

ПОЛІТИЧНА КУЛЬТУРА ТА ІДЕОЛОГІЯ

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COMMUNICATION PROCESS AS POLITICAL INTERACTION BETWEEN MASS MEDIA AND POLITICAL PROPAGANDA

The article is devoted to studying the political interaction between the media and political propaganda since only through a correct understanding of this relationship and the independence of the media are democratic transformations possible. In particular, attention is drawn to the intensive development of communication technologies in the modern globalised world, which leads to the fact that a person receives propaganda content under the guise of an information product. Particular attention is paid to the problem of providing truthful information to citizens and the reasons that affect it. It should be noted that this issue is particularly acute today, as the media's profits depend on advertising, and the more citizens are interested in information that is presented truthfully, the more income will be generated, and vice versa, so it is more profitable to endure criticism than to lose income.

A significant problem raised in the article is demassification when a citizen chooses the information that they want. However, it is worth noting that not every individual can choose it because the influence of the media in the state creates a collective consciousness "united by an atmospheric shell, when certain qualities of individuals mutually mark each other, and their actions merge in unison, guided by the general flow of ideas and passions" influenced by the media.

The purpose of the study is to examine the main categories, such as political propaganda, mass media, and demassification, as well as the controversial issues related to the interaction of the media with political propaganda. Particular attention is paid to the study of the dependence of political power on the media and the consequences of this process.

Keywords: *political interaction, mass media, political propaganda, communication technologies, demassification, political communication, manipulation.*

Statement of the problem in general terms. The key to the development and prosperity of any state is the existence of independent mass media, which today determines the sociopolitical meaning of events and influences the actions of citizens. Given this, theoretical issues related to the political interaction between the media and political propaganda are critical today. After all, only through a proper understanding of this relationship and the independence of the media are democratic transformations possible. Therefore, identifying this process's problem areas will help avoid today's main dangers.

Analysis of recent research and publications. Theoretical and practical issues of political interaction between the media and political propaganda in different contexts have been paid attention to by many researchers, including foreign scholars: J. Habermas, I. Gorman, N. Luhmann, E. Noel-Neuman, and Ukrainian ones: G. Pocheptsov, V. Zdorovega, O. Kopylenko, V. Lizanchuk, V. Mironchenko, A. Moskalenko, V. Rizun, V. Shklyar, V. Vorobyov, T. Dobroskolonska, K. Markelov, L. Mukhamedova, V. Popov and others. However, the works of these authors didn't pay much attention to the problem of providing truthful information to citizens and the reasons that affect it, as well as the dependence of political authorities on the media.

The purpose of the article. To reflect the main categories, such as political propaganda, mass media, and demassification. Also, to study the controversial issue related to the interaction of mass media with political propaganda. An essential goal of the study is to determine the dependence of political authorities on mass media and the consequences of this process.

Summary of the primary material. Today, there is an intensive development of communication technologies that try to rely on the norms of communication that are familiar to us. They are the tool by which an individual regulates relationships with people while influencing them to one degree or another. Using communication technologies, a person influences the world and changes social reality: passes sentences on someone, negotiates, establishes and repeals laws. For this purpose, citizens should ideally be exposed to a conversational type of speech characterised by ease, unpreparedness, and informality. This creates a sense of communication with a living person. The conscious attitude of native speakers to their communication activities, and the ability to analyse the causes of conflicts or failures in communication, allows them to harmonise interpersonal relationships. Today, an average person receives a propaganda product under the guise of an information product [3, p. 24].

The media create a space of democratic discourse that shapes the conditions for the verbal and practical construction of political reality through communicative interaction.

In today's Ukraine, the role of the media is a guarantee of sustainability and independence. The national information and cultural space are of great importance in this regard, as it is the consolidation of Ukrainian society and the preservation of national and cultural identity that depends on it. The success of implementing strategic national tasks depends on the structure, content, and security of the national cultural and information space and the ability to adequately meet the needs of Ukrainians [5, p. 78].

