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# A SOCIAL DIMENSION

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## **POWER AND MASS-MEDIA: ADJUSTING OF EFFECTIVE CO-OPERATION**

### **ABSTRACT**

The article is about practical recommendations of improvement of mutual relations are offered between ЗМК and public power which will assist forming of positive image of power. It is worked out to recommendation to the informative institutes in relation to realization of informative campaigns, planning PR, expansion of the system of instruments for more effective co-operation. The purpose and objectives of the research is to consider the relationship between a transmitter and public authorities offer practical recommendations to improve the relationship between media power to facilitate a positive image of the government. Methods: systematic and functional retrospective futurological, analysis and synthesis.

### **Key words**

public power, mass communication, informative institutes, image of power

## **1. Introduction**

In the case of systemic media research new era, we can conclude that the specific operation of new, as they are called V. Goian,<sup>1</sup> media institutions considered

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<sup>1</sup> В. Гоян, *Телевізійна комунікація як складова масової комунікації у світлі медіа досліджень* [Television Communication as Part of Mass Communication in the Light of Media Studies], <http://journlib.univ.kiev.ua/index.php?act=article&article=1669> [access: 04.11.2012].

multifaceted modern scientists. An essential feature of scientific vision problems may be the perception of most media as an integral part of the global information and communication space. Thus, a transmitter operating in the context of global social transformations (O. Zernetska),<sup>2</sup> against the background of globalization communication space (A. Vaganova,<sup>3</sup> T. Lylyo),<sup>4</sup> in terms of democracy and creating an open information society and from the standpoint of humanistic values (O. Gritsenko)<sup>5</sup> as a model of political communication in the information society (M. Vershinin)<sup>6</sup> and political culture in the making of new information relationships (T. Petriv,<sup>7</sup> H. Khlystun).<sup>8</sup>

The issue of political communication devoted to scientific exploration D. Dutsik,<sup>9</sup> A. Chichanovskiy,<sup>10</sup> V. Shklyar<sup>11</sup> and others. The role of new communication technologies in the integration aspect entering national

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<sup>2</sup> О. Зернецька, *Нові засоби масової комунікації: соціокультурний аспект* [New Media Communication: Social and Cultural Aspects], Kyiv 1993, p. 131.

<sup>3</sup> О. Ваганова, *Роль засобів масової комунікації у процесі глобалізації* [The Role of the Media in the Process of Globalization], Kyiv 2003.

<sup>4</sup> Т. Лильо, *Глобалізація комунікаційного простору і процеси національної ідентифікації у посткомуністичному світі* [Globalization Communication Space and Processes of National Identity in the Post-Communist World], Lviv 2001.

<sup>5</sup> О. Гриценко, *Мас-медіа у відкритому інформаційному суспільстві й гуманістичні цінності* [Media in the Open Information Society and Humanistic Values], Kyiv 2002.

<sup>6</sup> М. Вершинин, *Политическая коммуникация в информационном обществе* [Political Communication in the Information Society], St. Petersburg 2001.

<sup>7</sup> Т. Петрів, *Політична культура в контексті нових інформаційних відносин* [Political Culture in the Context of New Information Relationships], «Сучасне та майбутнє журналістики в плюралістичному суспільстві» [Modern and future of journalism in a pluralistic society], Kyiv 1999, pp. 228–230.

<sup>8</sup> Г. Хлыстун, *Етика засобів масової інформації в сучасних політичних процесах* [Ethics of the Media in Modern Political Processes], Kyiv 2003.

<sup>9</sup> Д. Дуцик, *Політична журналістика* [Political Journalism], Kyiv 2005.

<sup>10</sup> *Функціонування ЗМК як політичний процес* [Operation Media as a Political Process], А. Чічановський (ed.), «Публіцистика і політика» [Journalism and Politics] 2007, No. 1, Vol. 4.

