The culture of political communication in social networks in the Republic of Tatarstan

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La cultura de la comunicación política en las redes sociales en la República de Tatarstán

ABSTRACT

In conditions of fast changes and economic transformations in social Russian world, the problem of civic participation in these processes is one of the most important, because today, traditional channels and mechanisms of interaction between the population and the state are imperfect. This article analyzes the status and the level of the regional political communications in social networks in Russia. It`s based on the research of accounts of authorities of Tatarstan Republic. The results of the study indicate that the level of activity of politicians in social networks, and the degree of their popularity of online diaries among the Internet audience is low.

In the course of the study, we faced the task to develop an understanding of the modern concept of "culture of political communication" because the concept and the sphere are at the stage of formation. In this article we have stopped to a greater extent on the normative definition of culture: when culture acts as a system of rules of almost all aspects of life and of human existence: perception, thinking, activities, behaviors.

KEY WORDS: political communication, culture of political communication, social networks

RESUMEN

En condiciones de rápidos cambios y transformaciones económicas en el mundo social ruso, el problema de la participación cívica en estos procesos es uno de los más importantes, porque hoy en día los canales y mecanismos tradicionales de interacción entre la población y el estado son imperfectos. Este artículo analiza el estado y el nivel de las comunicaciones políticas regionales en las redes sociales en Rusia. Se basa en la investigación de las cuentas de las autoridades de la República de Tatarstán. Los resultados del estudio indican que el nivel de actividad de los políticos en las redes sociales y el grado de popularidad de los diarios en línea entre la audiencia de Internet es bajo.

En el curso del estudio, nos enfrentamos a la tarea de desarrollar una comprensión del concepto moderno de "cultura de comunicación política" porque el concepto y la esfera se encuentran en la etapa de formación. En este artículo nos hemos detenido en mayor medida en la definición normativa de cultura: cuando la cultura actúa como un sistema de reglas de casi todos los aspectos de la vida y de la existencia humana: percepción, pensamiento, actividades, comportamientos.

PALABRAS CLAVE: comunicación política, cultura de comunicación política, redes sociales

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INTRODUCTION

Political communication is a special process of broadcast of political information. It`s providesthe sustainability of relations and contacts that are necessary for political actors to realize their functions and politics roles [7].According to the data that we observed in the latest global digital statistics study from «WeAreSocial» and «Hootsuite» agencies, the amount of people in the world who use social networks have already overcome a fundamentally important mark of 3 billion. And slowdown is not expected.Number of active subscribers increases approximately on 1 million a day [9]. One of the most important features of social networks is the interactivityi.e. the ability to make contacts, to be aware of all the events in the period of their relevance, ability to influence political and social processes in society.An availability of such an important method of interaction as feedback makes social networks irreplaceable for political management. It provides conditions for rapid response to questions, requests, comments, wishes of citizens, which they express in social networks.An integral part of such communication is a cultural behavior of actors.At this stage of the development of democratic society, we see it`s development as the process of identifying power risks and opportunities of communication, and in the process of building strategies in the virtual space by citizens depending on the position of the politicians. So, speaking of the culture of political communication, we mean the standards embodied in traditions and customs, a system of standards for the transmission of political information, which organizes political activities and gives it the new value that shapes public opinion and political socialization of citizens with regard to their needs and interests.

MATERIALS AND METHODS

The authors of this article made a theoretical research question with the aim of developing the semantic component of the concept of "political communication culture" and its components and made research using content analysis: analyze of total number of subscribers-readers account, the average number of messages per month, the presence and the nature of the feedback, the average number of comments to a single message, the format of the account and the nature of the content, the subject of the message.

The research procedure involves the preparation of the card content-analysisseparately for each blog and microblog. For the analysis, we selected the accounts of the representatives of the Executive branch- members of the Government of the Republic of Tatarstan, as the authorities closest located to the population and at the same time really dominant in the system of separation of powers. We considered a social network Vkontakte.ru Twitter and Instagram.com as most large-scale communication platform for the number of authors in Russia. Units of study – notes of the blogs and comments to them. We also used informal method of analysis of documents, which enabled to adapt the information to the research objectives.

RESULTS AND DISCUSSION

The reality, in which social networks occupy a special place in the life of society, forces the authorities to pay attention to this channel of communication.A study of NIU VSHE (National Research University, Higher School of Economics) showed that in Russia, the share of population using social networks at present is 76% and the study showed VCIOM (Russian public opinion research center), in social networks a quarter of young people (18-24 years old) interested in politics [10]. Nowadays, some Russian politicians have their accounts in such popular in our country social networks like Twitter, Vkontakte, Odnoklassniki, Instagtram, Facebook etc. According to the results of recent monitoring, 53 of 85 governors are present in social networks.

