

Political Technologies of The Power Struggle in Public Policy

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Abstract—Through the use of political technologies, it is possible to regulate and guarantee social development. As a result, existing and possible threats to social and political stability during the candidates' election should be carefully analyzed in order to determine the most rational and effective ways of execution of existing political technologies on purpose to achieve a balance in the political arena of the country.

Keywords—Political technology; Power; Public policy; Electoral technology

I. INTRODUCTION

Political technologies are used in the public area of politics. In other words, their implementation is carried out during the process of introducing of a policy of an integration to the collective consciousness certain ideological bases, opinions, ideas and conducive political images, and the process of formation of support for citizens in the promotion of stated political goals.

It should be pointed out that the political process includes not only public policy, but also an elite part, which is also called backstage. This element is aimed at gaining support in the political circles by the elite representatives among the elite. It is pretty tough to differentiate public and elite politics clearly. Most often, policy, directed at the settlement of certain political issues function simultaneously with electorate and elites. To achieve the objectives, the support of the political elites is crucial, because it will increase effectiveness of influence on citizens. Politician's position among elites strengthens by the support of the citizens. Nevertheless, as the technological approach evidences, the described components of the political process are also distinguished according to the area of application. Thus, political technologists, who are engaged in public policy, carry out activities exclusive for public policy, which excludes the elite from this process. Therefore, the elite policy also uses the technology. In regard to Russia, such technologies are often carried out "with a catch". However, such technologies will not be considered in this article.

II. METHODOLOGY

Existent restrictions which are imposed by the elite policy on the public policy are also affect political technologists. Therefore, public policy is fundamentally different from elite politics. Political science today includes in the classification of policy two components: policy and politics. The first term

defines a policy that is aimed at positive tasks: protecting human rights and interests of citizens, executing political ideas and concepts directed at protecting the interests of the country, cooperating with other countries and more. The second term suggests actions aimed to gaining and retaining power. The term *politick* assumes power as the goal of action, while the term *policy* implies that power is a mean of implementation of the objectives that will help to achieve positive outcome for the country and citizens. Therefore, *policy* is considered the right policy, and *politick* determines political intrigue and games. For the honest politicians the right policy and honest conduct of political action should be the priority. So, *politick* becomes the characteristic of dishonest politicians, and it is implemented closely and secretly, without drawing any attention

III. RESULTS

The era of political technologies is determined by the existence of public policy in the society, which is inherent in the competitive struggle of the public type. In countries with a totalitarian regime, public policy is largely transforming in the of official propaganda, and partially presented in conspiracy – carrying out informal agitational measures. Further examined how the political technologies of countries with more liberal regime have a competitive struggle for power.

As it pointed out by Malkin and Suchkov [8], political technologies are a way to implement major-scale political ideas. However, Gorcheva [4] gives her definition of political technologies, which defines it as methods, techniques and procedures that achieve goals of certain political figures. It can be a party, a political group or a leader. This definition describes the role of information in modern politics. The ways of forming communications that serve to achieve political goals should be called political technologies.

Nowadays, political communications necessarily includes political technologies. Therefore, political science defines these categories as interrelated and indivisible. Understanding the essence of political technologies implies a mandatory understanding of the essence of communication. Policy technologies should be used for communications planning. Political actors are mostly always associated with communication, and if effectiveness parameters are not set, undesirable and not always predictable consequences appear. To plan communication strategies, firstly actors choose a target audience, tools of influence and specific objectives, the

achievement of which can be assessed by certain pre-established parameters.

The formal parameters that are used for fulfilling communication objectives present the outcomes. In other words, it is a matter of bringing the messages of certain quality and quantity to the target group. If we consider significant parameters, in the matter of goals achievement the main thing is getting the result: to get the communicative outcomes, when the target groups have sympathy towards a political subject expressed more than before the implementation of the activities.

The generation of messages, or communication center, implies the existence of possibilities for their interpreting by political actors. Therefore, political technologies can be called «the main methods of generating messages that are transmitted to the target audience». After the purpose of communication is formulated, the subjects start to form a message containing information about certain social events or situations. Theoretically, the target audience perceives the messages about the event or situation of the subject relatively objectively. Practically those messages are an interpretation of a real event with a certain variability.

