CUESTIONES POLÍTICAS

Instituto de Estudios Políticos y Derecho Público "Dr. Humberto J. La Roche"
de la Facultad de Ciencias Jurídicas y Políticas de la Universidad del Zulia
Maracaibo, Venezuela

Vol.39 | *N° 70*

2021

Political Communications of the UK Government as an Institutional System

Oksana Mikhailovna Ivanova *
Mikhail Evgenievich Guryev **
Zilya Raisovna Sadykova ***
Nailya Rifkatovna Mingazova ****
Ksenia Vyacheslavovna Khramova *****

Abstract

This study examines the problem of characterizing the political communications system in Britain as a socio-political phenomenon. In the XX-XXI centuries, the intense growth of knowledge has shaped the socio-cultural and political activity of the population. Political communication becomes a separate area from human activity. In modern conditions, political communication is a set of processes, the source of which should be power. There are many processes in species diversity. Political communications in modern conditions have acquired the status of a social institution. The article attempts to present the institutional status of the phenomenon of political communication as a structure of three main components. First, the state as a governing body, represented by three powers: legislative, executive, and judicial. Secondly, society, which acts as the recipient of the initiatives of state power, or which has a positive attitude towards state policy or, negative and opposes, or has an attitude of waiting to see what happens. At the same time, there are groups in society that tend to actively intervene in politics. The third element of the political communication system is the media.

Keyword: media; political communication; can; society; institutional system.

*   Doctor of Philosophy, Professor, Associate Professor of Philosophy, sociology and political science Department of Philosophy, Bashkir State Medical University, Ufa, Russia. ORCID ID: https://orcid.org/0000-0002-8782-6942. Email: iom77@autorambler.ru

** Candidate of Legal Sciences, Associate Professor Branch of the Bashkir State University in Birsk, Russia Institute of Law, Birsk, Russia. ORCID ID: https://orcid.org/0000-0001-8123-9280. Email: mikhail.gurev@bk.ru

*** Assistant Professor Department of Philosophy Bashkir State Medical University Ufa, Russia. ORCID ID: https://orcid.org/0000-0002-5720-7809. Email: zilia.sadykova@bk.ru

**** Associate Professor at the Department of Philosophy Bashkir State Medical University Russia, Republic of Bashkortostan, Ufa, Russia. ORCID ID: https://orcid.org/0000-0002-0273-7765. Email: mingazova.nailia@bk.ru

***** Professor Department of Philosophy Bashkir State Medical University Ufa, Russia. ORCID ID: https://orcid.org/0000-0002-2618-7411. Email: khramova78@internet.ru

Oksana Mikhailovna Ivanova, Mikhail Evgenievich Guryev, Zilya Raisovna Sadykova, Nailya Rifkatovna Mingazova y Ksenia Vyacheslavovna Khramova

Comunicaciones políticas del Gobierno del Reino Unido como sistema institucional

Resumen

Este estudio examina el problema de caracterizar el sistema de comunicaciones políticas en Gran Bretaña como un fenómeno sociopolítico. En los siglos XX-XXI, el intenso crecimiento del conocimiento ha moldeado la actividad sociocultural y política de la población. La comunicación política se convierte en un área separada de la actividad humana. En las condiciones modernas, la comunicación política es un conjunto de procesos, cuya fuente debería ser el poder. Hay muchos procesos en la diversidad de especies. Las comunicaciones políticas en las condiciones modernas han adquirido el estatus de una institución social. El artículo intenta presentar el estatus institucional del fenómeno de la comunicación política como una estructura de tres componentes principales. Primero, el estado como órgano de gobierno, representado por tres poderes: legislativo, ejecutivo y judicial. En segundo lugar, la sociedad, que actúa como destinataria de las iniciativas del poder estatal, o que tiene una actitud positiva hacia la política del estado o, negativa y se opone, o tiene una actitud de esperar para ver qué pasa. Al mismo tiempo, hay grupos de la sociedad que tienden a intervenir activamente en política. El tercer elemento del sistema de comunicación política son los medios de comunicación.

Palabras clave: medios de comunicación; comunicación política; poder; sociedad; sistema institucional.

