

Features of Political Advertisement in the Republic of Kazakhstan

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Abstract: The article reveals the importance and place of contemporary political advertisement of Kazakhstan as social phenomena. We know century we live as century of informatization. And the basis of advertisement is not only commercial information; it is also social, political, ideological informatization too. Realizing concept of the advertisement we can determine the importance of advertisement in social and political processes of society. In Kazakhstan political advertisement an interest to daily occurrence is being actualized: an everyday life, ordinary knowledge, ordinary consciousness, daily speech, daily behavior of the person, culture of ordinary life. Coming of advertisement into the life of society gave the opportunity to express opinions which are rich in content. In our changeable world we have to criticize all the life situations and reconsider some of them.

Key words: Advertisement • Scientific advertising • Mass-media • Political advertising • Address by the President

INTRODUCTION

“Scientific Advertising” is a book written by Claude C Hopkins in 1923 and is cited by many advertising and marketing personalities as a “must-read” book [1]. The modern view of political advertising in Kazakhstan is defined; firstly by its involvement in globalizing information space of the world community, secondly the state sovereignty achievement of the republic. The political advertising is a set of information-communicative means, material and the intellectual values elaborated during cultural-historical development of society, favoring the formation of public consciousness and socialization of the individuality. It involves the culture of information transfer and the culture of its perception. The advertisement of Kazakhstan is shaped, structured, changes its properties and parameters, becomes complicated according to the changes in its carriers - the people, the people who unite and coordinate their interests with each other - economical, family-household, political and spiritual.

Progress of all the activities depends on the quality of business communications. There are many kinds of business communications: conferences, exhibitions, seminars, briefings and interviews, round tables, business

lunch and games, negotiations. According to the “Spiegel”, the famous German magazine from all of these kinds of business communications we can note the advertisement which is considered to be the “fifth power” after the mass media [2].

Coming of advertisement into the life of society gave the opportunity to express opinions which are rich in content. In our changeable world we have to criticize all the life situations and reconsider some of them. We know century we live as century of informatization. And the basis of advertisement is not only commercial information, it is also social, political, ideological informatization too. Realizing concept of the advertisement we can determine the importance of advertisement in social and political processes of society. Any kind of advertisement cannot work itself. To influence to people well we should use the experiences of sciences like psychology, management, marketing, journalism, linguistics, public relations. Nowadays in policy and political science matter like this is paid attention only during the elections. In society life importance of advertisement is growing. That’s why we should remember that the advertisement is the tool of market relations. The main principle of advertisement is to give information about any product or service to consumers and to communicate with them. And the basis

of advertisement is information and the persuasion. Generally the advertisement is quickly being transformed field of mankind's services.

The Main Part: The stem of this concept is connected with verb "reklamare - to shout" from Latin language. The verb "advertise" was widely used in XIX century. In XY - XYI centuries it had definition like "narration" in Oxford dictionary. Romanic languages (French, Italian and Spanish) have definitions like "publicite" (fr.), "publicitat" (sp.) and we translate it like "zharnama" (Kazakh). There are two attitudes toward the advertisement on the West. Especially philosophy scientists and sociologists had negative estimation. They considered that it is the mechanism of manipulation of people's mind. But there were scientists who had positive attitudes. For example There are many opinions about advertisement of foreign scientists in O. A. Feofanov's book, "Advertisement: new technologies in Russia". There are some of them: American scientist, Giancarlo Buzzi : "Advertising information works for ideology and tries to join the opinion and the behaviour. It is a tool of policy and it builds the characteristic of society. Before saying about advertisement we should pay attention to matters about social morals or ideology. The famous German philosophy scientist Erich Fromm says: "Advertisement does not influence to mind, it influences to feelings. As hypnosis it does not try to influence to its objects by power of intellectual energy. There is an element of dream in advertisement like this it causes sense of satisfaction like movies".

