

## Artículo de investigación

## Functional patterns and operating conditions of regional socio-economic systems in the Russian Federation

Patrones funcionales y condiciones operativas de los sistemas socioeconómicos regionales en la Federación Rusa

Padrões funcionais e condições operacionais dos sistemas socioeconômicos regionais na Federação Russa

Recibido: 20 de septiembre de 2018. Aceptado: 11 de octubre de 2018

Written by:

Svetlana S. Galazova (Corresponding Author)<sup>186</sup>

Tatyana V. Kasaeva<sup>187</sup>

Anzor M. Ashkhotov<sup>188</sup>

Violetta V. Rokotyanskaya<sup>189</sup>

Svetlana V. Evetskaya<sup>190</sup>

### Abstract

The relevance of the research topic is because the administrative reform initiated in the Russian Federation, aimed at improving the management of all aspects of public life, is impossible without studying public opinion. Today, the problem of developing effective technologies for the interaction of public opinion with the public administration system is becoming especially urgent. So in this paper we studied the political management of public opinion with the help of the global Internet. The subject of the research is management technologies, with the help of which the influence of control on the formation of public opinion is exercised. The essential social functions of public opinion are revealed. Researched directly to the community that disseminates information on the Internet. Analyzed the results of the implementation of the

### Resumen

La relevancia del tema de investigación se debe a que la reforma administrativa iniciada en la Federación de Rusia, dirigida a mejorar la gestión de todos los aspectos de la vida pública, es imposible sin estudiar la opinión pública. Hoy en día, el problema de desarrollar tecnologías efectivas para la interacción de la opinión pública con el sistema de administración pública se está volviendo especialmente urgente. Entonces, en este documento estudiamos la gestión política de la opinión pública con la ayuda de la Internet global. El tema de la investigación son las tecnologías de gestión, con la ayuda de las cuales se ejerce la influencia del control en la formación de la opinión pública. Se revelan las funciones sociales esenciales de la opinión pública. Investigado directamente a la comunidad que difunde información en internet. Se analizó los

<sup>186</sup> Doctor of Economic Sciences, Professor, North-Ossetian State University named after K. L. Khetagurov Russia, 362015, Republic of North Ossetia-Alania, Vladikavkaz, Vatutina street, d. 46 E-mail: bubu1999@mail.ru

<sup>187</sup> Ph.D in economy, Pyatigorsk State University, Russia, 357500, Stavropolsky krai, Pyatigorsk, Kalinin Avenue, 9. E-mail: Kasaeva @pgu.ru

<sup>188</sup> Doctor of Economic Sciences, Professor, Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia, 119571, Moscow, Vernadskogo Ave 82 E-mail: elmira.ash@yandex.ru

<sup>189</sup> Candidate of economic sciences, associate professor, Russian State Agrarian University named after K.A. Timiryazev, Russia, 127550 Moscow, Timiryazevskaya street, 49. E-mail: rokotyanskaya\_V\_V@mail.ru

<sup>190</sup> Candidate of psychological sciences, associate professor, Don State Technical University, Russia, 344010, Rostov-on-Don, Gagarin Square, E-mail: evetskaja.svetl@yandex.ru

political and psychological settings of the public consciousness.

**Keywords:** public opinion, management, political process, mass media, Internet.

resultados de la implementación de la configuración política y psicológica de la conciencia pública.

**Palabras claves:** opinión pública, gestión, proceso político, medios de comunicación, internet.

## Resumo

A relevância do tema de investigação é um debate sobre a reforma executiva na Federação da Rússia, é dirigida a uma gestão de todos os aspectos da vida pública, é imposible e estuda a opinião pública. Hoy en día, o problema de desenvolvimento tecnológico para a interacção da opinião pública com o sistema de administração pública está especialmente volviendo urgente. Destaques, este documento estuda a gestão política da opinião pública com a ajuda da Internet global. O tema da investigação é as tecnologias de gestão, com a ajuda das pessoas que desenvolvem a influência do controle na formação da opinião pública. Se revelan las funciones sociales esenciales de la opinión pública. Investigado directamente a comunidade que difunde información en internet. Se analisa os resultados da implementação da configuração política e psicológica da consciência pública.

