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TÍTULO: Política de información y medios de Internet en el sistema sociopolítico.

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RESUMEN: Sabemos que la política de información es una actividad de una persona que tiene como objetivo realizar y realizar sus intereses en la sociedad a través de la creación, modificación, preservación y transferencia de todo tipo de información. La política de información es un campo particular de actividad involucrado en la presentación y difusión de información. El propósito de este estudio es enfatizar la importancia de los medios de comunicación que pueden funcionar libremente y desempeñar un papel cada vez más importante en el cambio público. Hoy, los medios pueden ser el garante de la información sobre la estabilidad del estado, el factor estabilizador de la sociedad y, al modificar cualquier organismo social, también determinan la importancia de la política de información de la sociedad.

PALABRAS CLAVES: información, política, política de información estatal, medios de comunicación, sociedad de la información, medios.

TITLE: Information policy and internet media in the socio-political system.

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ABSTRACT: We know that information policy is an activity of a person aiming at realizing and realizing his interests in society through the creation, modification, preservation and transfer of all kinds of information. Information policy is a particular field of activity involved in the presentation and dissemination of information. The purpose of this study is to emphasize the importance of mass media that can function freely and play an increasing role in public change. Today, the media can be the guarantor of information on the stability of the state, stabilizing factor of society and, by modifying any social organism, they also determine the importance of the information policy of society.

KEY WORDS: information, policy, state information policy, mass media, information society, media.

INTRODUCTION.

As an integral part of the society's political system, the mass media play an important coordination role between the state and society, can freely operate and exert growing influence on social changes. People have comprehended information through data transmission since ancient times. According to R. F. Abdeyev, distinctness of information in any form reflects competition of these attributive and functional concepts, explains its bounds. This means that information used in the society in the form of exchange of information between people has social features.

Being a major component of information society, information policy features two main aspects: the first is that information is considered a significant factor influencing social development, while the second is that information represents necessity in managing events and processes.

Politics, first and foremost, comprises several components like the establishment and maintenance of state power [A.V. Makeyev, 2002.], and demonstrates itself largely in the activities of social subjects aimed at realizing public interests through power institutions. It

covers relations within the government as well as various social groups, classes, nations and states. Its essence is defined by “power” category, while its quality is defined by the essence of the social area that the policy is aimed at. From this aspect, state policy is divided into economic, social, cultural, national and information policy. So policy includes the state, legislative, party and election areas, decision-making mechanisms, political process, political relations, political culture, the media, and etc. It comprises special social institutions executing government authority, political relations, government authority, mass competition for power and control of it [Shiraliyev H.,1993].

According to E. Tovokin, areas of application of policy are different. But the nature and directions of the activity of social practice are defined by conceptual mechanisms of social groups, which have government authority [Tavokin E.P.,2002].

DEVELOPMENT.

Different opinions have been voiced about the government. Of them Montesquieu differs with his socio-political modernization concept and liberal-reformist position. According to the French thinker, government is order, division and equality of power and law. “It has a status of the example of universal civilization” [Tagiyev A.,1999].

The state describes the governance of people, who built a political system and live within certain borders, through a special system. The state is largely characterized for its society. The state is a special institute which has a certain structure, which is characterized by certain organization of political power and which ensures the regulation of social processes in a certain area. Being a special political institute, the state makes the fundamentals of the society`s political system. In modern science, there are three approaches to the notion “state”:

- Political-philosophical and political-scientific approach. This approach has survived from ancient times. In this context, the state is characterized as a tool dealing with “general issues” of the society, regulating relations between the government and people [society], and ensuring political life of the society and individuals.
- Classified approach. Here the state is classified as a tool ensuring one class` power to subdue and exploit another class, as well as its power as an economically ruling party.
- Legal and organizational-structural approach. Here the state is studied as the creator of norms regulating the life of the society, as well as the activities of the state itself and its structure in the system of socio-political relations. Supporters of the theory explaining the essence of the state believe that the state was created as a result of the growth of a family. They claim that there was a family, which then grew into a tribe, which then became a state.

Information policy is an activity of a person to actualize and realize his interests in society by means of creation, modification, preservation and transfer of all types of information. Information policy is a special field of people`s activity who is involved in the presentation and dissemination of information [political figures, scientists, analysts, journalists, listeners, readers and etc.] that meets interests of social groups and public institutions. Information policy has two types: state and private [Makaeiev A. B. 2002].

Researchers regard information policy an area of informatiology, its socio-political integral part [Popov V.D., 2001].