"Nowadays the advertisement is not only advertisement; it became the form of living. By means of it particular model of behaviour and one-way thinking set in people's mind" said the famous philosophy scientist Gerbert Markuze. The president of USA Calvin Coolidge said in 1929: "Population's demand has become by means of developing of business. Advertisement is the factor which influence to choosing our food and clothes, behaviour and work of all population. Sometimes our generation cannot realize values of life without advertisement. Advertisement is the power which takes part in mankind's developing and bringing up of it in another way". Winston Churchill: "The advertisement attracts the consumer necessities of people. It has set the necessity as a form of high life. The necessity appears in front of man in form of convenient apartment, high-quality clothes and food for him and his family". French writer, Sent Exupery: "The power which influences with the pedagogy in pedagogical way is the advertisement". Canadian sociologist, Marshall Macluen: "We cannot

compare the class-room with glory, profit and authority which are achieved only by advertisement". American scientist, David Potter: "We can compare the advertisement's influence to today's society with old institutions like school and church". Professor of London University Frank Kermoud: "Audience has changed. It is being brought up by television and advertisement" [3].

Policy and economics are in close connection. For example large economic structures, corporations, associations influence to activities of political power, they support certain politician and help to make his own decisions. Also the politician should realize changes of society and feel the market conjuncture as a businessman. That's why the methods and technologies which used successfully in economics are used in policy too. In his book T. Parsons showed close connection between the policy and the economics [4]. He made parallel between the political work and work of bank. For example during the elections candidate will give the "portion" as a bank worker. Subsequently even electors didn't vote for him on this election, he might make progress on the next election. It is like a regime of a work of bank. Political advertisement was born with the policy. When the first states were born the power realized that by means of connection with population it can regulate everything in country. The power chose the way of influencing to people's mind based on information. That is why this concept is an element of political culture and political relations. Schumpeter said in his book "Capitalism, socialism and democracy": As trade-unions parties and politicians regulate political activities. Management of parties, its period of advertising, psycho-technique of device and March are no things for beauty. They are tools of political activities [5].

"The best friend of presidents" Jack Segela, one of the best specialists in political communications says: "Nowadays the advertisement is not only the source of trade. It is the word of policy, social relations and humanity". He advises candidates and organizers of elections to keep to his own 8 principles:

- People vote for a person, not for party.
- People vote for idea, not for ideology.
- People vote for the future, not for the past.
- People vote for social opinions, not for political ones.
- People vote for legendary person, not for untalented one.
- People vote for destiny, not for accustomed things.
- People vote for victory, not for defeat.
- People vote for values which come true, not for uncomprehensible values [6].

“Election is the dramatic art - Segela also said. - Electors vote for certain candidate when they trust him. Political consultant should prepare the scenario of political activity in the way which people expect. He should promise what he will be able to do, not to promise impossible things. But it is had better to divide everything into periods and in the end you are waited by one thing. That thing is your victory”.

In his book Lisovsky S.F. said that A. Deyan's definition for word “advertisement” is the most correct: “Advertisement is announcement of any goods, products, company, organization, candidate, government by means of communications” [7]. There are typologies of political advertisement in scientific work written by creative group of political consulting center “Nikkollo M”.

Classification by How You Receive the Advertisement:

- Visual (booklets, outdoor advertisement, posters, leaflets, calendars).
- Audio (radio broadcasting)
- Audio-visual (television and movie advertisement)

Deyan's Classification:

- Advertisement which is used for short time with quick reaction.
- Advertisement which forms certain person and necessary temper.

M. Kern Divides Video Advertisements into Two Groups:

- Video advertisements which have platform of candidate.
- Video advertisements which have slogan of candidate.

R. Joselyn's Classification:

Rhetorical Type of Political Advertisement:

- To make popular a candidate.
- To attack to opponent.
- Answer for the attack.

F. Kottler's Classification of Political Advertisement's Function:

- Informative.
- Comparative.
- Warning.

