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The problem of information security within the Russian political process

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Abstract

The article discusses the possible operative levels, as well as traces that very level, wherein the public image is becoming an artificial credo, formed specifically for the target audience. The research uses a functional approach. As a result, there are certain ethical requirements that subjects of political

interactions should strictly observe for their own security reasons. In conclusion, the observance of the norms of political ethics largely laid the foundation for both a normal and full-fledged dialogue and information security of the political activity of each subject and the entire Russian political process.

Keywords: Political Process, Information, Security, Image.

El problema de la seguridad de la información dentro del proceso político ruso

Resumen

El artículo analiza los posibles niveles operativos, así como los rastros de ese mismo nivel, en los que la imagen pública se está convirtiendo en un credo artificial, formado específicamente para el público objetivo. La investigación utiliza un enfoque funcional. Como resultado, hay ciertos requisitos éticos que los sujetos de las interacciones políticas deben observar estrictamente por sus propias razones de seguridad. En conclusión, la observancia de las normas de ética política en gran medida sentó las bases de un diálogo tanto normal como completo y de seguridad de la información de la actividad política de cada sujeto y de todo el proceso político ruso.

Palabras clave: Proceso político, Información, Seguridad, Imagen.

1. INTRODUCTION

At the present stage of development, the political process in Russia is increasingly revealing its informational essence, as the virtual information and political field shows both the scale of the event and its temporal characteristics. In the real world of politics influence belongs to the one who has won the information war, as he assumes the possession of information, the most valuable resource today. At the

present stage of development of public relations, such traditional resources as power and wealth lose their weight, while the true power is knowledge and information. The direct holders and especially the mass media as the disseminators of knowledge and information, supported by the power of wealth and money, play an increasingly important role in the modern world.

This explains to a great extent the information activity of all the subjects of modern politics, as well as the desire not only to gain this important resource but also to use it with maximum efficiency. However, thoughtless management of information and inability to foresee the possible consequences of one's own information actions may not only bring each politician to the risk zone but also violate the information security of the entire political process. In this regard, the researcher deals with at least two questions: what are the subjects of Russian politics; what are the criteria of information security of the political process.

2. THEORETICAL ANALYSIS

Traditional political science singles out power institutions as subjects of politics, the society being the targeted object and mass media being the means of conveying this impact. However, modern political interactions confidently show that new political actors have made themselves known in the political arena, while the role of traditional subjects requires profound rethinking. Thus, scientists note

the following paradox: It is precisely now when the institutions of political democracy have begun to develop and gain strength in our country that they have ceased to play a major role in the political world. The tragedy and farce of modernity are in the following paradoxical tendency of the information society, the more modern society becomes, the more important it attaches not to institutions and norms, but to the actors themselves and their images notably in the virtual political arena (Balynskaya, 2015).

Moreover, at the present stage of political interactions, an individual can become an independent subject of politics. Never before has society allowed the formation of political values to depend on profit or personal self-interest of rich candidates for political power. This situation becomes especially dangerous in the conditions of the continuous expansion of the audience when television becomes an omnipresent cultural force (Ilyin, I. 1990). There is no need to dispute the fact that at the current stage of the political process the media are also a full-fledged subject of politics. The traditional view of the media is that they act as authorities' direct tool of impact.

There is no doubt that the media is a conflict field in which real information battles unfold. However, this is precisely for this reason that the media generate an assessment of events as a new type of information, which can have a significant impact on the balance of political forces in the country. According to researchers, today "what has not been shown on TV has not happened in politics at all"

(Vasilenko, 2004: 29). Thus, in the political process, the media have their own functions, different from those of other political subjects.

3. METHODOLOGY

The research uses a functional approach. It helps to consider the mechanism of functioning of all subjects of politics at the level of real action. It is important from the point of view of the actual paradox, which consists, as we have noted, in the fact that the more the contours of the Russian state are outlined, the less important its institutional subjects of politics (parties, public organizations) become. But, on the contrary, individual participants, by using the media, have a great influence on the audience and become more and more significant. The functional approach makes it possible to regard their actions differently, through the prism of a set of functions.

And it becomes obvious why some functions are discarded, while others are acquired in the process of political practice. The approach of the study is also multidisciplinary. Its merits lie in the fact that we have managed to define the place of ethical norms in the political actions through the levels of influence of the subject of the policy, identifying politics directions at the present stage of social development (Smorgunov & Semyonov, 2004).

4. RESULT

Entering the sphere of information interactions, each subject of politics focuses on at least two information flows. The first one, the internal one, comes from the subject of the political process itself. It is a set of those information actions in which the information behavior of each participant of the process is realized. The second stream – the external one – is generated by other participants of political interactions. If the first information flow depends on the subject of politics itself, and its intensity is the manifestation of the subject's information activity, then the external information flow in relation to the subject represents a risk zone for him/her, because it is uncontrollable by the subject himself/herself. Naturally, the external flow of information causes a response of the subject. Moreover, another factor – the temporary one – influences the information flows.