Political technologies are primarily used in the election preparations, because preparations are a turning point in the ongoing competition. Therefore, in this work on political technologies we will study technologies, which are used during election campaigns.

According to Malkin and Suchkov [8], the election campaign is a list of measures directed at organizing the expression of the will of the citizens of the country, which are regulated by law and organized by the election commission.

Summing up the above, we can conclude that political technologies are the technologies that are used for forming a party, conducting and preparing political projects and campaigns.

Historically, technologies that are used in politics and the electoral process are exposed to external social changes, transformations and changes. Therefore, they reflect the present position of electronic communications. Political technologies development has three main stages. The first stage is pre-modernist, the second - modernist, the third - postmodern. Each stage is characterized by specifics of the organization, the used media resource and the base of voters.

The first stage is characterized by the use of political technologies, which were developed for a short period by party leaders by a certain point. Those technologies were built on a direct contact of citizens and candidates through local interpersonal character. The society and the candidate communicated by the means of individual media interested in a particular candidate. The establishment of the electoral base was carried out on the basis of political tolerance. The campaigns built on those bases were characterized by the fact that the candidates were chosen by local party organizations, whose active employees were engaged in the distributing of leaflets, posters, resource planning, highlighting of areas. Those organizations were implementing the mechanism that connected candidates and voters. Such campaigns were developed at the local level and were carried out by the local

population. The main political technologies of this period include agitation, rallies, party meetings.

The technologies of the described stage were in use in the first half of the last century, because during that period the electoral rights were widened, publications and television became firmly established in the life of the population, started forming public opinion and led to a change in the perception of the situation by the candidates. Technology was chosen by leaders who were helped by close counselors. The candidates relied on the assistance of party volunteers who were in the different areas.

Political technologies were local — parties contacted directly by public agitation, party meetings. Political actors transmitted information through print media, which were openly biased, and whose owners or sponsors were those candidates. There was also the use of independent print media by candidates to promote their ideas, because certain columns with political comments were biased as well. Thus, in the 20s of the last century cinema and radio appeared and spread. They broadcasted news of the interwar period and allowed to transfer campaigns to a new level of the whole state.

The stable base of voters was characterized by group loyalty. As stated by Lipset and Rokkan [7], the political parties of the European countries of that period were primarily based on the existing geographical and religious problems of society, which served as a basis for providing citizens' support.

Key [5], Campbell et al. [1], and other classics, who wrote their works after the considered stage, highlighted the dependence of the electorate's choice from the group understanding, which becomes stronger from one election to another, and does not change, as it was supposed earlier. Therefore, if voters remain the same, the main purpose of the candidates is to encourage and mobilize the traditional support of the population. Lazarsfeld's works, which are dedicated to the communications of the electorate, are also favorable to mention. In his works, he noted that the priority of the election campaign should be preservation of supporting actors, not attracting new ones. He believed that the main factor that describes the motives of behavior voter, are its social characteristics. The voter's choice is determined by his social environment, in which an individual grew and lives [6].

The next stage — modernist — is determined by the fact that the decision-making process on political technologies is in the political center, not local one. Thus, leaders can turn to professionals for support and their opinion. The main venue for the discussions is being moved to television, which is complemented by other media. Voter support is not fully explained by group loyalty.

Professionals and politics are carrying out jointly diverse surveys, developing advertising, scheduling, planning of photo shoots, conferences, travel arrangements. Bringing positive attention in the evening news on television becomes a priority. The electorate, which is influenced by the use of political technologies, becomes an observer who does not participate in the electoral process, which is moving to television [9].

The new technologies that have been used in politics from the middle of the last century to the mid-1980s fit with the following changes:

- The local campaigns that were carried out by the party organizations were replaced by national-level campaigns, whose activities were coordinated by the center;
- Marketing, management and communications, which were earlier performed by volunteers in their spare time, started to be produced by professional consultants;
- The development of television has opened up new opportunities for large-scale election campaigns;
- The electorate ceased to react so actively to social differences and began showing more restrained political loyalty.

Long campaigns have become just as important as short campaigns aimed at achieving certain short-term results.

