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## **The role of media communication in building a civil society**

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**Abstract.** *The article examines the influence of the media communication on the construction of civil society. The authors come to the conclusion that the presence of independent media is important, but not a sufficient factor for the emergence and development of civil society. The article also highlights the influence of information technologies (IT) for manipulating public opinion on the political behavior of the masses as well as decision makers so far.*

*In the XXI century, the role of the media in the world has greatly increased, where they have great influence on politics and are therefore presented as a source of power. The media can control power and the opposition, trying to make all their activities transparent. Thus, the media communication today is also a large corporation employing people who promote democratic values, but in totalitarian countries the media is still under direct control government. Technological development has brought about a great revolution in social life, and this development has not left aside the media and other forms of human communication.*

**Keywords:** *media, civil society, mass communications, independent media, values.*

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### **Introduction**

Today it could be indicated with confidence and assurance that information rules the world in its sense. The world picture itself does not appear out of nowhere. It consists of many views, attitudes, ideas, and value orientations. What will it be like? – depends not least on the media or media communication by and large. The media has a fairly wide manipulative arsenal:

- *deliberate distortion of the real state of affairs by hushing up some facts and exposing others;*
- *publishing false reports;*
- *challenging the audience to the necessary emotions through visual means or verbal images, etc.*

These techniques differ in its impact and content, but they have a common point: *they are all aimed at creating a certain emotional state (justification) and psychological attitudes in the audience and, ultimately, at manipulating public consciousness so far.*

The media represents all ways of informing civil society and communicating with all strata of civil society through the printed media world, sound, static and dynamic photography, radio or television, web-pages etc. The main mission of the media information communication is to create opportunities and conditions for communication and interaction between groups, classes and social systems as well as political dimension of strata. In this regard, the media appears as the active dissemination of knowledge and culture in the civil society. To simplify, it could be indicated that the media uses techniques or technical means of public interpersonal communication, using which inform the civil society with subsequent certain content with the legal aspects of manipulating with public opinion.

The role of the media in democratic society today is very great, especially during election processes in states during the political election campaign. Depoliticization of the media in a democratic society is of particular importance, since it is the financial independence of the media that allows them to fulfill their function in a free, fair and positive manner for the civil society

functioning. Yes, today in Western democratic societies, it might be given the impression that the media and the government are in constant conflict media communication over their rights and that there is all this tendency information war between them is carried out in the name of democratic values enhancement, therefore in democratic societies it should be so when the media and the government are in constant disagreement on many issues by and large.

### Methods and Materials of Research

The methods used in the article is the literature review on topic's object investigation as a part of used in the social science. The materials used in the article best describes the problem of research question in order to compare the countries' civil society engagement in internal policy of the state. Therefore, comparative analysis is one of the most widespread methods to apply in this article.

For the reason to collect data information: web-sites, database was used that made possible analyze civil society engagement with the media instruments in the states from the media communication perspective.

### Literature Review

The modern globalization of communication has dramatically increased the impact of the media communication by and large. Mass communications have become a serious tool of modern politics with the content to increase civil society engagement in public affairs. This is due to the more serious role of public opinion in the current conditions, in the construction of which the media plays a decisive role (Vartanova, 2021).

Currently, the general manipulation political technology is predominantly uses influence on the audience through channels that are least controlled by people's consciousness (Zasurskiyi, 2020). Thus, socio-political illusory ideas are being introduced into the mass consciousness, which carry certain values and norms, perceived in most cases on faith, belief, values etc. without critical reflection of the matters discussed.

The purpose of political manipulation is the pseudo-reality created by the media, which can completely change the relationship in people's minds between *good and evil, truth and lies, etc.* An important source of political manipulation serves the fact that thanks to the possession of a monopoly on information, the media determine the priorities of events widespread in the information space with the strong objectivity.