From this point of view, information policy is informatiology of the mass media. Informatiology of the mass media considers how it shapes ideological, political, economic and other views, thoughts, knowledge and evaluation that influence the welfare, culture, conduct of people and all sides of their life. According to the main principle of the implementation of state information policy the interests of a person and state must be mutually preserved. This means that state

information policy should protect and ensure the government's interests to the extent the government implements and protects the interests of civil society and any separate individual. According to V. D. Popov, the essence of information policy can be defined through information government category as follows: information policy is the ability of political subjects to influence – with the help of information and within the framework of the interests of the government and civil society – consciousness, psychology, conduct and activities of people. Private information policy can serve government, act in contrast to the interests of the civil society, it can build dialogue or disagree with government, or it can serve the interests of separate groups, parties or even individuals [Shiraliyev H. I., Abbasov F., 1993].

The object of information policy is the information area of the society's life as a scientific knowledge field in a broad sense of the word. It is the whole set of subjects performing the use, formation and distribution of information, information infrastructure, as well as relevant public relations. Civil society can be represented by the public consciousness as an influence tool of information. V. D. Popov says that the object of information society is information processes reflecting, expressing and protecting mass consciousness, media and mass communication systems, rights of a person and state policy [Попов В. Д., 2002].

As a scientific knowledge area, the subject of information policy is the analysis and forecast of “public information relations”, development trends and regularities of information processes and their development, as well as the discovery of the effects of impact of the media and mass communications on the mass consciousness, civil society and government [Makeev A.B., 2002].

The aim of information policy is achieving a system of knowledge for ensuring information and psychological security of citizens and the country, information-analytical accompaniment of state policy, and delivering government's decisions and programs to people as a mass governance subject. Being a scientific area, the task of information policy is “analyzing and forecasting

modern information processes, developing theoretical-practical methods of information-analytical activity, ensuring information and psychological security. This way information policy helps to fulfill the task of strategic informatology, particularly social one – the process of building information society [Тавокин Е.П. 2002, р. 41].

Information policy is less analyzed and a more complex type of policy. This is conditioned by a number of factors, including the essence and current state of information area, and the system of the mass media. They consist of the system of institutions for the creation, preservation and transmission of information with the help of technologies. Given the fact that the mass media reflect the interests of government, society, parties, political, financial-economic groups, political interests of separate individuals, they become a more important subject of socio-political activity. When the mass media become the key factor shaping the public opinion this is much more noteworthy especially in the society where reforms are conducted. For this reason the mass media play the role of a political subject of government authority bodies, in other words, the subject of its information policy [Tagiyev A., 1999].

This policy is, in general, a system of principles, technologies and governance bodies ensuring government`s interests in the field of information. The essence of information policy consists of information provision of the interests of government and society. And the protection of these interests is more and more dependent on information strategy of state policy [Попов В.Д., 2001].

The complexity of the structure of information policy should also be noted. This includes several types: a theoretical and methodological one related to the development of the conceptual basis of this policy, ideology; a social and technological one representing the total outcome of the ways and methods of achieving the goals expressed on the theoretical and methodological level and set based on the analysis of theory and practice; and a practical and organizational one which reflects the execution of the system of measures towards fulfilling major tasks [Hasanov

S., 2017].

Information policy also includes all-federal, regional levels. Both special governance apparatus, including methodology and execution methodics correspond to each of these levels [Попов В.Д., 2002].

There are also several types. This includes an authoritarian one which turns into personal will, a symbiotic one of governance of the information field, a government and public one corresponding to the interests of the society and government thanks to parity structures, etc.

Information policy is carried out in different areas. They consist of independent, but interconnected structural parts. In the second half of the 20th century, information industry became one of the most important areas of public production, gradually subordinating all its spheres, especially services sector and leisure industry. The mass media are becoming a commercialized mass cultural infrastructure aimed at serving the interests of the producers and depersonalization of consumers. And this meets the interest of the supporters of mass culture because moral and ideological results of mass application of standardized informants, which form stereotype manners, norms of conduct and values, automatically bring in financial dividends. Direct relationship of mass culture with information capital, which is strengthening its position in the establishment and enjoys close ties with the international communication market, is becoming the reality of our time. This, certainly, attracts attention [Hasanov S., 2017].

The achievements of information technologies and mass media systems based on them are so great that the emergence of “information fetishism” is understandable. Representatives of “information fetishism” do not confine to the role of information only to settlement of economic, technological, environmental problems, and apply it to solution of long-standing political, moral and cultural problems. It should be emphasized that not only economic and industrial production, but also political area experiences important influence of information revolution. In addition,

politics is increasingly becoming the customer of information technologies [Aliguliyev R., Mahmudova R., 2009].

