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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.

### **Keywords:**

Public Consciousness, Information Wars, Soft Power, Media, Culture.

**JEL Classification:** D78

## **Introduction**

Contemporaneity causes and brings up to date comprehension of public consciousness in the context of information wars and soft power. The reflection of an ideological problematic has its own characteristics and measurements today.

The consciousness is a multidimensional formation.

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. (Кальней, 2018: 147-148). At the same time life in society and the estimation of a society and its phenomena makes an individual a social and political being.

The analysis of development features of the public consciousness is connected with the activity of an ideosphere in a society. The origin of this term (the term «ideosphere» was coined by A.A.Zinoviev), interpreted as a sphere of handling human consciousness (brainwashing, also known as mind control, menticide, coercive persuasion, thought control, thought reform, and re-education), is connected with the conditionality of human consciousness by a society owing to its extrabiological nature. Worldview formation of most people is a necessary condition for ensuring execution of the functions by individuals and observance of social norms and behaviours. (Зиновьев, 2006: 306-312; Кальней, 2018: 147).

At the same time, it is necessary to note interrelation between management possibilities of public processes and causality which lead to the transformation of public consciousness.

In the present period, there is a need for reconsideration of a role, a place and value of management of mass consciousness as a necessary instrument in the context of information wars and soft power.

## **Public Consciousness and Media**

In this context, it is necessary, especially to note a role of media in ideas distribution today. The ideas in a society are broadcast through mass media. The information resources are a condition of adequate expression and inculcating corresponding ideas and interests in human consciousness. (Грузков, 2014: 87-88).

The information resources plays very important role in the media policy as it acts as a tool for influence on public consciousness. In this perspective, it is possible to speak about the reserves of using transforming power of mass media updated by contemporaneity. By means of social-humanitarian knowledge acting as “translator” of senses for adherents of opposing views on the world, it is possible to transform the last ones to world-wide perception. (Губерский, 2013: 16).

## **Soft Power**

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 (Най, 2013), in particular within the limits of information, ideological antagonism. Soft power, in the broad context, is not only culture.

For the first time, the category of “soft power” was introduced into scientific parlance by the American political scientist Joseph Nye (in work “Bound to Lead: The Changing Nature of American Power”) and assumed a phenomenon of cultural-ideological «charming» and scenarios of its further application which has had subsequently the further development (in book “Soft Power: The Means to Success in World Politics”). (Емельянова 2018: 8).

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. (Матвеевко, Галаева, 2015: 166, 169). In this measurement «soft power» is considered as the new and modern form of ideology.

### **Soft Power as a Form of Ideology**

The concept «soft power» is directly connected with «the analysis of culture as the basis of ideology, ideology as a means of cultural expansion, culture creative content of ideology». (Губерский, 2013: 13).

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. (Кальней, 2018: 150).

The ideology is the political outlook form.

The vacuum, which is simultaneously ideological, is formed as a result of the disintegration of this or that ideological matrix. On this background, there is a problem of designing of conceptually new state ideology with a view of overcoming of ideological search (Кудашов, Равочкин, 2017: 15) as in its absence ideological search is inevitable and attempts of filling the ideological vacuum with different components (by religion, political, economic, cultural myths, etc.) are observed. «The history of social practices testifies that the ideological vacuum in a society is impossible». (Губерский, 2013: 14-15). Therefore, designing of new ideology taking into account domestic realities and development of the new ideological forms, answering to challenges of contemporaneity, become important.

Accordingly, during this or that period of a society’s development the strong inquiry about ideology ripens. (Козина, 2005: 66-73; Кудашов, Равочкин, 2017: 16). In particular, it (inquiry) can be caused in a context of the transformation problem of collective identity.

Each new form of ideology is not casual as a historically necessary form of development. (Сергеева, 2008: 22).

In spite of the fact that there has been talk about deideologization a while ago, time has shown that life out of ideology is impossible. It is possible to notice that the ideology continues to keep the high sociopolitical importance, arguing that the ideology is a reflexion model for the individual, its capability to self-understanding and self-determination in a social reality.

(Кудашов, Равочкин, 2017: 18). At the same time life in society and the estimation of a society and its phenomena makes an individual a social and political being. Ideology cannot in itself become object of discussion owing to impossibility of a society and the person without it, and its version and-or character can become. (Сергеева, 2008: 18, 21). The withering away of separate historical forms of ideologies means a crisis of related ideas and ideals which today is changed to new ones, as life without ideals and ideas loses meaning. The social-practical sense of ideologies is that they act «as theoretical-idealistic constructions of reflecting and modelling of social reality». (Губерский, 2013: 8-9).

«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.

Hence, this testifies to the crucially important theoretical and practical-political significance of the consciousness problems today.

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