<sup>11</sup> В. Шкляр, *Формування моделі «влада – преса – суспільство» в період легітимації політичної системи* [Formation Model of “Power – Press – Society” during the Legitimation of Political System], «Наукові записки Інституту журналістики» [Scientific Notes of the Institute of Journalism] 2004, Vol. 17, pp. 116–118.

journalism to the world media space defined O. Meleshenko,<sup>12</sup> professional criteria professional actors of mass communication analyze O. Chekmyshev,<sup>13</sup> the nature and structure of the communicative process, a broad perspective of mass media of modern mass media was described V. Rizun,<sup>14</sup> V. Nedbay,<sup>15</sup> artistic and aesthetic problems a transmitter found their place in media studies of the late 1970s of the last century and became a priority for the study of audiovisual media in the context of contemporary art and culture (O. Nechai)<sup>16</sup> and in the format of popular culture as unique phenomenon communicative sphere.<sup>17</sup> A detailed study of the socio-psychological aspects of interaction between media and audience effects communicative impact, including pathogenic text, an example of mass communication made B. Potiatynuk.<sup>18</sup>

## 2. First steps formation information democracy in Ukraine

The conscious and deliberate manipulation of public opinion and behavior – one of the functions of the media. Scientists argue that the human psyche – is extremely vulnerable, and looks recipients easily modified by a transmitter. Why do people read newspapers, listen to radio and watch TV explain media effects that must be considered when using a particular type of a transmitter. The most common classification of media has several effects:

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<sup>12</sup> О. Мелешенко, *Газетні інформаційні моделі: взаємозв'язок та взаємозалежність концепції і структури, тематики* [Newspaper Information Models: Interconnection and Interdependence Of Concepts and Structures, Subject], Kyiv 1993.

<sup>13</sup> О. Чекмишев, *Українська журналістика на перехідному етапі* [Ukrainian Journalism in Transition], Kyiv 1997, pp. 21–45.

<sup>14</sup> В. Різун, *Роль ЗМК в демократичному суспільстві* [The Role of a Transmitter in a Democratic Society], “Публіцистика і політика” [Journalism and Politics] 2001, No. 2, pp. 13–15.

<sup>15</sup> В. Недбай, *Сучасні політичні комунікації: медійно-політологічний аспект* [Modern Political Communication: Display and Political Aspect], Odessa 2009.

<sup>16</sup> О. Нечай, *Ракурсы. О телевизионной коммуникации и эстетике* [Angles. On Television Communication and Aesthetics], Moscow 1990.

<sup>17</sup> В. Гоян, *Телевізійна комунікація як складова масової комунікації у світлі медіа досліджень* [Television Communication as Part of Mass Communication in the Light of Media Studies], <http://journlib.univ.kiev.ua/index.php?act=article&article=1669> [access: 04.11.2012].

<sup>18</sup> Б. Потятиник, *Медіа: ключі до розуміння* [Media: The Keys to Understanding], Lviv 2004.

- *Utilitarian* – the pleasure of holding information that helps solve different life, social and personal problems;
- *Prestige* – the satisfaction of information that directly or indirectly supports the values and goals of the social group to which it belongs, or considers himself the recipient;
- *Strengthening the position* – the pleasure of the information that supports the recipient in mind about certain controversial issues. The controversy in the newspapers cause polarization estimates and opinions on certain issues and people are looking for information to support their point of view;
- *Emotional* – pleasure derived from the emotional discharge. During the information a person compensates emotional lack that continually arises in the present conditions in the psyche of the individual;
- *To meet their interest* – this effect occurs as a necessary result of human cognitive activity as a result of her desire to be informed about world events. It occurs only when the message contains an element of novelty: not known to be knowledge.<sup>19</sup>

An important step towards the Europeanization of the Ukrainian political system, democracy is becoming information, for example, the All-Ukrainian Competition “Friendly Administration” initiated by the government in July 2008 and is the result of effective practical cooperation with European counterparts, particularly Poland. Since 2005 he has been made to adapt the experience of Polish colleagues to hold them similar contest. The competition goal – improvement of the authorities to provide services to citizens (Cabinet of Ministers of Ukraine of 18.07.2007 No. 933). This project started another step aimed at improving the image of public service in Ukraine and improves the work of the executive. One of the objectives that put the competition implies openness of public service in relation to a transmitter and disclosure of activity in the media. For the first time in Volyn competition was held in 2008, took part in the Lyubeshiv, Lyuboml, Vladimir-Volyn and Rozhyshche districts administration. As a result, the highest ratings confirmed Lyubeshiv district administration, which for better informing visitors introduced additional measures, particularly through the media. In the local newspaper “New Life” published notes on the