It is likely that a large number of people have a need for free and independent media to strengthen or establish democratic society (Price, Krug, 2022). *According to Edwin Baker, "without a free press democracy is impossible. At least that's what judges and interpreters of laws say" (Baker, 2007).*

Independent and free media are especially needed in times of democratic transition. The development of media as free and independent can take different forms, as well as freedom and independence also take different forms. What is needed here is an understanding of what the media should be and what civil society should be in order to the implementation of democratic institutions became possible in order to implement the functions of real media communication for further enhancement of civil society development? (Bachilo, 2018).

A stage on the way to the implementation of democratic society and the formation of civil society was served by the Law of the Republic of Kazakhstan dated July 23, 1999 No. 451-I *"About the Mass Media" (with changes and amendments as of 05/01/2023)* (Kazakhstan's Law about the Mass Media, 2023) and the neighboring Law of the Russian Federation *"On the Mass Media" adopted in 1991*. Both laws establish the rights and obligations of journalists and guarantees freedom mass media, ensures the right of citizens and organizations to refute and respond, etc. (Russian Law on the Mass Media, 1991).

Members of the Union of Journalists of Kazakhstan and Russia are convinced that the legislation on the media needs to be developed through the development and adoption of supplementary *"Law on the media"* of republican and federal laws.

Such laws include republican and federal laws on public television and radio broadcasting, on licensing of television and radio broadcasting, on the fundamentals of economic relations in the field of:

- *mass media,*
- *on the right of access to information,*
- *about news agencies,*
- *about licensing of television and radio broadcasting,*
- *about the distribution of media in the Internet,*
- *about the judicial chamber for information disputes, about satellite and cable television and radio broadcasting, etc.*

However, the adoption of these regulations requires the introduction of appropriate amendments to the “*Law on Mass Media*”, along with which they can form a strong foundation for modern republican and federal legislation on the media (Official web-page of Russian Union of Journalists, 2023).

But since television and other means of mass communication culture production at this stage of their development are under the control of political and economic elites and serve their interests, then it cannot be assumed from them critical approach to reality of media communication procedures. Obviously they are used as one of the tools for manipulating the consciousness of the masses for the civil society advancement.

Today, there is a wide variety of information technologies (IT) for manipulating public consciousness used in Kazakhstan and Russia, which we encounter almost every day. And the media are a guide and platform for the implementation of certain ideas to persuade and convince the citizens on particular political process taken place in the state with the engagement of civil society representatives.

The media uses two main methods of disseminating information – *sequential and fragmentary*. *The first method* is usually used by the print media. The print media consistently and comprehensively covers this or that problem (Sheinov, 2020). Consequently, manipulation is carried out through the choice of topic and through tonality their submissions and perception of watchers by construction of public opinion no matter positive or negative.

*The second way* is a fragmented presentation of information. It is especially widespread on television and has a number of features. Fragmentation, or otherwise, the fragmentation of information creates the appearance of its universality and efficiency of public presentation, which prevents the formation of a holistic picture of political phenomena or events of the vast majority of citizens (Sheinov, 2020). Thus, the fragmented presentation of information provides manipulators with additional opportunities to control listeners, emphasizing some events, keeping silent about others, or distorting others. Therefore, this method disorients the audience and either reduces interest in politics and causes political apathy, or forces them to rely on imposed assessments. In this sense, civil society representatives are involved in the political process to control the situation.

The effects of fragmented information delivery are amplified through the selection of appropriate topics. Because in the public arena opinions can really handle three to five topics, power structures are fighting for the right selection of these topics by and large in essence to manipulate with the public opinion and constructing with the appropriate narrative and discourse for further the democratization of political life of the state (Zelinsky, 2018).

However, the high level of education of an individual makes the use of all of the above technologies quite difficult. It is a completely different matter to manipulate people with limited thinking. Conscious simplification and biased selection of facts and topics to inform the public helps the media to form people with limited thinking.