All of it is done in order to show their participation in the process of "virtual socialization". The most popular Russian political blogger for today is the head of Chechnya Ramzan Kadyrov (in Instagram, and 2.8 mi-

llion subscribers in Facebook - 800 thousand, in "Vkontakte" - 540 million, Twitter - 392 thousand, and he has a blog on Livejournal). In addition to the events of the Republican scale, he shows the facts of life to his family, posting photos to Instagram. The head of the Republic of Tatarstan Rustam Minnikhanov, is also one of the most active regional leaders in social networks. He has daily updated accounts "Vkontakte" (154.5 thousand subscribers) and "Instagram" (261 thousand).

In Tatarstan it was held a seminar of the State Council devoted to questions of interaction with the public on the Internet. The task was "to establish a connection with the electorate" in social networks. The purpose of the seminar is to ensure that the deputies will inform the public, residents of the Republic about "how Parliament works" and "what work of deputies in constituencies". At the same time, among the experts evaluating the events, there is a perception that the state Council will not be able to mobilize deputies to work with voters on the Internet. And experts even say that the Internet is a hostile environment, both for officials and for members [11]. Since 2017, control over the presence of all officials on the Internet has been introduced, this is due to the adoption of a new article of the Law "On the State Civil Service of the Russian Federation" [1]. It prescribes that once a yearstate employees to provide information on their activity in social networks, and anyone applying for the post in state bodies, shall report on their activity over the last 3 years. Such a requirement introduced in the law "On municipal service in the Russian Federation" [2]. The purpose of innovation is the desire to eliminate the possibility of conflicts of interest and to ensure strict adherence to the professional ethics of all state employees and anti-corruption activities.

In order to avoid negative reactions the authorities of Tatarstan have received from the chief of staff of the RT President some guidance on the management of their accounts on the Internet. This document imposed a ban on the deployment of officials of the photos from overseas trips, expensive clothes, accessories and transport.

Our study represents the analysis of blogging and microblogging members of the Government of the Republic of Tatarstan, as it is one of the most progressive regions of Russia.

In addition, the President of the Republic is the majority leader of ratings of politicians, who builds communication in social networks.

The results of the study indicate that the level of activity of politicians in social networks, and the degree of their popularity of online diaries among the Internet audience is low. The absolute majority of the representatives of the Executive authorities of the Republic do not use this channel of communication, or their pages are rarely updated and are not popular among users. Only a few politicians private accounts is a popular and highly effective communication tool. Speaking about quality of filling of personal pages of politicians, it should be noted that all of them are directly connected with professional activity. Basically the content is posted from formal business events, meetings images, and usually it`s with low quality or sometimes without textual information. Look more informative posts with industry news, event announcements. In this case, the publication in the account acts as the analogue of the distribution of press releases to the media. Placement of materials this thematic focus could initiate a more mobile counterpart to the traditional press conferences, however, the officials placed the minimum amount of information and do not build communication with their readers, which include journalists interested in receiving the most current information. Also, officials often post photographs taken during his work trips and trips abroad: in addition to images concerning the production, politicians often place the landscapes and architectural objects. This kind of content dilutes the business records, not lifting the veil of private life. To used themes that characterize public policy more fully include leisure and sports and family. If records relating to the first subject, published almost all of the authors of the accounts (Cycling, skiing, extreme sports, etc.), pictures of family members to meet in the accounts is almost impossible.

An important indicator of the feedback is the average number of comments in the accounts. The study revealed that in the studied accounts, very few of them. The data obtained can result from two processes: first, placing a large number of publications in a short period of time, which reduce the average response of the audience for the rest of the records, and secondly, maintaining accounts

is not in the information and communication style, but only in a format that is not conducive to dialogue, does not involve discussions, expression of users, more like a summary of news agencies, moreover, most of them do not contain even a text comment, just an image. In addition to the above reasons probably influenced by the fact that account holders do not respond to questions and comments from the audience. Such a position deprives the social network as a platform of communication of the main benefits and can contribute to the image of a politician is negative contributionwhich is visible to all users. However, there are good examples of how this can occur communication via account policy, without his direct involvement, when the questions are answered by representatives of the press service of the Ministry, or other people, competent in the matter.