Introduction

The authors proceed from the judgment that Great Britain is a classic, historically verified model of interaction between public authority and society. The study of the British experience of political communications is of interest from the point of view of the formation of a systematic diversity of social ties in the modern world. The purpose of this study is to characterize the political communications system of Great Britain as a socio-political phenomenon.

At the same time, there are groups in society that are inclined to actively intervene in politics, such as, for example, political parties and which, expressing 'feedback', are active participants in political communications. According to the content of information issued by the media in the aspect of socio-political relations, they can be schematically divided into pro-state, opposition and the so-called 'yellow press', which can play on both fields, depending on the customer.

1. Literature Review

The power of the printed word at the beginning of the 20th century was justified by V.I. Lenin, who gave the political newspaper, as a channel of communication between the government and society, the role of educating this society, a collective agitator and organizer of society and a tool to attract political allies. It is noteworthy that without the existence of a political newspaper, he considered it impossible to concentrate all the elements of political discontent and protest (Williams, 2014).

As we know from Russian experience, the printed word managed to organize the population of a huge country into decisive and fundamental changes in the political system. Modern media represent a more powerful social force than it was in the recent historical past. The diversification of the media into print media (newspapers, magazines), radio, television, the Internet, admittedly, has turned them into the so-called 'fourth power' in terms of their impact on society and the state. Being a part of public life formed by a social institution, the media not only reflects public opinion, but also shapes it, including in the field of state power, in political circles. In conditions of wide literacy and social activity of the population of the countries of the world, information transmitted by the media is quickly disseminated in society, having a strong impact on the communicants.

As political and communicative forms of interaction between the state and society in modern society, such as referenda, polls, and election campaigns have become widespread. All the structural elements of political communications that i have mentioned above together constitute a socio-political and historical-cultural institution that has some specifics in individual countries. Let us turn to the sketch of the institutional system of political communications of the UK government.

The institutional system of political communications in modern Britain is a combination of interactions between state, party, socio-political institutions. All of them, to one degree or another, express and represent the interests of various segments of society, from socially significant group to private. The leading instrument for the realization of public interests is the state. By maximally concentrating power and resources in their hands, the state distributes values and encourages the population to compulsory implementation of their decisions.

Modern English society as a structural unit of the system of political, in particular, and intercultural communications in general, according to the materials of the BBC Russian service, the source has been divided into seven different classes (instead of three, as it was in the 20th century) (2013). The basis for dividing the population into classes has become the parameters that are most relevant, in our opinion, reflecting the realities of modern life in general: economic (income, savings, real estate), social (connections and social circle) and cultural (interests and ways of spending time).

The seven social varieties are included in the new model of social classes - from the elite to the so-called 'precariate' (the most socially vulnerable segment of the population that does not have stable sources of income and social guarantees). Despite the changes in the social-class structure of modern Britain, it should be noted that in the aspect of vertical social mobility, English society remains very conservative. This is confirmed by the results of research by the BBC service, which analyzed a number of evidence and cited an extract from the report of the Organization for Economic Co-operation for 2010:"Great Britain really occupies one of the last places in terms of some social mobility: for example, the prospects for a child getting higher education and paying well are largely determined by the property status of his parents"(Komleva, 2015: 65).

In our opinion, the relatively low social mobility of the population of England, characterizes the specifics of its intro-social communications. One of the key elements of the institutional structure of political communications of the UK government is the media. It is they who serve as a link between state power and society in the dissemination of information, the formation of public opinion. For example, television 'is considered part of the national culture, and no one is ashamed of it (Voltmer, 2006; Jebril*et al.*, 2013). According to Rubtsova and Devdariani (2019), British television is still a strong link in shaping public opinion, including about Russia.

2. Methods

This study is qualitative in nature and has used mostly secondary data collected from different sources including literary books, book chapters, academic journals, newspaper articles, and websites. The purpose of our study is to analyze the classical model of British political relations in the interaction of government and society. The authors set the task of studying the British experience of political communications, which are of interest from the point of view of the formation of a systemic diversity of social ties in the modern world. Both theoretical and applied methods were used for the research.

Comprehension of the problems posed in the study is based on methodological principles historicism, scientific nature, objectivity, as well as sociality, integrity, and fundamentality, including study of the historical process of socio-cultural, political communications in the aggregate of facts and sources in their logical and chronological sequence. The use of this technique made it possible to carry out a systematic, concrete-historical analysis of the development of scientific thought in combination with the institutional status of the phenomenon of political communication through obtaining reliable scientific results.