Many democratic countries are known for the transition to the use of the new political technologies back in the 50s of the last century, when television and publications were spreading. The publications then contained the results of various studies and public opinion in the world.

As a result, the main political communications were broadcast media rather than print media. The most popular television and radio programs were the evening news, which everyone wanted to get into. It should be noted that the circulation of the print press has not changed, so its impact on the masses remained. Despite this, the researchers pointed out a decrease in the degree of influence of the press, which sought to increase profits. As a result, the press gained a certain independence from the party.

The low candidates' interest in direct communication with the electorate led to the transformation of newspapers into a new form of media that complements television. From the side of the organizers of the election campaigns, who were engaged in various speeches and press conferences, the effort to look favorably in the evening news, television programs, which are devoted to what is happening, as well as in television political debates, was visible.

Nevertheless, the desire of the party organizers often remained unrealized, because until the 80s of the last century, most of the ECO countries had the work of two or three television stations. In the evening they had only one news block. Certain companies did not sell airtime for political advertisements. Whereas access to television was limited, many candidates continued to apply to print media.

According to some authors like D. Swanson and P. Mancini [14], at a time when television became the main instrument of election campaigns, party leadership was in sight, resulting in the process of personalization of politics. Voters then based their choice not only on the issues that the party raised in its program, but also on sympathy or antipathy to the leaders of the party. Studies show that this is typical not only for presidential elections, but also for parliamentary elections. When television replaced newspapers in political

communications, the leaders turned into specific people for the electorate, which positively affected the candidates who felt free in the studio [14].

The development of television has led to the active use of specialist's assistance in campaigns at various levels. They were specialists in marketing, advertising and social issues. This approach began to be used by the parties not momentary, but by gradual transition to the political technologies that allowed achieving the desired result or were intended to be as efficient as possible.

The new methods of work started to be used most actively by parties that had not been in power for a long time. Specialists, consultants and experts who carried out attraction of financial resources, helped to make decisions which were made by candidates before were also involved. From this moment the professional campaign replaced the amateur ones.

As a result of the expansion of voting rights, party workers, who were staff members, provided assistance on an ongoing basis. Other professionals, who were hired by the party in their own interests, could carry out activities simultaneously in several countries. Political capital-intensive technologies replaced labor-intensive, as a result of using the services of professionals, advertising, social surveys, consulting services, the amount of the costs has increased.

The electorate has changed, too. The social transformations characteristic of the post-war period of the 1940s led to the elimination of the existing restrictions, social differences that previously led to the ideological foundations of party loyalty. As a result, there was a new electorate with mundane views, which made the choice in accordance with the political courses of the parties.

The voters' behavior could not be determined by the existence of the religious or class differences. The first theoretical assumptions of this phenomenon were explained by the long-term process of socio-economic development, improving the level of education, as well as the elimination of gender and racial contradictions. Then the theories came according to which electoral changes were caused by parties because they sought to achieve certain goals. For this purpose, it was necessary to find compromises so that the biggest number of voters was attracted from other circles.

The next stage in the development of political technologies is the work of a professional association of marketing, public relations, strategic planning and management, advertising, which has a bigger impact on society than politics. They coordinated their activities at these stages of activity.

A process of replacing the national media with various products and channels that contain unrelated information is occurring. Voters don't base their choice on previously established models of political behavior. To some extent the postmodern election campaigns are similar to premodern ones when the candidate contacted directly with the voters. This was made possible by new communication channels.

Television was considered the culmination of the development of communication between candidates and voters. Therefore, until recently there were considered only two stages

of development of political technologies. In recent years, the emergence of new political technologies occurred, which is caused by the fact that television channels use a variety of sources, including satellite stations, cable stations, the Internet, which gives new prospects for interaction between the electorate and the party.

From the part of the parties there is an increase in the desire to control the news area, as it becomes more difficult and changeable. To achieve this, they use approaches of media management, surveys, focus groups, strategic communications, virtual meetings. This stage is still developing. In some countries it is emerging more actively than in the others. However, it is common to all post-industrial societies and is a main direction of conducting business.

The stage of postmodernism is quite complicated and involves the use of many terms. It is greatly determined by the presence of many cultures, social forms, sources. Difficulties with the established concepts of power and knowledge standards emerge. Consequently, political technologies are changing as a result of these changes. For the same reason, the new stage of development of political technologies is called the postmodern stage.