**Palavras-chave:** opinión pública, gestión, proceso político, medios de comunicación, internet.

## Introduction

The relevance of work is caused by the fact that we live during a digital era where people sometimes can quicker obtain information, than any media. The Internet remains technology which cannot be put completely under control. During it free information where the person can look at the taking place events from the different parties is carried out. Many processes of negative character which give rise to hatred of the population to public authorities of the power are connected with it, parrying what sometimes is not a true information and does harm to creation or already created democratic system in the state.

It should be noted that the Internet became an important and integral part public life for people where everyone can express the opinion, communicate, get into an argument, transfer and obtain information. The opportunity of similar elections is given by chance of identification of spheres of influence of the power in the Russian Federation by means of many independent the Internet of resources, uniting people on actions.

Many information on the Internet needs careful analysis and checks on its truthfulness therefore various channels and communities which have public weight in global network and which were checked for reliability and integrity in information more than once are created. Thus, analyzing information after publication in network, the

value judgment is carried out and public opinion which is shared with a big circle of the population is formed and is, we mean in scientific and practical sense.

## Methods

The methodical base of the real research is made by a set of scientific and specific methods, the analysis of works of the Russian and foreign authors which distribute information by means of not subject and not controlling completely the power the Internet and its users on digital devices.

The political type of the analysis acts in different forms, classification of the studied political processes and events serves one of them in country life. Speaking about theoretical base it is necessary to mention scientific theories of an electoral system, political management, behavior of electoral masses and mass consciousness and opinion. The provision of the specified scientific theories allows to create the generalized system of factors which influence formation of activization of influence of manipulative character during which tendencies and dynamics of manipulations come to light.

In a number of the scientific methods used in this research enter:

1. The sociological method explaining impact of political character on certain actions of people depending on their social position, reputation and a public role.
2. The psychological method which is opening an emotional condition of people and involved them on certain actions from public groups in the political sphere.

Results of a research of sociological orientation of the Russian sociologists, political scientists and philosophers and also political technologists which work is carried out in the sphere of mass consciousness, its formation and control formed empirical base. Development of technologies of activation of behavioural factors in all segments of the population and functioning by public opinion by means of the global Internet.

The specialized periodic and reference media used in work on digital and papers and also the websites and materials of the Russian Federation, the websites of foreign countries, the international organizations and a number of institutes formed information base of work. Reports, thematic reviews and editions of the CIS, the EU and other international organizations were also widely used.

## Results

Today degree of interest of a subject management of public opinion by means of the global Internet, his concept, essence and the place in political life is rather high. As it is caused by big degree of interest on all branches of the power.

Basis for the analysis of behavior and opinions of the public in political circles and also managements of public consciousness were created by the western sociologists, political scientists, philosophers at the beginning of the twentieth century, speaking about which, it is worth allocating especially significant researchers forming public opinion: Neuberg & Cottrell, which the first designated the concept «crowd psychology» (Neuberg, 2002; Spector, 2015; Mayes et al., 2015). Arendt noted degree of the importance of such concepts «weight», «crowd» when forming public consciousness for which studying categories «copying», «adaptation» and «influence» were entered (Roseman, 1994;

Volkema, 2010). The specified categories represent the sources of spontaneous reaction of the public which are carried out through behavior of certain social groups, results which researches were presented in works G. Shiller, A. Tokvil and G. Markuze.

Management of public opinion are collective processes and opinions in society on the certain vital factors created by professionals who influence estimated criteria of citizens for creation of the necessary judgment of the arisen questions. Subjects of management of public opinion are the organizations, services, public authorities, the governments of foreign states, public and private companies, political parties.

Management of public opinion carries the socializing, educational, mobilization and manipulative character. The socializing character is expressed in merging of society in the socio-political culture of the pursued country policy and also identification of a civic active position. The educational character is expressed in creation of the information environment for the report of public authorities for informing citizens. The mobilization character is expressed in mass activity in a format the public debate on socially important questions. The manipulative character is expressed in acts of citizens contrary to their own opinion and in denial of the valid picture of the world and also in instigation of certain groups of persons on unconscious act.