In the course of the study, we faced the task to develop an understanding of the modern concept of "culture of political communication" because the concept and the sphere are at the stage of formation. Considering this concept, we rely on his awareness as the matrix of human behavior (M. Douglas, J. Plane); as a style of political activity of the person (I. Shapiro, P. Shapan, V. Rosenbaum); political discourse – the system of language use, the combined presence of common units of individual strategies of perception and interpretation of reality (M. Foucault, A. A. Vorobyeva, K. E. Stein, N. L.Leiderman), based on historical experience, deep traditions, the memory of political and social events that formed today in society and the political elite, perceptions, value orientations, attitudes, ideals and behavior. Culture is a complex, multifaceted phenomenon that expresses all the sides of human existence. For Clachan K. and A. Kreber, there are six classes of definitions of culture (descriptive, historical, normative, psychological, structural, genetic). In this article we have stopped to a greater extent on the normative definition of culture: when culture acts as a system of rules of almost all aspects of life and of human existence: perception, thinking, activities, behaviors. These norms are transmitted in the system of knowledge about the world, using existing standards and enshrined in traditions, customs, and various codes or regulations. Referring to the definition of "political communication" that most fully expresses the following is his interpretation: it is "the process of transmission of political information,

which structures the political activity and gives it a new value, shape public opinion and political socialization of citizens with regard to their needs and interests" [3]. So, speaking of the culture of political communication, we mean the standards embodied in traditions and customs, a system of standards for the transmission of political information, which organizes political activities and gives it the new value that shapes public opinion and political socialization of citizens with regard to their needs and interests.

Unfortunately, the results of the study, we can conclude that communicating in social networks, participants often forget about the existing norms of communication that formed throughout the existence of mankind in the real world. Getting into the field of the virtual world they think that they can not only to comply with the General spelling and punctuation rules of the Russian language, but even the basic rules of etiquette. Political communication at the regional level, often characterized by closeness to the ruling elite, the alienation of the majority of society from the political life of the region, low level of culture of political communication in General, which negatively affects the interaction of society and authority; lack of effective two-way political communication causes a risk of increasing social tensions. The behavior of politicians on the Internet is not always logical and consistent. The authorities loosely use the social media accounts as a potential resource for quick solution of problems, tasks, urgent issues (rapid-survey on social networks, "Internet reception"), the mechanism of prevention of crisis of confidence, despite the fact that the accounts are operating on the principle of dialogical models give the opportunity to freely exchange any information (positive/negative) and quick resolution of issues in power system-a society and can act as a platform for the implementation of management partnerships.

Strategy and tactics of the communicative actions of the authorities in the Internet need further study and improvement, as well as the formulation of rules of interaction between authorities and society.

SUMMARY

In the process of the study the tasks performed by the accounts of the members of the Government of Tatarstan Republic on social

networks. The most important task is to inform Internet audience about the activities of the authorities and the formation of positive public opinion. Second, public communication in social media will definitely contribute to the formation of personal image and reputation management PR entity. Unfortunately, the implementation of feedback you can't call priority pages of the representatives of the Executive branch of the Republic of Tatarstan. However, with proper use of feedback increases the loyalty of the audience, it raises the credibility of the received information. In fact, the profile for the official becomes a personalized means of mass communication and opens up big opportunities for communication with the audience.This contributes to the high speed of information dissemination in social media, as well as the absence of censorship, regulations and information of the interference due to the presence of an intermediary on behalf of the media [6]. The interaction of members of the Government of the Republic of Tatarstan with the public in a modern Internet environment can't be described as a single and successful ongoing process.Internet pages of most part of politicians don't use almost any popularity and do not follow the format of social communication. network. However, the authorities gradually learn to engage with people on the Internet. So one of the main problems in cooperation between authorities and the population – Is the culture of political communication, development of norms and rules of conduct in the social.the networks for both sides, which should be based on the tradition of political communication.And it is important to take into account current realities and trends in the field of communication of our life.

CONCLUSION

Widespread globalization and information – communicative revolution has led to the emergence of new realities in the process of communication and the public authorities and a fundamental change in the media design communication systems in Russia and in the world. Political communications become more complex and multivalued. There have been some changes from manipulative methods to the communicative and interactive methods of interaction. The study of the question of political communication in social networks at the regional level, we came to the conclusion that, despite the appeal of the political elites to the modern platforms of communication – social networks and messengers, effective two-way political communication is not established that it is not possible to fully realize the potential of these sites. Nowadays, the most relevant problems which began in connection with the possibilities of interaction between authorities and society in the Internet. These are "pitfalls" to existing authorities, such as: inability to control the process, the fast spread of negative information, the appearance of negative leaders, the possibility of falsification of facts and documents [8]. Also, an important obstacle to effective online interaction is a low level of culture of political communication of actors. It need to form the political culture to teach critically analyze and identify every influence from the media, to navigate the vast flow of information. Also it needs to study communication techniques to interpret correctly [5]. Strategy and tactics of the communicative actions of the authorities in the Internet need further study and improvement.

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