In a democracy, false information is harshly judged by colleagues, the public, and the market. Unfortunately, this cannot yet be said about modern Ukraine. The media's income depends on advertising, and the more citizens are interested in information that is presented truthfully, the more income they will receive, and vice versa. It is more profitable to endure criticism than to lose profits.

Today political power consists of the executive, judicial and legislative branches, as well as the fourth branch of government, namely the media. As a result, political forces, in addition to the struggle for power, are fighting for ownership of the means of shaping public opinion.

Since the media today influence public opinion, it is worth emphasising that journalists are responsible for every word, phrase, thesis, etc., they utter because they determine how society will be shaped. Today, the media cannot be reduced to exist only as "newsmakers", they are an academy that is responsible for each person, i.e. for each of its graduates.

It is worth emphasising that television remains the most effective and efficient means of influencing people's minds today and in the future, with the average consumer spending approximately 4 hours a day watching it. This is enough time for qualified neuro-linguistic programming specialists to form the ideas required by customers in the minds of some viewers, even if these ideas contradict reality.

Political communication is also considered an essential aspect of legitimising power in the modern world. The level of media democracy depends on the essence of the information policy pursued by the political authorities.

W. Hagemann formulated the conditions for the exercise of media freedom:

- objective, comprehensive information
- commentary independent of public opinion and political views;
- publishing mass media in a lively, close-to-the-people form, but with responsibility;
- Spiritual independence of journalists;

The press should be free from the need to take into account government interests but with strong self-responsibility;

- high level of publishers and respect for the freedom of journalists [8, p. 21].

The individual evaluates information as a means of achieving his or her goal. This explains the fact that political power belongs to those who own the media [4, p. 116-117].

Through such functions of politics as regulatory and controlling influence on life, civilised resolution of contradictions between social groups, socialisation of the individual, expression of the main interests of the society's strata, etc., there is an interconnection between political propaganda and mass media [7, p. 16].

Political propaganda as a system of activity depends on money. Because of this, it is vital for any government, and since it is concentrated in the hands of relatively few individuals and corporations, it leads to selectivity and filtering of official sources of propaganda provided by the media. As a result,

the information that reaches the general public only supports the goals of these political forces, which seek to maximise personal power and their own corporate profits. Thus, official sources of information are not independent, as they carry out orders and propaganda on behalf of the public interests that control and finance them. Today, "demassification" is quite common when a citizen chooses the information they want, but not every person can choose it [9, p. 26]. Each government has its specific political course, which the media covers. The level of legitimacy of the government and its effectiveness depends on how they explain it.

Information policy plays a vital role in any country, and we understand this. In Ukraine, it is determined on the basis of the Law of Ukraine "On Information", which provides citizens with access to information, strengthens the material, legal and organisational basis of information activities, ensures its truthful and practical use, preservation and provision of national information resources, guarantees the information sovereignty of Ukraine. In addition to this law, other legislative acts regulate information policy.

Although today the media in Ukraine have undergone specific qualitative and quantitative changes, we cannot say that they are independent. There are many problems with the media. These include the low professional level of programmes, journalists' bias, restriction of information flows, Russification, lack of pluralism of opinions, persuasion, stereotypes, and myth-making. [11, c. 19].

Modern Ukrainian media in the context of globalisation cannot compete with the influence of foreign states (especially the Russian Federation). This is manifested in the intensification of systemic information flows, which, by promoting ideals and values alien to Ukrainians and mental characteristics of other states, erode the Ukrainian language, spirituality, and history in the public consciousness. It's evidenced by the fact that today the national information and cultural space is filled with products of non-Ukrainian origin, which is a significant threat to Ukraine's security. Low-quality products undermine the spiritual and intellectual health of the nation and contribute to the devaluation of moral and human values and national cultural traditions. The constant displacement of higher values and ideals affects the formation of Ukrainian national consciousness.

The influence of the media on political processes is powerful, as they form and define the public sphere, through which the relationship between the government and citizens is carried out [2, p. 93].

By advocating specific political strategies, the media disseminate them and impose the desired choice on the masses.

The problem of trust in the media is quite important today. As noted above, in democratic societies, this trust is relatively high, but in Ukraine, it is not so, as we still have many problems.