Firstly, the state participates in political communications as a governing body, represented by three branches of government: legislative, executive, and judicial. In the structure of political communications, i give him priority place, since i consider it as a source of state-power activity, an ideologist (laws, orders, etc.). Secondly, in the structure of political communications, i include a society that acts as an addressee of state - power initiatives. Being heterogeneous in its structure, society either has a positive attitude to public policy, or a negative attitude and puts forward opposition. The third element of the political communications system is the media.

As the vast majority of British scholars note, by the end of the twentieth century, the influence of mass media on the very structure of the establishment and its relationship with the rest of society has become key. Let us single out several channels of the indicated influence:

1. Currently, the media establishment has entered the British establishment. These are popular presenters of television news, editors of major national newspapers, members of the professional community of political journalists - the Lobby, or the Commonwealth of Journalists of the Parliament Hall, the first parliamentary-government pool in history. Although it has existed in British journalism since 1884, it was only in the 21st century that it began to be perceived as part of an influential layer. Owners of media concerns should also be included in this category, although their influence on public consciousness is not direct, but is mediated by the media themselves and political figures with whom media tycoons are affiliated in order to prevent the adoption of antitrust laws in the media sphere. The story of BAP, the British-American Project born in the bowels of the White House in the early 1980s, speaks more about the level of influence of the media person within the establishment more eloquently than others.

2. A new way has been formed for recruiting the elite: through the media. It was the press and television that created within the establishment a new group - media celebrities, or celebs ('celebrities'). The establishment included not only parts of the political and economic elite along with journalists, but also sports stars, show business, mass culture and 'ordinary people' turning into celebrities due to extraordinary (sensational) events in their lives.

3. There was a redistribution of influence within the establishment depending on the interest of the media. One vivid example is Princess Diana, whose participation in the events was more authoritative and influential and attracted much more attention than the participation of her husband. The same can be said about the House of Commons, where active backbenchers (parliamentarians from the back benches, that is, not holding important posts) can today receive

Oksana Mikhailovna Ivanova, Mikhail Evgenievich Guryev, Zilya Raisovna Sadykova, Nailya Rifkatovna Mingazova y Ksenia Vyacheslavovna Khramova

880   Political Communications of the UK Government as an Institutional System

more attention and are more often quoted than even the Shadow Cabinet; - Some elite groups left the establishment: scientists, military, judges. Today, their influence on public opinion can be called twice indirect - through the influence on the establishment and the subsequent influence of the establishment on the media.

4. The formation and entry into the establishment of media figures (media persons with mediated personalities) - for example, leaders of public organizations and trade unions, which in the minds of the layman 'detach' from their organizations and begin to function as independent information figures.

5. The new quality of the establishment has become dominant - its media, that is, dependence on the media and constant adaptation to their needs. As we shall see, this is the whole work of the establishment with public information Wolfsfeld, 2011). Thus, at the end of the twentieth century, the life and preservation of leadership positions for the British establishment depended largely on access to (and control over) the media, and through them, on the management of public opinion. Considering the new qualities of the British establishment in the last quarter of the twentieth century, i note that it consists of the following significant strata:

  - Active political establishment: king / queen, leaders of parties (including regional) and parliamentary factions, party activists in parliament and localities, members of the British Parliament and regional assemblies (especially heads of parliamentary commissions and committees), members of the government, mayors of major cities, union leaders, families, and advisers to political leaders. The political establishment, by virtue of real power and the overall image of the 'leader of the nation' imposed on it, personifies the establishment as a whole and has the greatest resource of pressure on the communication space.

  - Economic establishment: owners and top management of large businesses (both British and foreign residents with interests in the country's economy), financial analysts, financial information consultants, prominent economic journalists, and owners of the financial press.

  - Media elite: media owners, leading journalists, editors of national and large regional media, the journalistic lobby.

  - Celebrities from the world of sports, show business, science, culture, the royal family, and the media-covered part of the class aristocracy, as well as ordinary citizens who are currently in the focus of media coverage. As already mentioned,

the survival of the establishment in its established form and composition critically depends on the state of public consciousness and public opinion about it. Under these conditions, communication based on proactively and a strategic approach to it becomes a key factor for the survival of the establishment.