Rapid development of advanced information and communication technologies both brings about technological innovations, transformation to science-based production, and radically changes people`s entire information environment, the whole socio-cultural content of social life, and increases the role of information area. The new information space dictates new realities of the world information market, which has almost become the most rapidly developing sector, eliminating any borders or ideological barriers, and regulating national and cultural differences. New technologies increase the opportunities of delivering any kind of information to any human being in any part of the globe. This also defines the political aspect of information revolution, which is of particular importance when public structures undergo reforms. The reason is that information is becoming one of the most significant factors in terms of stabilization or destabilization of the society and its political institutions. Moreover, the more tense and dynamic situation in any part of the world is, the more important role the mass media play [Aliarov R., 2009].

The high level of technologies and global nature of modern information environment, various ways of transmitting information – post, telegraph, telephone, computer and telecommunication technologies prompt the formation of individual communications market [based on network, satellite and stationary communications systems]. Now hybrids of telephones, computer, fax and pocket devices are emerging. The intensity of technical progress in this area gives grounds to suggest its unpredictability.

Television, which ignores state borders and national differences of the auditorium as a result of the strengthening of the global influence opportunities of information, experiences the most serious changes. It is more clearly visible in the Internet system. Unlike trade operations, the

flow of information is not registered when crossing state borders.

The establishment of a single global information space is an objective requirement of information industry at the modern stage. However, it is not taking place in a balanced manner. The political, economic importance of this process proves that there is discrimination against informationally and technologically less powerful countries. Azerbaijan is an exception. On the night of February 8, 2013 Azerbaijan put its first satellite “Azerspace-1” into orbit. Some 20 percent of the satellite's resources will be used for Azerbaijan's needs, and 80 percent will be available for commercial purposes. It ensures quality television and radio broadcast and high-speed Internet services in the entire territory of Azerbaijan, including Nakhchivan [Hasanov S., 2017].

Of course, main features of information society in Azerbaijan include the creation of global information environment, establishment of new forms of economic activity, information and knowledge market, development of information exchange systems, provision of citizens` and organizations` right to get, spread and use information, etc.

Nowadays ICT is considered a means for provision of sustainable and continuous development of Azerbaijan, strengthening its intellectual potential, improvement of business, struggle against corruption, elimination of poverty and unemployment, development of transparency and democracy in society. ICT have become an integral part of the socio-economic relations as well as public administration, education, health, business, banking, and other industries that create new values. The development of online media, the existence of the right to freedom of opinion and expression on the Internet, expansion of newspapers and magazines, internal and external social networks are the opportunities given to society by ICT [Aliarov R., 2006].

The National Strategy for the development of information society in the years 2014-2020 that was approved by President of Azerbaijan IlhamAliyev`s Order dated April 2, 2014 aims to increase the volume of ICT 4-4.5 times, strengthen ICT potential and meet ICT needs of the society.

Building competitive and export-oriented ICT capacity, transformation of the region to an information service center, development of space industry and wide application of satellite technology, creation of conditions for effective use of ICT and current opportunities in their knowledge by citizens and community and development of their ICT knowledge, skills and training, strengthening "E-government" and usage of electronic services at all levels of public administration, as well as ensuring information security of ICT infrastructure and ICT users, training of highly qualified specialists and scientific personnel, provision of scientific support for the work done, the country`s integration into global information space are very important in terms of achieving this.

The process of building and developing "the information society" in the Republic of Azerbaijan is mainly aimed at improving the quality of citizens` life, ensuring competitiveness of the country, developing economic, social, political, cultural and religious areas, and building public administration system through using information and communication technologies.

It is the fact that information and communication technologies enjoy a growing role in the overall economic development. In Azerbaijan too, being one of the key sustainable development priorities, ICT sector is exerting serious influence on socio-economic field. Fundamental development of ICT sector in Azerbaijan started in 2003. Enacted by the Order of national leader Heydar Aliyev dated February 17 2003, "The National Information and Communication Technologies Strategy for the Development of Azerbaijan [2003-2012] defined major priorities of what has been done in the field of ICT in the past 10 years [Абдеев Р.Ф.,1999].

This document and the work carried out paved the way for increasing the effectiveness of the application of ICT in public agencies, easing the population`s communication with these bodies and removing bureaucratic barriers, and coordinating various information systems in the country.

Thanks to President IlhamAliyev`s constant and special attention to and care of ICT sector, Azerbaijan is today one of the leading countries not only in the South Caucasus, but also beyond in terms of the development of ICT.

President IlhamAliyev`s attending and addressing the World Summit on the Information Society in Geneva in December of 2003 was a vivid evidence of the attention paid to the development of ICT sector on the level of the head of state.