It is also worth noting that management of public opinion has different character of imperativeness. At management of public opinion by means of promotion or by means of fear of public authorities, degree of imperativeness can be erected to maximum that badly affects on mood in society. While the majority of the democratic countries choose marketing technologies for management of public opinion. Mass media became the main source on management of public opinion in the civilized world, and the nature of management is guided its purposes.

In the modern world management is represented as the system of in advance planned actions which is directed to certain tasks, always having the hidden character. Management always arises at interaction of one person with another. Based on experience foreign and domestic researches the nature of public opinion can be determined through a subject, an object,

structure, dynamics, a subject and also with binding with others by contents by characteristics.

Public opinion represents a specific form public, and is broader – mass, consciousnesses. Emergence of public opinion arises through public requirements and public concerns. A number of researchers consider inseparable line of public opinion – activity. It means that public opinion has to exert directly impact on penetration of socio-political processes. Then can be instruments of expression of public opinion: means mass information, public organizations, political parties (Svit, 2010).

The irreplaceable characteristic of public opinion is the publicity. It has to inform data as it is possible the bigger number of people by means of media or public actions, for example, mass actions.

Recognized line of public opinion is the dubitability as it is formed concerning socially important questions and means solidarity of interests of different public groups.

Degree of independence of public opinion is defined mainly by a political regime and political traditions of the state. So, in the countries where the form of government totalitarian, public opinion is formed by institutes of the official power by means of promotion and ideology. At the democratic modes public opinion arises as result of civil activity and groups which can be created by the dominating elite with the help by various technologies category «soft power».

Can enter a basis of the factors influencing formation of public opinion:

- rumors, gossips; position of leaders of opinions;
- stereotypes of public groups; religious beliefs;
- information policy of media;
- the moral ethical standards which developed in society; scientific knowledge.

The structure of public opinion is a combination rational, strong-willed and emotional component. During crossing of rational and emotional components there is an appraisal and valuable party or social assessment. The strong-willed component designates ability to exert

impact on adoption of socio-political solutions of a strategic importance.

Main social functions of public opinion:

1. Control. It provides the degree of social conformism of different persons important for survival and normal functioning of society in general and also realizes control of activity of public authorities and timely suppression of actions or measures, negative for society, from its party.
2. Estimated. This function defines borders of admissible and inadmissible actions and measures in society, forms the system of social priorities and also criteria of response to work of the power and other socio-political forces.
3. Advisory. In a key of public opinion, it can be formed the different ideas, thoughts and offers to public authorities of the power concerning solutions of these or those socio-political tasks.
4. Protective. Manifestation of public opinion and influence with its help on socio-political processes gives the chance to various social groups to protect the interests.
5. Directive. Public opinion can not only recommend, educate, but also dictate, order to authorities what measures can be made for realization of elimination of problems, negative for society.
6. Regulatory. Means settlement of the mutual relations in conflict situations, between various groups of people and also between society and the power.
7. Social and constructivist. It is formed as a result of manifestation of civil activity.

In science about public opinion there are two main theories on management on a subject of public opinion: elite and integrative. In elite, few social groups in which it is inherent high degree of informational content, socio-political literacy and also civil activity become the subject of public opinion. In integrative, the simple majority of citizens or the greatest social groups which are characterized by a common goal and interests in group acts as the subject (Richard, 2006).

Objects of public opinion are the facts, the phenomena and events having the public importance.

Political management is a type of public control which is exercised of bodies, chosen the people which make political decisions in the sphere of realization of strategic problems of the state and also functioning and the solution of development of political, legal social and economic and cultural institutes. Political management is directed to achievements of definite purposes by ruling elite and other participants of political process. It is process of statement of the national purposes of development, development of foreign policy, internal where decisions at the nation-wide level are made. Political, public institutes, the private sector and the organizations of civil society are always involved in it.