A Russian researcher worked thoroughly on this problem S. Kara-Murza. In his opinion, unlike high culture, the media are suitable specifically for the masses, and they played a crucial role in the process of “*massification*” in Western society (Kara-Murza, 2020). Therefore, the people of the masses were created by the media, as discussed above.

## Results and Discussion

In modern social science, there are several consistent methods of presenting information that help reduce *critical analysis and comprehension*.

### 1. Simplification and stereotyping.

It has been established that people in most cases subconsciously gravitate towards to a simplified explanation of complex problems (Sheinov, 2020). The process of perception – this is the only a mechanical adjustment of a new phenomenon to a stable general formula, or stereotype. A person is disposed to perceive message effortlessly and unconditionally, without critical analysis and internal struggle (Lippman, 2014).

Thus, the media has become the reason for strengthening this type of thinking, in which a person thinks in stereotypes. Constantly reducing intellectual level of messages, they began to turn into an instrument of stupidity.

### 2. Affirmation and repetition.

This simplification makes it possible to express the main idea that needs to be conveyed to the audience in a concise, energetic and impressive way form – in the form of a statement. Repetition dulls the mind and effects on unconscious mechanisms (Sheinov, 2020). Therefore, repetition becomes an obstacle to differing opinions. It reduces reasoning and quickly turns thought into action.

### 3. Fragmentation of information.

One of the most important aspects of simplification is dividing a whole problem into separate fragments so that the listener is unable to connect them together and make sense of the problem. To do this, articles in the newspaper are divided into parts and placed on different pages, TV shows are separated by advertising (Sheinov, 2020).

The importance of this technique lies in the fact that by tearing information about an important event into pieces, it is possible to sharply reduce the impact of the message or deprive it of clear meaning.

### 4. Urgency of information submission.

The justification for fragmenting information is extreme urgency, the immediacy of providing information. The inflated sense of urgency sharply enhances the manipulative possibilities of delivering messages (Kara-Murza, 2020). Thus, an important message is crowded out by other, more recent ones.

### 5. Sensationalism of the material.

Another justification for the fragmentation of information is the sensational nature of the material. Sensations are reports of events that are given so high importance and uniqueness that attention is concentrated on their audience. Sensations also hold attention for a certain period of time. They help keep silent about important events or stop scandal and panic (Sheinov, 2020). Thus, a violation of the usual, stable social situation and the use of sensations for these purposes increases the situational suggestibility.

As already mentioned, when we speak or write for the media, we must take into account the fact that we are dealing with a very broad topic and relevant to all systems, especially to a democratic system. For all systems and societies, it has been proven that the media, especially independent ones, have a very strong influence on everything, even without excluding systems with different regimes.

The influence of the media in these systems (authoritarian and totalitarian, etc.) in most cases is controlled by the regime and the people in power, who managed to retain it often only with the help of the same mass media information. Media that is controlled by different regimes is called censored media. However, in these systems there were also cases where the media offered to the general public

fair and objective news, forcing people to immediately respond to their decisions government.

From this, we can conclude that in the first case the media are used by the government to maintain political power, so they are used as instrument of political power. In this case, the functions of the media were controlled and censored by the government. In the second case, the

media, as a rule and framework of discussion, work independently of the government, trying to be as objective as possible on all issues of the agenda discussed by and large. In this case, the media was persecuted by the government and most of the time they were subject to attempts at strict supervision by the government for further implementation its mission and objective. In a word, the media in non-democratic countries not only do not control the government, but also become as an institution in the service of the ruling political power.

The authors would like to draw attention to the fact that the psyche of absolutely any individual is subject to manipulative influences from the outside. That is, the mental and the device is designed in such a way that there is always one person who can and is able to control others due to the latter's predisposition to carry out orders from the outside.

