with a very impressive portfolio and client base. Among the biggest events that the company was involved in were Brexit and the US presidential election in 2016, during which the company first managed to contribute to the competitive struggle of the little–known Republican candidate Ted Cruz with the main contenders for the presidency, and then to have a positive impact on the victory of the incumbent president, Donald Trump.

It is noteworthy that the owner of the company is a billionaire, an expert in the field of computer science and computer technology – Robert Mercer, being a supporter of Republicans, and D. Trump, in particular, is considered one of the most influential businessmen in politics. Since 2006, R. Mercer has donated about $ 35 million to Republicans, and in June 2016 he was recognized as the first in the list of individual donors donating money to presidential candidates of the United States. Both in the Brexit situation and during the US presidential election, Cambridge Analytica collected data from user profiles on Facebook in order to target them to view convincing individualized messages, as a result of which voters could make decisions in favor of the campaign customer. The very possibility of turning clicks into votes, although it may seem far-fetched and

futuristic, is in fact the side of modern political tricks that people interested in winning go to, and which ordinary voters do not suspect [5].

Conclusion

The modern media space is not a homogeneous matter, and it is difficult to give an unambiguous assessment of the processes taking place in this space. Randomly appearing profiles, viral videos, activist groups and posts full of innuendo and other defamatory statements have ceased to be an accident and have transformed into not only a well-thought-out, but also a complex technical tool of political technologists capable of controlling mass consciousness and turning events taking place in the political world in favor of the richest and most technologically savvy interested person.

Thus, information and communication in government, political technologies are not only an actual theoretical problem. Technologies are not omnipotent, but it is their competent, qualified use that makes it possible to change the world, influence the political process, fight political actors for the realization of their interests and achieve their goals.

Based on the results of the work, it was concluded that technological changes in information and communication technologies on the Internet significantly affect the functioning of society itself and the entire system of political governance. At the same time, models of political management involving the use of purely traditional mass communication media will lose their relevance and effectiveness, being objectively replaced by new forms of political communication in the network communication space.

REFERENCES

[1] C. Belén. The Relationship between Social Movements, ICT and Social Change According to the Scientific Community. / / E-journal of International Relations, Vol. 8, N .2, November 2017-April 2018. Access mode:https://www.redalyc.org/html/4135/413553386008/ (date of application:20.03.2022)

[2] How Does President Trump's Twitter Use Impact Forex, Markets And Stocks? / / Forex Capital Markets. Access mode: https://www.fxcm.com/uk/insights/president-trumps-twitter-impact-forex-markets-stocks/ (date of application: 20.03.2022)

[3] M. Prigg. The tweet that cost $139 BILLION: Researchers analyse impact of hacked 2013 message claiming President Obama had been injured by White House explosion. / / Daily mail. May 2015. Access mode: http://www.dailymail.co.uk/sciencetech/article-3090221/The-tweet-cost-139-BILLION-Researchers-analyse-impact-hacked-message-claiming-President-Obama-injured-White-House-explosion.html (date of application: 20.03.2022).

[4] Regina Jordan. „Flüchtlingen Perspektiven geben – Integration durch Bildung und Qualifikation". BAMF, Berlin, 26. Januar 2016. URL:https://web.archive.org/web/20160609055155/http://bbb.bildungsverband.info/de/syste m/files/dateien/BAMF-Jordan_26.01.1016.pdf (date of application: 20.03.2022).

[5] Menshikov P.V. Actual aspects of information support of Russian foreign policy. In the collection: The media space of the multipolar world. Collection of scientific articles. M.: РУДН. 2017. C. 346-358.