Management process in political life is formed in negative character as extremely unethical and inadmissible in relation to those who cannot check reliability of information if it concerns important news from country life. In the Russian Federation giving of news on television happens in several stages at first to intimidate, calm, raise a rhetorical question and to throw positive news which sometimes happens absolutely absurd at the end of air. Because of mistrust or concealing of news, the most part of audience goes to the uncontrollable Internet traffic where information is visible from the different points of view where censorship of editors of TV channels becomes roundabout and not subject.

Any political management bears in itself the mass of the purposes and objectives to achieve the necessary result. A main goal of political management is the power over the people, its deduction and creation of a political regime comfortable for this elite. In the majority cases work on control of public opinion happens in the period of the passive events in the country. It is connected with the fact that it is necessary to filter any information and a tax so that it suited the main part of the population which listens and watches television, and the most important - it considers only it an reliable source of information because so proceeded many decades where there was no worthy alternative. During our period of digital technologies where in due time the television predominated, the greatest political propaganda with use of political management was formed. The purpose of

creation which control of public opinion was. The prepared manipulators which perfectly knew that they demand from them with one and on the other hand were for this purpose put to work.

Professional manipulators make enormous work on analyzed all socially important groups which can give direct support to the politician or the voter, for example, on elections. Therefore, it is possible to state the proof existence of political management over the population. For this reason, political technologists always try to put the candidate for the best position which will be able to satisfy the greatest number of electorates.

It is worth selecting several points on realization of technologies of political management:

1. Introduction in consciousness desirable for society information under the guise of classical, settled in knowledge the truth.
2. Rendering pressure upon an emotional component of a brain which is responsible for instinct of self-preservation and fear to lose the minimum tomorrow.
3. Implementation of significant tasks and plans for support of realization of the new purposes.
4. Reasonings about the facts which have or had weight in the modern geopolitical world.

Political management is based on in advance ready stories thanks to which there are false interests and are presented to society as alternative, other, different options of the events which are not demanding neither judgment, nor use of critical thinking. Use such political technologies political public relations of service. Modifications of mass media led to timely development of advertising and PR after democratic transformations in Russia. Here existence of these communications in the Soviet Union is not denied, but it is not necessary to speak about their blossoming during this historical period.

Advertising appeals not to rational thinking, and to emotional. She as any hypnotic method, aims at the palette of emotions of human consciousness making for intellectual submission

of a certain object. Advertising of this sort appeals to the person in all possible ways. To it belong: often repeating phrase, a slogan, the picture, pressure the authority of the political actor and also possible juicy implication of the critical consciousness advertised for obtrusion. It is absolutely clear that the qualities described in advertising a roller or a sign can be combined with a real picture of the events not up to the end. These techniques carry in themselves an irrational component which does not bring critical thinking into activity, being in essence pernicious for consciousness or as they say «opium of the people».

Political advertising in essence is only populism, a dream or desire to hear what so long wait for. When say to the person what he wanted to hear so long ago, it brings him incredible satisfaction and confidence. At the beginning of last century the academician and the Nobel Prize laureate in the field of medicine and physiology Ivan Pavlov noted: «We have to have one requirement, one duty – to protect only to us the remained advantage: to watch on itself and surrounding without self-deception» (Januszewski, et al., 2008).

Political management, based on control by public opinion, came to a conclusion which became wrong and cancer for television over time that the Internet will never replace TV and its channels on which there is content for any viewer and the listener. Will not be able to surpass them in the picture, giving, material and therefore it is possible without fear to give to the Internet that part which will remain from a big information stream, filtered by censors on TV. As at the beginning of the 2000th the audience on the Internet was not so big as today and what the Internet was intended by his main idea for – freedom in information transfers, it was possible not to be afraid for blocking or filtration of content.

Once you note also negative sides at the Internet, such: virtual hooliganism; availability of information which causes violence over people; the materials containing aggressive character; quickly forming dependence; feeling of permissiveness; Internet swindlers.

Naturally, on all negative sides there is a huge amount of the positive moments: the fast information search, communication with any point of the world, communication in interests training content and so on. The problem is only in how the person will use such resource.

For this reason, targeting advertising which is aimed at a certain audience was formed, it is directed to influence those groups of consumers who will be most interested in their goods, on the same principle affect political public relations of service, namely holding that audience which is already with them and to attract still large audience which is in doubt.