The Law of the Republic of Azerbaijan On Electronic Signature and Electronic Document dated 2004 paved the way for the formation of the electronic document circulation, encouraging the application of Electronic-signature and the development of new economic areas.

The Decree of the President of the Republic of Azerbaijan to approve the statute of the Ministry of Communications and Information Technologies of the Republic of Azerbaijan dated August 10 2004, and his instructions to draw up the State Program to ensure the development of the communications and information technologies in accordance with modern requirements were another steps taken by the leadership of the country to ensure continuous development of advanced technologies.

Approved by the order of President Ilham Aliyev dated August 21, 2004, the Program on the provision of secondary schools in the Republic of Azerbaijan with communication and information technologies reiterated the role of the advanced technologies in increasing the quality of education, ensuring the development of youth and prosperity of Azerbaijan.

President Ilham Aliyev approved the 2005-2008 State Program on the development of communication and information technologies [E-Azerbaijan] with the aim of fulfilling the tasks arising from “The National Information and Communication Technologies Strategy for the Development of Azerbaijan [2003-2012]. Being of critical importance in terms of the creation of electronic government, this program played a profound role in the establishment of such a government. The Law on Telecommunication, which was enacted in 2005, defined legal, economic, organizational foundations of telecommunication activities and paved the way for purposeful planning of telecommunication resources and regulation of their coordinated use.

The work carried out in the ICT sector, automated legal base ensured Azerbaijan`s integration into knowledge economy. Considerable work is being done to ensure technological modernization of economy, form a balanced structure of researches, which have become one of the resources of science-based economy, and effective innovation system in Azerbaijan. One of the necessary steps towards forming science-based economy was President Ilham Aliyev`s order dated April 10 2008 to enact the State Program on the implementation of the Science Development National Strategy for 2009-2015.

Having taken into consideration that information, bio and nano technologies will be the driving force of scientific and technical revolution, the state defined key priorities of the development of science and technological modernization of economy. The expansion of the role of ICT in building high technology and highly competitive economy in Azerbaijan is aimed at modernizing infrastructure, while the implementation of economic and organizational reforms is aimed at turning Azerbaijan into an information transit country. Developing space industry in Azerbaijan is one of the concrete steps taken under the leadership of President Ilham Aliyev. In this context, President Ilham Aliyev enacted the State Program on the creation and development of space industry in the Republic of Azerbaijan.

Further priorities include ensuring a shift to the information society, building innovation-oriented and knowledge-based economy, the expansion of the application of ICT and electronic services in local self-governance bodies, the expansion of the activity in the field of information security, completely meeting the society`s needs for information products and services, strengthening the potential of competitive and export-oriented ICT, preparing highly-skilled specialists and scientific personnel [Макеев А.В., 2002].

In the years ahead ICT infrastructure will be developed in Azerbaijan, electronic services offered to the population will be expanded, and all areas in the country, including remote villages will be provided with broadband, cheap and quality Internet access. Wide application of distant education, electronic trade, tv-medicine and other modern services will be ensured, legislation to ensure the defence and security of the participants of electronic trade deals will be improved. The application of ICT in the regions will be expanded, the level of the population`s digital preparedness and the country`s integration into the global information network will be improved [Попов В. Д., 2002].

Digital computer network replaces previous network of information transmission [telegraph, post, broadcast, cable, etc.]. The size of information transmitted through digital computer network cannot be compared to the size of information transmitted by traditional media – television, radio and printed press. Books, newspapers and magazines are available both in printed and online formats.

It should also be noted that the development and integration of information structures has recently started to gain direct support from separate politicians and relevant government institutions. In Japan, for example, the development of cable television network is directly supported by the Ministry of Communications. The government of the United States of America and United Kingdom have considerably reduced anti-monopoly limitations and are now not only

preventing, but even assisting the consolidation of local information business [including the integration of printed and electronic media]. Even some leaders of developed countries take patronage of important integration projects. For example, let`s take a widely known fact: former U.S. Vice-President Albert Gore was patronizing the information superhighway project of the integration of digital communication systems and the Internet telecommunications network. Taking into account pro-Western development of the local media in the last decade, obviously the same fate awaits the information market of developing countries too. And appropriate bodies are already engaged in forecasting the results of such developments [Попов В.Д., 2001].

CONCLUSIONS.

These changes bring about the emergence of trends of global change of socio-psychological and even mental comprehension and knowledge mechanisms. This leads to the replacement of the individual analysis through a printed paper with the mass image [television, computer]. So a new communicative language based on images, not on symbols [words] is emerging. The results of this transformation can radically change human mentality. However, these global tendencies experience complete modification in the context of national cultures and change in countries` information space.

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