L. Devline's Classification of Advertisement by its Spreading:

- Ordinary, candidate's answers to journalists and viewers.
- Negative, it tries to reduce the popularity of opponent.
- Conceptual, to tell candidate's ideas the electors.
- “Sincere movie” or video clips of candidate's talking to his voters.
- “Private trust”, or positive opinions and attitudes about the candidate said by famous people and passers-by.
- “Active candidate”, it shows the candidate's attitude to solve important problems [8].

Pushkareva G.V. the specialist in area of political management shows four peculiarities of political advertisement. At first, interval between communicator's activity who prepares informative product and receiver is divided by time. At second, organizers of political campaign cannot totally control process of producing. At third, the advertising product is offered to receiver without any changes. At fourth, the political advertisement is never organized free of charge [9].

The famous specialist in area of political advertisement, Roger Ailes: “Descriptions of processes written in the Press, mistakes of participants, squabbles of opponents, social opinions about the results of electoral race are very interesting process” [10].

Nowadays it is impossible to imagine the political life without mass media, especially without advertisement. Mass media is the concrete and obvious tool of power. It means the way to get the power is to rely on the trusted mass media. Newspaper and magazines, tele-radio broadcasting, computer networks can regulate social and political behavior, psychological hope and ways of thinking. Advertisement has following political functions in society: 1) Informative - to get, format and spread the information about important work of political system's elements. 2) Educational - to give information which increases the knowledge got in the objects of education. 3) Socialization - to assimilate political norms, values and examples of behavior. 4) Criticism and control - to form the thoughts and opinions in political-social area [11].

Political advertisement Addresses by the President of the Republic of Kazakhstan, Leader of the Nation, N. Nazarbayev: The Republic of Kazakhstan is undergoing socio-economical and political reformations. Modernization in every social sphere in our country is

related to the political stability. Entering to the list of leading 30 compatible countries of the world is the main aim of the reforms made in the Republic of Kazakhstan at the past years. The shift to the leading socio-economical level in order to create useful modernization depends on all of the political system abilities, on the basis of the general rules in political development. The reformation process covers the whole society. The economical, social, cultural spheres are covered too to influence on the right solution of the problems, taking the dynamic changes in the political system into account. This type of social development in the political sciences is also so called «keep up» modernization. Therefore the modernized situations develop with the political, law, economical and cultural spheres, this means transferring from traditional into modern life style. Modernized society is a complex of civic society, law obeying state and market economy.

The main aim of the political reforming is to reach political stability and political distribution that allows effective and dynamic development for society. According to the traditional and modern organization, the political reforming is divided into two parts: 1) unchangeable main structure of society and power; 2) reaching the new social and political system conditions, the political modernization based on the transformation of the political communications, basic institutions and beliefs. The political modernization among the conditions mentioned before is considered as the developing stage that changes the character of the political institutions and members of society.

Modernization is considered as the process assigned on modifying criterions and functions and establishes the new political institutions that create an effective connection between the society and the state. That connection should always progress according to the differences mentioned before.

The modernizing processes, which are being realized in our country, are defined in the annual reports of the President of Kazakhstan N. Nazarbayev to the people of Kazakhstan, which are about conditions in the country, internal and external politics of the Republic. Those are the reports and the obligations to be made on front of the nation of our Head of State for state development way. The annual reports are spread among the people with the different political advertising ways and learned by heart by the society members. 15 years have passed last year, since the first report “Kazakhstan-2030. The development, security and social improvement for Kazakhstan nation”, made by the Head of the State in October 10th, 1997 and

in December 14th, 2012, he has a new Address “Strategy Kazakhstan-2050”: new political course of the established state» for the upcoming decade.

The long-term Strategy “Kazakhstan-2030. The development, security and social improvement for Kazakhstan nation» was built according to two major strategic goals. “First, Kazakhstan became a sovereign independent state. Today many take the fact for granted but the Kazakhstanis must have remembered that it was a fairly rare occurrence in our history.