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<sup>19</sup> О. Максим'як, *Маніпуляція в ЗМІ – маніпуляція в ЗМІ* [Manipulation of the Media – The Media Manipulation], <http://www.volynnews.com/blogs/view/id/188/> [access: 15.10.2008].

major issues discussed in the district administration during appeals the district created a website through which the services are provided to visitors.<sup>20</sup>

In Lutsk in the grant of the President of Ukraine for gifted youth was youth program “Volyn school young leader”. At “School” come 170 young people from all parts of the Volyn region. The program includes lectures, workshops, role play and discussion clubs, intellectual and psychological tests. Young people become familiar with the social movement, structure of government, communications management, the essence of the student government, PR-technologies in the “third sector”, etc.<sup>21</sup>

Continued use of the positive experience programs “Friendly Administration”, “School of Young Leader”, “Code of Ethics” and others. The issues of interaction and cooperation between the authorities, the media and the public, we believe, will contribute a positive image of local government, the establishment of transparency and partnership in the “media – the power” to establish effective interaction between all participants in the relationship.

### 3. Electronic Democracy and government

Fundamentally new step towards the formation of government transparency as to the media and to the public, may be a special system of assistance to individuals in the organization requests for any open information and the implementation of operational requirements placed on the websites of all draft regulations to prepare certain institutions of power. Thus the authorities undertake not only post projects online, but also immediately inform all stakeholders through media that the project is open to debate. The principle of transparency can not be realized without a PR Institute in general and communications with the public authorities, including communications made by public authorities and the management of other political and social subjects. Internal power of communication lies in the implementation of relations between public authorities and management, external same – to establish relations with non-

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<sup>20</sup> “Приязна адміністрація” [„Friendly Administration”], “Діалог” [Dialogue] 2009, No. 28, Vol. 40.

<sup>21</sup> У волинській “Школи молодого лідера” – 170 випускників [In Volyn „School of Young Leader” – 170 Graduates], <http://pravda.lutsk.ua/?p=7846> [access: 18.07.2008].

state actors of communication. This kind of political communication called government PR.<sup>22</sup>

A new phenomenon in establishing effective cooperation of the media, the authorities and the public is to implement mechanisms “e-government”, which includes the modules’ “e-document”, “e-democracy” and others. “Electronic document” can significantly reduce the time and means to increase the efficiency of the public authorities, to empower controls provide access to the most comprehensive and timely information.<sup>23</sup> As part of such innovations in 2009 Lutsk City Council is involved in a pilot project to study the best national practice of administrative services “used practices public dissemination of various forms through the use of modern information technology. For example, write a letter Lutsk Mayor by using the Internet, either directly through information terminals located in the city hall, “This project aims to establish effective communication with the citizens through the creation of a center of municipal services.”<sup>24</sup>

From the experience of using the module “e-democracy” program “e-government” of other states for regional public authorities, in our opinion, should be used as follows:<sup>25</sup>

- A project to create a modern system of public relations activities of the authorities – horizontally and vertically integrated news resources, supported by news agencies;
- Online service for journalists, editors of different types of media – creating a virtual system of accreditation, which will provide on-line access to the activities of public authorities;
- Creation of network mechanisms of dialogue (interaction) government and citizens in the form of on-line specialized forums on various socially significant problems;
- On-line system of education and professional training institutions information of public authorities.

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<sup>22</sup> Є. Тихомирова, *Транспарентність і відкритість діяльності влади та шляхи їх забезпечення* [Transparency and Openness of Government and Ways to Ensure], “Наукові записки НАУКМА” [Proceedings НАУКМА] 2002, Vol. 20, pp. 39–43.

<sup>23</sup> *Інформаційна політика* [Information Policy], Г. Почепцов (ed.), Kyiv 2006, p. 552.

