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PUBLIC CONSCIOUSNESS IN THE DISCOURSE ON INFORMATION WARS AND SOFT POWER**Abstract:**

The consciousness and behaviour in a society are under the influence of ideas broadcasted, to varying degree, in a society. Human consciousness is formed under the influence of two interconnected and complementary components: both external influences of the social environment, and subjective display of personal qualities. At the same time life in society and the estimation of a society and its phenomena makes an individual a social and political being.

In this context, it is necessary, especially to note a role of media in ideas distribution today. The ideas in a society is broadcast through mass media. The information resources are a condition of adequate expression and inculcating corresponding ideas and interests in human consciousness.

Today, they more often say about soft power. «Soft power» today is one of displays of changing shifts in policy. One of the sources of this power is cultural appeal. We cannot deny political effect of mass culture, in particular within the limits of information, ideological antagonism. Soft power, in the broad context, is not only culture.

The central place in the concept of “soft power” is occupied by the information. The means, methods and technologies of information-psychological influence on mass consciousness become the powerful geopolitical weapon today. «Soft power» is considered the capability of management of mass consciousness by means of influence on system of people’s values, their outlook and civilizational-cultural codes. In this measurement «soft power» is considered as the new and modern form of ideology. For example, democratic societies are characterised not so much by the right of a free choice of values, but inculcating in individual consciousness of social studies and mass culture in which basic values play the major role.

«Soft power» as the major resource of influence in the modern global world uses public diplomacy (cultural, educational, sports, media, scientific, etc. projects) for interaction with elite and a society of other countries and formations of an attractive image of the country, its positive image and corresponding foreign public opinion on it.

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