Second, we have embarked on the way of implementing broad-scale social, political and economic transformations. The said goals are not yet scored though some areas clearly manifest tangible results” [12].

Therefore, the President of the Republic of Kazakhstan defined the following seven priorities for further development, which clearly implement new vision of the Kazakhstan brand: 1) *National security*: Ensure development of Kazakhstan as an independent sovereign state preserving its complete territorial integrity; 2) *Domestic political stability and consolidation of the society*: Safeguard and strengthen domestic political stability and national unity. It would enable Kazakhstan put the national strategy into practice in the course of the current and the upcoming decade; 3) *Economic growth based on an open market economy with high level of foreign investments and internal savings*. Gain realistic, stable and steadily growing rates of economic growth; 4) *Health, education and well-being of Kazakhstan citizens*: Consistently improve standards of life, health, education and opportunities of the Kazakhstanis. Improve natural environment in the country; 5) *Power resources*: Effectively utilize power resources of Kazakhstan through rapid increase in extracting and exporting oil and gas with the aim of gaining revenues which would enhance stable economic growth and improvement of living standards of the people; 6) *Infrastructure, more particular transport and communication*: Develop these key sectors in such a way that they add to strengthening of national security, political stability and economic growth; 7) *Professional state*: Establish an effective and up-to-date corps of civil servants and state-owned formations of Kazakhstan loyal to the cause they serve to and capable of acting as representatives of the people in achieving our priorities. For each of these long-term priorities we must elaborate and consistently implement a special strategy concentrating our efforts on specific actions outlined in one-year, three-year and, finally, five-year plans. These long-term priorities must serve the purpose of focusing

the efforts exerted by both the state and our citizens, they must make the basis of criteria in forming the budget of the country and personnel policy [12].

In Address by the President of the Republic of Kazakhstan, Leader of the Nation, N. Nazarbayev "Strategy Kazakhstan-2050": new political course of the established state» considered: economic policy of the new course - all around economic pragmatism based on the principles of profitability, return on investment and competitiveness; comprehensive support of entrepreneurship - leading force in the national economy; new principles of social policy are social guarantees and personal responsibility; knowledge and professional skills are key landmarks of the modern education, training and retraining system; further strengthening of the statehood and development of the Kazakhstan democracy; consistent and predictable foreign policy is promotion of national interests and strengthening of regional and global security; new Kazakhstan patriotism is basis for success of our multiethnic and multi-confessional society [13].

We have noticed a great role of political advertisement in modernizing process of Kazakh society. It increases connections between power and society, influences the characters and actions of the citizens. We can put the useful needs for the society, when we notice the traditional values role in establishing thoughts that are needed.

CONCLUSION

As we told, to execute its role in social and political processes the advertisement must do following commitments: at first, to inoculate the concepts and people's manners which society needs on the base of social necessities, to inoculate the certain social and political behavior; at second, to agitate phenomena necessary to people; at third, to give information about values occurred in political processes, to explain the periods and ways of execution.

As we told at the beginning, specialists pay attention to the concept of general political advertisement only during the period of elections. However, many kinds of political advertisement like informational, agitated, comparative and warning advertisements are used in mass media every day. Political advertisement directs the ideas as itself and spreads symbols and myths. Political advertisement works in conditions of political competition

and its social ideological function is very important. Consequently, political advertisement is foundation of strategic political ideas and its function is to regulate the behavior of society.

Thus, the political advertisement is going through the compound, long-lasting and evolutionary processes. These processes are often determined by the developing of social processes and changing of the purposes of clients (who give advertisements). Nowadays clients can rely on voices and support by means of his financial resources. As democracy is developing very deeply the role of advertisement is increasing in making popular political figures and parties. During elections political advertisement uses all the opportunities in the battle for the votes of electorate. Quality of organization of political advertisement influences to setting people's political power. That is why we should pay attention to research of political advertisement and to assimilate all the tools of it.

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