It is also worth noting that in the 21st century, the Internet has taken over all spheres of human life. Almost everyone today cannot imagine their life without it. It has become a powerful tool of political propaganda. It has a significant impact on electoral decision-making. The publication of exit polls is often used in the political process as an opportunity to influence public opinion [6, p. 49]. Of course, this has its advantages (you can quickly find the information you need), but it also has many disadvantages (manipulation of people, dependence, etc.)

The popularity of new technologies contributes to the process of democratisation. According to O. Toffler, this is a replacement of representative democracy with participatory democracy ("telepolitical", "video democracy", "teledemocracy"), with the help of this phenomenon, the masses directly solve political and social problems [10, p. 32].

It is worth noting here that the development of freedom of speech depends on party publications. The fact is that a commercial publication can only sometimes assess a political action or politician truthfully; this is why party publications are oppositional and often one-sided.

However, it should be emphasised that they and their parties are responsible for the information they provide.

Let us pay attention to the manipulations carried out by the media: the substitution of information genres, violation of information norms, the substitution of information standards for disseminating information, and the use of unique methods [9, p. 24].

In any political regime, even in a democracy, political propaganda manipulates information, but the task of democratic media is to carry out their actions based on relevant legal standards. Since information today has many actors, propaganda is also more diverse. [1, c. 20]. Thus, the media are a tool of propaganda and a mirror of all social, state and human problems.

Conclusions. Summing up the above, it should be emphasised that the relationship between political propaganda and the media is constant. Since political propaganda in a democracy is polycentric and multi-vector, it is not profitable for the media to manipulate it. An essential condition for the functioning

of an information society in a state should be the implementation of a compelling state information policy that would create the necessary conditions for the full functioning of the media in society as an essential factor in shaping and strengthening the national consciousness of citizens and in the formation of all state institutions. The main directions of the state information policy should be legislative and administrative protection of national resources and information space. The ability of the national media to create alternatives to foreign information expansion is characterised by the conditions for creating their own media products that will be competitive, attractive and in demand by the Ukrainian population.

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Гончарук-Чолач Т. В., Томахів В. Я., Чигур Р. Ю. Комунікативний процес як політична взаємодія засобів масової інформації та політичної пропаганди

Статтю присвячено дослідженню політичної взаємодії засобів масової інформації та політичної пропаганди, адже тільки завдяки вірному розумінню цього зв'язку та незалежності ЗМІ можливі демократичні перетворення. Зокрема, звертається увага на інтенсивний розвиток

комунікаційних технологій в сучасному глобалізованому світі, який веде до того, що особа під виглядом інформаційного продукту отримує пропагандистський контент. Особлива увага приділяється проблемі подачі правдивої інформації громадянам та причинам, які на неї впливають. Слід зазначити, що сьогодні особливо гостро розглядається це питання, оскільки прибутки засобів інформації залежать від реклами, а чим більше громадян буде зацікавлені у інформації, яку правдиво подають, тим більші будуть доходи і навпаки, через це вигідніше стерпіти критику, ніж втратити прибутки.

Важливою проблемою, яка піднімається також у статті є демасифікація, коли громадянин вибирає інформацію ту яку він сам хоче. Але варто зазначити, що не кожна особистість може вибрати її, через те, що вплив ЗМІ в державі створює колективну свідомість, «об'єднану атмосферичною оболонкою, коли певні якості індивідів взаємно позначають одне одного, а їх дії зливаються в унісон, спрямовуючись загальною течією ідей і пристрастей», на які впливають засоби масової інформації.

Метою дослідження є вивчення основних категорій, таких як політична пропаганда, засоби масової інформації, демасифікація, а також дискусійних проблем пов'язаних із взаємодією ЗМІ з політичною пропагандою. Особлива увага звертається на дослідження визначення залежності політичної влади від засобів масової інформації та наслідків цього процесу.

Ключові слова: політична взаємодія, засоби масової інформації, політична пропаганда, комунікаційні технології, демасифікація, політична комунікація, маніпуляції.