Existing political technologies are traditionally classified according to the type of communication into:

- full or mass organized technology;
- campaign-advertising or agitational-propaganda techniques.

The first type of technology is aimed directly at communication, the second type - at indirect communication.

Mass organized political technology types represent methods of influence on the electorate, based on the involvement of the active component and agitation agents. They are often called field technologies, indicating the key feature of the phenomenon: the work of activists among the electorate.

According to Poluektov [11], there are the following main directions of field activity:

- agitation through telephone calls;
- the bypass apartments of the electorate;
- pickets;
- posting leaflets, posters;
- distribution of campaign materials in accordance with the electorate's place of residence;
- supporting candidates when they meet with the electorate and the media;
- monitoring important aspects of candidate's support during elections;
- support for the work of public reception.

Agitation-propaganda means of political technologies include methods of influence on the electorate, based on the

use of indirect means. We are talking about outdoor advertising and the media. The use of indirect tools allows to maximize the scale of influence on the recipients of messages, which transforms the individual's belief into the mass ones [12].

Conviction is a solicitation or convey of specific ideas to specific people. One type of persuasion is propaganda, which is characterized by its mass influence. Propaganda influence presupposes voluntary acceptance by the audience of a certain opinion, and in the future, influenced people will consider it their own decision. The individual and propaganda influence is distinguished by the number of audience faces and by the influence - without direct contact.

Therefore, the technologies of the described types are the main tools of all types of electoral activities. Historically, there has been a change in the importance and effectiveness of these technologies in society. Today, the political environment is characterized by the use of postmodern technologies, which are characterized by the use of organizational and mass methods.

The important characteristic of mass organized technology is its complexity, because it involves working process of a serious effective team of activists whose campaign is able to work among most of the electorate. Nevertheless, such technologies are more effective and successful at work with voters, than propaganda. This is because of a more stable position with administrative changes. Also, the use of mass organized technologies allows to stabilize the situation of any scale, which are still little studied [2].

Due to an effective public policy aimed at executing democratically oriented ideas, the candidate will win if he uses the most effective technologies. It is also necessary to point out the importance of working with the electorate, since it is the basis of social stability.

According to the results of many studies, personal communication during direct agitation of the electorate allows, to obtain a more pronounced effect. It should be noted that western technologies are characterized by more active direct agitation, the means and methods of which have been used for many decades. The election campaign in western countries is carried out through the work of a reliable and efficient party mechanism. Due to this approach, certain candidates win, which makes it possible to achieve socio-political balance [3].

Political technologies based on direct contact with voters lead to the creation of a politically stable society.

Administrative influence and the use of dishonest technologies are now actively hindering the strengthening of socio-political balance and stability. The government seeks to limit public policy's sphere of influence, to replace the expression of the will of voters by administrative decisions, which will adversely affect the government as a whole.

The administrative resource is distinguished depending on the power structures which use it for elections. However, the difference in administrative resources should be defined as its ability to dissuade candidates who oppose the pro-government structure from believing in their victory. Therefore, there is an opinion about the uselessness of the struggle against power and the need to negotiate. Thus, the struggle in the electoral process

is getting meaningless, and elections become an imitation of the electoral process.

IV. CONCLUSION

Political technologies are seen as the basis for strengthening the social stability of modern society. Therefore, it is necessary to note the challenges that the globalization process has brought in this context. Such processes are the main ones in world development today. They led to the forced export and the use of democratic principles in the management of the state in many countries. In this case, globalization represents the integration of a large number of people into a coherent system of social and political interrelationships. It should also be noted that the state does not die, but only strengthens [13].

The institution of the modern world, such as civil society, should be developed and supported, and should be reflected in political activities. The political technologies used to influence the electorate are aimed at supporting the activities and participation of society in public activities. Campaigns of this kind of mass nature will allow to create effective public authorities, to form a certain positive reputation of the ruling political elite, which will have a positive impact on the formation of a stable society.

The use of political technologies, which are based on direct communication of candidates with the electorate, allows to increase the participation of citizens in the process of state activity, as well as to form electoral activity, which will be least subjected to protests and revolutions.

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