Conclusions

Speaking about the institutional status of political communications of the UK government and its role in the system of intercultural social ties, the following conclusions should be made:

1. The Institute for Political Communications of the Government of Great Britain consists of classical elements, namely: the state-power elite, which actively uses the media in their combined diversity in promoting political ideas. Institutional status is proved by the systemic interconnectedness and interdependence of the structural elements that make up political communication.

2. The British establishment in the post-modern era is a collection of representatives of not only the aristocratic elite, elected representatives of the regions, but also prominent figures of the media, which, of course, significantly reduces the status of media independence.

3. In the process of building political communications in Great Britain, the institution of the monarchy plays a prominent role, supported by the conservative worldview of most Britons. The principle of the ascriptive Ness of royal power actually means the formality of royal power. At the same time, in the institutional status of political communications, the British monarchy plays the role of a stabilizer of public sentiment.

4. The relatively low social mobility of the population of England, in my opinion, characterizes such a feature of intro-social interactions between society and the state as adherence to traditions, which largely determines the cultural status of British society in the global space.

5. The media in the UK's political communications system reflect typical attitudes of the population, representing a system of pro-state, opposition, and neutral-expectant information blocks.

Oksana Mikhailovna Ivanova, Mikhail Evgenievich Guryev, Zilya Raisovna Sadykova, Nailya Rifkatovna Mingazova y Ksenia Vyacheslavovna Khramova

882   Political Communications of the UK Government as an Institutional System

References Bibliographic

DRUZHILOV, Sergey Aleksandrovich. 2018. "Contemporary Information Environment and Human Ecology: Psychological Aspects" In: Hygiene and Sanitation. Vol. 97, No. 7, pp. 597-603.

JEBRIL, Nael; STETKA, Václav; LOVELESS, Matthew. 2013. Media and Democratisation: What Is Known about the Role of Mass Media in Transitions to Democracy. Reuters Institute for the Study of Journalism. Oxford, USA. Available online. In: https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2017-11/Media%20and%20Democratisation.pdf. Consultation date: 05/12/2020.

KARPOV, Victor Victorovich. 2016. "Political Communications in the Structure of Regional Political PR (on the example of the Executive Authorities of the Omsk Region)" In: Politics and Society. No. 5, pp. 611-625. Available online. In: https://doi.org/10.7256/1812-8696.2016.5.13326. Consultation date: 05/12/2020.

KOMLEVA, ValentinaVyacheslavovna. 2015. "Leadership as a Factor of Sustainable Development of Society: Russian and Foreign Researches" In: Central Russian Journal of Social Sciences. Vol. 10, No. 6, pp. 12-22.

NIELSEN, Rasmus Kleis. 2012. Ground Wars: Personalized Communication in Political Campaigns. Princeton University Press. Nueva Jersey, USA.

PASHINSKAYA, Victoria Viktorovna. 2014. "The genesis of the concept «Political communication»" In. The sociodynamics. No. 5, pp. 80-92.

RUBTSOVA, Elena Victorovna; DEVDARIANI, Natalia Valerievna. 2019. "The image of the Russian President in the British Press" In: Baltic Humanitarian Magazine. Vol. 4, No. 29, pp. 296-299.

SOLOVIEV, Aleksandr Ivanovich. 2002. "Political Communication: To the Problem of Theoretical Identification" In: Polis. Policy Research. No.3, pp. 5-18.

TOFFLER, Alvin; TOFFLER, Heidi. 2013. Revolutionary Wealth. Knopf. New York, USA.

TSENDROVSKY, Oleg Yurievich. 2015. "The Evolution of PR Theory and Practice in the History of Social Communication" In: Genesis: Historical Research. No. 5, pp. 279-337.

VOLTMER, Katrin. 2006. Mass Media and Political Communication in New Democracies. Routledge. London, UK.

WILLIAMS, Bernard. 2014. Lenin profiles in power. Taylor & Francis. New York, USA.

WOLFSFELD, Gadi. 2011. Making Sense of Media and Politics: Five Principles in Political Communication. Routledge. New York, USA.