If the internal flow of information initiated by the subject of a policy himself is the realization of his own plan of activity in the virtual space, which implies the development of a chain of information actions in certain time intervals, then the external information flow acts in relation to the subject of political relations as an information challenge, thus requiring an instant information response, significantly reducing the virtual time. Thus, there is a contradiction in the behavior of the subject of politics, as the external and the internal information flows require not only different information actions but also different methods and time inputs. However, this does not mean that the subject of political relations develops different methods of their own behavior

(Turgayeva & Khrenova, 2005). The problem is much deeper than it may seem at first sight, because it is directly related to the understanding and observance of information security of the political process.

Each politician engages in political interaction, pursuing his or her own goals and acting in accordance with his or her own ideas and interests. However, these interactions reflected in the media and accompanied by a certain formed attitude that constitutes the information field of Russian politics. The main characteristic of this field is that it is not so much about real people as about public image modules. We do not put a negative or positive connotation in this statement, because this would have been the subject of another study. However, it is necessary to state that image is a part of the stereotype, and stereotypical thinking helps people to classify reality phenomena in a certain way and to orientate themselves in the surrounding world.

This is one of the moments of personality socialization. Taking into account this factor, we can trace the following pattern: the more predictable the behavior of the subject whose image acts in the information space, the more stable the information space itself is, to some extent, controlled. This does not make our understanding of the complexity of the political process any easier, but it allows us to trace one of its regularities. In this respect, we understand the problem of information security of the political process to a great extent as an ethical problem that reaches the level of development of the political

culture of the subjects of politics. Further the exploratory position of this paper will be clarified.

Politics is a field of public activity and, as in any other field; success there is achieved by the most professional subjects. The concept of professional political behavior is not considered in the modern political studies, while the focus is instead on managerial technologies because the subject of political actions – power – ultimately leads to a state of domination/dependence, that is, governance (Almond & Verba, 1992). But even such an understanding of professionalism does not exclude the presence and huge influence of politics of ethical norms, which determine the information security of the political process, on the behavior of subjects. Success in the virtual information sphere can be gained by the promotion of public image module. The more consistent and targeted the image is, the greater the chances of success.

However, as it was shown above, the current political process turns out to be very contradictory precisely because there are at least two information flows in the field of information - internal and external. This makes the behavior of the subject unpredictable since the uncontrolled external flow of information in relation to the subject causes a reaction of the subject himself. Taking into account this important aspect, we can say that the success of information actions of political process participants depends on the ability to maintain a balance between the two information flows while maintaining their

own image characteristics (Bahremand, 2015: Ghazanfarpour et al, 2013).

The political process taking place in the sphere of virtual information can be represented as a multi-level phenomenon. The first level comprises the real subject of politics itself. The second level is his/her image module and information behavior, which is implemented in the form of internal information flow and contributes to the maintenance of image characteristics of the subject. The third level is the interaction of the internal information flow with the external one with the subject's information response to external challenges is realized. The fourth level is the level at which new information is born in the form of the attitude to different subjects of politics. It is the state of the last level that makes it possible to judge the stability of the political process and the degree of control over the sphere of politics.

Ethical norms are manifested on the second level when creating the image of a subject. At higher levels, both the preservation of one's own image and, consequently, the success of a real subject in politics and the preservation of information security of the political process as a whole, depends on the observance of ethical positions. Frequent and unjustified changes in the political image and the pursuit of the political popularity of an individual subject ultimately lead the entire political process to the zone of risk. Unstable image characteristics of the subjects of politics blur traditional notions about political relations in the society, habitual stereotypes stop working, and the reaction of the objects of politics to the actions of the subjects becomes

unpredictable. The most extreme variant is the transition to the activist type of political culture with the full inclusion of all layers of society in politics.

In this respect, the loss of public trust by traditional institutions of power, as well as the excessive influence of individual politicians, who do not represent a structure, but act on their own behalf, threatens to turn into a catastrophe for the entire political system. This has been pointed out by many classical researchers. Thus, I. Ilyin warned that even with the emergence on the political arena of new subjects of politics (which is normal for a developing society), trust in the institutions of power should be preserved, because it guarantees the manageability and predictability of all political processes in society. That is why any subject of politics, from an individual to the media institution, should strive to preserve the common political space of the country for the sake of its own information security. This does not mean that there is no pluralism or lack of transparency. This means that there are certain ethical requirements that subjects of political interactions should strictly observe for their own security reasons.

5. CONCLUSIONS

The level of professional culture in the field of politics, in our opinion, is manifested most fully in the turning point eras. When habitual stereotypes break down and new ones have not been formed yet, the society is in a state of extreme confusion. The maximum use of

the information resource in this situation, of course, can bring a subject of politics quick popularity. However, the risk of rash use of information both for the subject and for the entire political process is increasing in progression. Thus, the observance of the norms of political ethics largely laid the foundation for both a normal and full-fledged dialogue and information security of the political activity of each subject and the entire Russian political process.

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