## Discussion

Often in policy it is applied in the attitude towards the competitors «dirty» political technologies they have to be: unexpected, purposeful are made on an emphasis of sick points of the opponent and also mass for a public reprimand.

1. At fixation of use of «dirty» technologies to the opponent, it is worth beginning work on the solution of elimination of this problem, without bringing a situation to a complete disaster. It is worth minimizing this problem, with the maximum speed, a denial this information, or smoothing of critical moments not to worsen situation by increase in a resonance around this problem.
2. The maximum damage to the politician or the whole organization which can be put through the weak and not worked parties of the biography becomes accurate purpose of «dirty» technologies. Such blows are generally aimed at image.

Identification of weaknesses with the subsequent their strengthening becomes one of pluses of use of such technologies in relation to the opponent. By effective methods for fight against such political technologies it is possible only through knowledge of formation of public opinion and a concept of management of public consciousness and also knowledge of structures and a kind of public opinion:

1. The mass opinion or productive is the total amount of opinions and shares on situational which depends on the situations occurring around an object and also on the general individual quality in a circle of this problem.
2. The perceived public opinion - formed by public circles on the basis



- of the phenomena and processes, significant for them.
3. The made active public opinion - formed at the interested citizens who on the will are engaged in these processes.
  4. Latent public opinion - is formed in process of dynamics of development of a different debate and information stream.
  5. In the critical situations which arose because of any «dirty» political technologies it is possible to change the direction of public opinion to other information news or a smaller problem.

The event which took place at an election of the president of the Russian Federation in 2018 when the candidate from the party of the CPRF, Pavel Grudinin, did not notify the CEC on several accounts which are not closed up to the end in foreign banks can serve as an example of such technologies. Right there this news was caught by all rivals of the candidate, and his universal persecution began.

One more example of «dirty» political technology it is possible to take such widespread method as the appeal to emotions. Such example is invocation to absolutely human nature. When on a political debate the candidate Ksenia Sobchak poured out glass with water on the opponent Vladimir Zhirinovskiy. Many in this act could see bravery of the candidate and his confidence that by itself could bring it a part of voices. But as show researches, vote by cold mind in character mainly to men while female audience «votes heart».

Operating public opinion on the basis of which mainly on an emotional component: fear, hope, love and requirement, it is possible to begin easily a game on simple human emotions where the logic is not peculiar. For such social group of people as people of a retirement age, for most of them rather accurately to keep and be in tone of the persuasiveness on the TV screen, to look presentably: the suit, a white shirt, a tie and also to tell as far as intentions of the candidate are serious.

All these small details can bribe a part of electorate which watch TV, but in global network everything begins with such platforms

as YouTube, Instagram, Facebook, Twitter, VK, Telegram.

In times when thematic channels on all digital platforms were only formed, nobody could think that these communities will have such huge weight in society. On the Internet we can really speak about free media. Every day the person looks through on several social groups in search of news. Here the person himself in the right to choose in what piece of the time to it them to look, it became the plus in favor of the Internet too.

### Conclusion

It is possible to tell with confidence that the Internet is huge and one of the most significant events in the history of mankind. Information was never so available as in our century. Sometimes it is difficult to cope with such rates and flows of information or it is impossible as with a true information arises also false, but the most dangerous – degrading. The Internet loses in it because exactly here the person can lose with ease several watch of the life on mind numbing content. If on television it is controlled and tsenzurut, then on the Internet information is provided in an open entry.

As the public opinion which is often used by reception of management serves information overload technique in social networks and also any information reasons for implementation of concealment in the general news line of the most important and significant information news. The fact that, the ratings of many celebrities and the acting politicians is formed on the basis of the number of records and mentions in mass media, social networks, the blogger sphere, the number of comments, reposts and messages, tone of mentions and also sociological polls. Such procedures are quite standard in global network and in go to the category obligatory therefore there is a need for broadcasting time on TV channels less. However, the made ratings on a basis social networks, can be conditional, as well as their truthfulness. Publishing such ratings, can easily create false positive idea of the person, the organization, party or the candidate. The fact of existence in any rating, for example, of «the best politicians in the country» forms at the public a positive image about given the public agent, without knowing at all or without including its real activity in calculation.

