

MEDIATISATION AND VIRTUALIZATION HOW TO GET TO MODERN POLICY

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The modern system of social relations is undergoing an era of transformation under the influence of new or high technologies. It affects all spheres of public life, and especially politics. Increasing information, expanding the information space of modern man requires the modernization of political processes, which are becoming more public and open. Mediation and policy virtualisation are indicators of such modernization. Political mediation is seen as a process of moving political life into the symbolic space of the media or as "a set of interconnected information and communication processes occurring in political space and media space and accompanied by the" production "of socially meaningful meanings" [4]. The work of the media is a public policy tool, and the political struggle is transformed into a series of information campaigns. The media has become a leading facilitator in the process of discussing political issues between and among political figures and the general public. They contribute to public discussion of events and political decisions and are directly involved in the discussion, often acting as a "thought leader" for a particular audience. Often the media becomes an arena where certain political events or political processes take place. And they are unambiguously a source of knowledge of political reality for the majority.

"In the context of the information society," writes Doctor of Political Sciences SV Volodyenkov [1], "communications become an instrument of constructing ... political mediareality for the masses, which has important implications in the entire sphere of public administration." Political reality is transformed into political media reality. At the same time, the society becomes an active consumer of political information presented in the format of news, talk shows, analytical programs and more. Politicians themselves become active participants in such programs, which not only raise their political rating, but also become popular, recognizable, and approaching the audience. Approximation to the electorate forces politicians to use in language the simplest and most concise constructions that are understood by the average viewer. The media reality should be bright and "not boring", otherwise it will not interest the consumer. Political talk shows, in particular, are more like a thrilling series, a reality where controversy and scandals arise, fate is settled, and intrigue holds. Television channels offering political talk shows are often rated high. Political talk shows are getting bigger.

If they didn't know much about them in 2000, modern television has them on every channel: Countdown (First National), Free Speech (ICTV), "Right to Power" (1 + 1), "Pulse" (112 Channel), "Live" (Live Channel) and more. There are many such political talk shows. Not only do they inform about certain political events, they make them think and analyze, but they also play no role in the electoral processes, because it is through them that they are able to present, for example, a party program or a candidate. There have been instances where the party's program has been presented through a television series, where artistic principles and techniques have outlined the main strategic guidelines and political principles of the candidates. Political mediation is also evidenced by interactive polls on political topics, which are introduced not only in talk shows but also during news, advertising and the like.

Political mediation also implies that the subjects of power relations are in a competitive struggle for media ownership and concentration within their information and political power. The world of politics has become the media world of politics.

But along with the mediation of politics, its virtualization is taking place. "Society is becoming similar to virtual reality," - says Ivanov in the book "Virtualization of Society" [2] In the political sphere, the author believes that the struggle for power in the form of competition for images, advertising and images is virtualized; virtualization of public opinion through polls and voting; virtualization of ideology through emblems and advertising slogans of political parties. In Ukraine, one of the steps towards virtualization of the political life of the society was the opportunity to submit electronic petitions to the Verkhovna Rada, the government, the president, etc. Five years ago, the majority of the population learned about television and radio news, then the news is only minutes away (if not seconds). This was made possible by the advent of smartphones and other technology. The pages of political institutes and officials on Facebook and other social messengers have appeared. Through messages on these social networks, politicians announce their intentions, accuse, defend, discuss political life, and turn to the electorate. Recently they talked about the project "State in a smartphone", the project of e-government is being presented and so on.

It should also be noted that the virtualization of political life is not a creation of parallel reality. According to Jaron Lanier [3], "the extension of physical reality" is an opportunity to make "the world more creative, expressive ... and more interesting. And not run away from him." Mediatization and the virtualization of political life involve citizens in their direct involvement in the political life of the country, deprive them of indifference and assure that everything depends on everyone.

References:

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