<sup>24</sup> *Досвід Луцька у розгляданні звернень громадян буде поширений в інших містах України* [Experience Lutsk in Addressing Appeals Will Be Extended to Other Cities of Ukraine], “Луцький замок” [Lutsk Castle] 2009, No. 44, p. 2.

<sup>25</sup> *Інформаційна політика* [Information Policy], Г. Почепцов (ed.), Kyiv 2006, pp. 482–483.

To implement these services do not need to spend considerable material costs and tools for the design, since Internet network adapted for the introduction of such projects.

#### **4. Civil society organizations (CSOs) and cooperation with authorities**

Since the authorities have leverage over the mass media, the civil society organizations (CSOs) have no such opportunity. We propose to reduce misunderstandings and establish fruitful cooperation between public organizations and mass communication field consider the following aspects:

- Most of the media have professionals who specialize, and hence do not understand the problems of public organizations;
- For journalists to know concrete person of a social organization in which you can get information for the reader-viewer;
- For members of the media space about any developments related to cgos should be timely, then there is no need to seek out information to drive the message. That is, associations that are interested in covering their activities should proactively provide appropriate messages to a transmitter;
- The media interested in getting texts that do not require revision, which requires cgos to have a specialist who knows how to make such notifications and a picture of the edition;
- Sometimes powerful cgo administered part of its governing body or advisory editor or journalist who regularly writes news media;
- Some editorial industry publications invite leaders “core” of the editorial boards of cgos. For example, a women’s magazine – head of the CGO women’s rights or “green” weekly – head of the local “Greenpeace”.<sup>26</sup>

#### **5. Strengthening the information democracy**

Thus, to improve the efficiency of cooperation in the “media – the power” strengthening democratic ideas and information to strengthen the role of the media in promoting a positive image of political power at the local level, in our opinion, you should:

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<sup>26</sup> А. Митко, *Засоби масової комунікації та імідж влади: регіональний аспект* [Mass Communication and Image of Authority: A Regional Perspective], Luck 2010.



- Firstly, the information society places new demands on the public authorities, which is associated with the transition from a command to a democratic variant of functioning in the “power – the media”. Openness power as an axiom is the key to protecting the population from the negative effects of manipulation with a transmitter. Overcoming the problems of manipulation is possible through “lack of mass” from both communications and each individual citizen (by A. Toffler). Extensive use of feedback between the population and the government puts authorities dependent on the public. In this regard it is appropriate to continued use of the existing program “e-government” and “e-document”, which involves extensive use of Internet technologies. Information democracy is, above all, openness and transparency in government, why, in our opinion, will the newest methods of forming the image of power such as spin-doctoring, perceptual and reputation management.
- Secondly, to approach the problem of bias due to the recognition in law for the media fundamentally new status – independent of pressure government agencies. Yet another unresolved problem is the unwillingness of most media and journalists to this status. This creates a negative image of Ukraine in the world and prevents its integration into the European community. There is a need for new methods of compromise that can be addressed through the development of scientists ethical and philosophical base relations journalism and political fields, in order to reconcile their conflicts to a minimum. Also necessary changes in the law regulating government interference in the editorial policy of the media. Denial of government regulation of media sector in those matters in which international practice proved the feasibility and effectiveness of industry self-regulation. Although it should be noted that Ukraine’s problem is not the lack of legislation in the information field, and its failure (lack of practical implementation.)
- Thirdly, arises the question qualification information institutions. Specialists of these structures should act as a coordinator to establish effective cooperation structures and territorial departments of public authorities. Transparency and publicity of government contribute to democratization of Ukraine. In solving this problem, consider the following aspects: the need to improve the professionalism of Representatives information space by changing the system of journalism education, overcoming bureaucracy information space and power, which prevents the creation of a positive image of public power, poor analytical

activities as public authorities and journalistic circles; avoid using clichés journalistic circle frames for the image of public authorities, using the methods of “soft power” based on popular culture and ideas informing “free man” (by G. Pocheptsov), lack of a clear system of information with foreign mass media was and the public, resulting in a negative image of the country as a whole, the need for public discussion of the formation of organ systems that control the activity of the media (in this case referred to the National Council on Television and Radio Broadcasting).