The sense of political management is a receiving the greatest support of the population by management of public opinion. This purpose is not the report to the people of the political program any more, and only belief in correctness of development of strategy. For approval of society it is necessary to substitute and create the necessary political image.

The management on the Internet working at a national level puts the main emphasis on systematic introduction in subconsciousness of society of the created any stories and myths, norms and public rules, illusions of the concerning many sharp processes and also values of political and public character.

On the Internet on public masses it has to be focused absolutely precisely without the minimum suspicions imperceptibly, the person has to come to a conclusion that he does this conclusion on a certain question, quite so and consciousness of critical thinking is lulled. It is possible to explain these processes in the Russian society with several factors:

1. Preservation of old views about correctness and reliability of the news articles received from mass media.
2. Low education of society.
3. Regularly updated technology of political management.
4. Development of communications and engineering procedures.
5. Appearance of new public leaders of opinions.
6. The regular address to people that those wrote the opinion on the happening processes.

## Summary

It must be concluded that the investment activity continues to decline, a number of investment projects are suspended, and previously adopted investment plans are abandoned in most Russian regions. The complexity of the changes in the investment processes is associated with the general negative economic situation in the Russian economy, reduction in revenue sources of the regional budgets, low living standards, and drop in effective demand. A decrease in the investment capacity of the territory is observed in some Russian regions, while the natural resource and infrastructure potential is highly assessed. This emphasizes the importance of quantifying the investment potential of the

regions and the need for further independent ranking of regions by the investment risk indicators once again. The sequence of the investment risk reduction and measures taken by the regional administration demonstrates positive changes in the investment processes in the Russian regions and positively influences the establishment of the entrepreneurial climate of the territory. All people who somehow treat policy seek for receiving the power over others. It is absolutely usual law in human nature to aspiration of superiority over other people, to be more influential or is richer. At policy of modern Russia there is one of the highest competitions and that in it to have influence it is necessary to control public masses, than more people are ready to you to join, the your range of influence is wider.

## Reference

- Januszewski, A.; Persichitte, K. (2008). A history of the AECT's definitions of educational technology. In *Educational Technology: A Definition with Commentary*; Januszewski, A., Molenda, M., Eds.; Lawrence Erlbaum Associates: New York, NY, USA; 259–282.
- Mayes, R.J.; Bracey, P.S.; Aguilar, M.G.; Allen, J.M. (2015). Identifying Corporate Social Responsibility (CSR) Curricula of Leading U.S. Executive MBA Programs. In *Handbook of Research on Business Ethics and Corporate Responsibilities*; Palmer, D., Ed.; Business Science Reference: Hershey, PA, USA, 179–195.
- Neuberg, S. L., & Cottrell, C. A. (2002). Intergroup emotions: A biocultural approach. In D. M. Mackie and E. R. Smith (Eds.), *From prejudice to intergroup emotions: Differentiated reactions to social groups*. Philadelphia, PA: Psychology Press, 265–283.
- Richard, A. (2006). The evolution of the use of shall, must, and the simple present in normative legal discourse. within the framework of the Plain Language Movement. 49(50), 137–153.
- Roseman, I. J., Wiest, C., & Swartz, T. S. (1994). Phenomenology, behaviors, and goals differentiate discrete emotions. *Journal of Personality and Social Psychology*, 67, 206–221.
- Spector, J.M. (2015). *Foundations of Educational Technology: Integrative Approaches and Interdisciplinary Perspectives*, 2nd ed.; Routledge: New York, NY, USA, 13–17.
- Svit, Iu. P. (2010). The concept and value of integrity and rationality in modern Russian law. *Laws of Russia: experience, analysis, practice. Reference legal system "Consultant Plus"*. 9, 138–144



Volkema, R.J. (2010). Designing Effective Projects: Decision Options for Maximizing

Learning and Project Success. J. Manag. Educ.34, 527–550.