ИНФОРМАЦИОННЫЕ КОММУНИКАТИВНЫЕ ТЕХНОЛОГИИ В МИРОВОЙ ПОЛИТИКЕ

* Кагазбаева Э.М. [1] Алагужаева Р.З. [2]

*[1] кандидат политических наук, доцент, КазУМОиМЯ им. Абылай хана, Алматы, Казахстан, e-mail: Kagazbaeva.e@gmail.com

[2] магистрант 2 курса КазУМОиМЯ имени Абылай хана, Алматы, Казахстан, e-mail: rominaalaguzhayeva@gmail.com

Аннотация: Статья посвящена рассмотрению вопросов, связанных с особенностями влияния технологических трансформаций в информационно-коммуникационной сфере на процессы политического развития, в аспекте изучения и анализа потенциала современных информационно-коммуникационных технологий как инструмента воздействия на общественное сознание. В работе показано, что развитие информационно-коммуникационных технологий в интернет-пространстве существенным образом влияет на содержательные параметры функционирования современных политических режимов, а также способствует эволюции традиционных моделей демократии.

В статье доказывается, что на сегодняшний день формируется такое общество, в рамках которого основной ценностью уже является не сама информация, а коммуникационные технологии и каналы коммуникации. Не информация, но коммуникативные связи и коммуникационные возможности оказываются основной политической ценностью в современном обществе. Политическая информация вне контекста возможностей ее использования в процессах коммуникационного взаимодействия, по мнению автора, теряет свою традиционную ценность. Напротив, основной ценностью, в том числе и политической, сегодня выступает возможность коммуникационного взаимодействия, в связи с чем современные коммуникационные технологии нацелены на создание эффективных глобальных форм коммуникации, новых механизмов коммуникационного взаимодействия.

Ключевые слова: информационно – коммуникативные технологии, медийное пространство, политические технологии, социальные медиа, современные технологии, внутренняя политика, политическое влияние, каналы.

ӘЛЕМДІК САЯСАТТАҒЫ АҚПАРАТТЫҚ КОММУНИКАЦИЯЛЫҚ ТЕХНОЛОГИЯЛАР

Қағазбаева Э.М.[1], Алагужаева Р.[2]

*[1]саяси ғылымдарының кандидаты, доцент, Абылай хан атындағы ҚазХҚжәнеӘТУ, e-mail: Kagazbaeva.e@gmail.com

[2]Абылай хан атындағы ҚазХҚ және ӘТУ 2 курс магистранты, Алматы, Қазақстан, e-mail: rominaalaguzhayeva@gmail.com

Аңдатпа. Мақала ақпараттық-коммуникациялық саладағы технологиялық трансформациялардың саяси даму процестеріне әсер ету ерекшеліктеріне, қоғамдық санаға әсер ету құралы ретінде қазіргі заманғы ақпараттық-коммуникациялық технологиялардың әлеуетін зерттеу және талдау аспектісіне байланысты мәселелерді қарауға арналған. Жұмыста интернет кеңістігінде ақпараттық-коммуникациялық

технологиялардың дамуы қазіргі саяси режимдердің жұмысының мазмұнды параметрлеріне айтарлықтай әсер ететіні, сонымен қатар демократияның дәстүрлі модельдерінің эволюциясына ықпал ететіні көрсетілген.

Мақалада бүгінгі таңда негізгі құндылық ақпараттың өзі емес, коммуникациялық технологиялар мен байланыс арналары болып табылатын қоғам құрылатындығы дәлелденді. Ақпарат емес, коммуникативті байланыстар мен коммуникациялық мүмкіндіктер қазіргі қоғамдағы басты саяси құндылық болып табылады. Саяси ақпарат , оны коммуникациялық өзара іс-қимыл процестерінде қолдану мүмкіндіктерінен тыс, автордың пікірінше, өзінің дәстүрлі құндылығын жоғалтады. Керісінше, бүгінгі таңда негізгі құндылық, оның ішінде саяси құндылық-коммуникациялық өзара әрекеттесу мүмкіндігі, сондықтан қазіргі коммуникациялық технологиялар коммуникацияның тиімді жаһандық формаларын , коммуникациялық өзара әрекеттесудің жаңа тетіктерін құруға бағытталған.

Тірек сөздер: ақпараттық-коммуникациялық технологиялар, медиа кеңістік, саяси технологиялар, «әлеуметтік медиа, заманауи технологиялар, ішкі саясат , саяси ықпал, арналар.