### Conclusion

Having analyzed all the above technologies, it can be confidently said that most of them are used in modern Kazakhstan and Russia. Unconstrained by any legal or moral norms, these technologies are changing the media system and mass consciousness. The opinion of civil society at this stage of Kazakhstan's and Russia's mass media development can hardly be considered as an active and important part of political system by and large. There is no active expression of the will of citizens yet and participation in the political life of the country. Kazakhstani and Russian civil society representatives are inert and passively watching how the media communication allegedly uses their opinion to implement their own interests (Sereda, Spirina, 2018).

Instead of building a young civil society, realizing local post-soviet democratic values and conveying credible and constructive public opinion, in order to then influence the political course of the state, media owners create a fictitious voice of the people, and, relying on this pseudo-support, try to influence the political sphere.

Instead of developing a political strategy, making and applying specific political decisions, the authorities are increasingly turning to crisis information management technologies.

Thus, in the conditions of modern information space the media communication, through the use of a large number of different technologies, is capable of shaping public opinion and, therefore, secretly influence the situation in a certain direction. The focus on growing role the influence of the media communication on the formation of people's consciousness is increasing these days. This, in turn, impedes the exercise of democracy and the formation of civil society by and large.

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## Азаматтық қоғам құрудағы медиакоммуникацияның рөлі

**Аңдатпа.** Мақалада БАҚ-тың азаматтық қоғам құрылысына әсері қарастырылған. Авторлар тәуелсіз БАҚ-тың болуы азаматтық қоғамның пайда болуы мен дамуы үшін маңызды екендігін атап өтеді, бірақ жеткіліксіз фактор болып табылады деген қорытындыға келеді. Сондай-ақ мақалада ақпараттық технологиялардың (АТ) қоғамдық пікірді бұқараның, сондай-ақ шешім қабылдаушылардың саяси мінез-құлқына айла-шарғы жасау үшін әсері туралы айтылады.

XXI ғасырда әлемде БАҚ рөлі айтарлықтай өсті, олар саясатқа үлкен ықпал етеді, сондықтан билік көзі ретінде көрсетіледі. Бұқаралық ақпарат құралдары билік пен оппозицияны бақылай алады, олардың барлық қызметін ашық етуге тырысады. Сонымен, БАҚ бүгінде демократиялық құндылықтарды насихаттайтын адамдарды жұмыс істейтін ірі корпоративтік ұйымдар, бірақ тоталитарлық елдерде БАҚ әлі де мемлекеттің тікелей бақылауында. Технологияның дамуы

әлеуметтік өмірде үлкен төңкеріс әкелді және бұл даму бұқаралық ақпарат құралдарын және адамдар арасындағы қарым-қатынастың басқа түрлерін де назардан тыс қалдырған жоқ.

**Түйін сөздер:** БАҚ, азаматтық қоғам, бұқаралық коммуникациялар, тәуелсіз БАҚ, құндылықтар.

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### **Роль медиакоммуникации в построении гражданского общества**

**Аннотация.** В статье рассматривается влияние медиакоммуникации на построение гражданского общества. Авторы приходят к выводу, что наличие независимых СМИ является важным, но недостаточным фактором для возникновения и развития гражданского общества. Также подчеркивается влияние информационных технологий (ИТ) для манипулирования общественным мнением на политическое поведение масс, а также лиц, принимающих решения.

В XXI веке значительно возросла роль СМИ в мире, где они оказывают большое влияние на политику и поэтому представляются как источник власти. СМИ могут контролировать власть и оппозицию, стараясь сделать всю их деятельность прозрачной. Таким образом, средства массовой информации сегодня также представляют собой крупные корпоративные организации, в которых работают люди, пропагандирующие демократические ценности, однако в тоталитарных странах средства массовой информации по-прежнему находятся под прямым контролем государства. Развитие технологий привело к великой революции в общественной жизни, и это развитие не оставило в стороне средства массовой информации и другие формы человеческого общения.

**Ключевые слова:** СМИ, гражданское общество, массовые коммуникации, независимые СМИ, ценности.

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