TOOLS FOR THE INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF STUDENTS' POLITICAL VALUES

G. Alibekova, G. Abdigaliyeva

ABSTRACT

Currently, the development of social networks has a significant impact on the life of mankind throughout society. In the era of the so-called "Flat World", no one can deny the advantages of social networks from the point of view of the author of the book "Flat World" Thomas L. Friedman. Social networks, in addition to playing a leading role in providing instant information to users, as well as constant updating of relevant information, have a very important aspect that radically changes the form of communication between people, groups and countries using a variety of entertainment gadgets, ICS.

Thus, social media has become a popular media outlet with many features that allow users to connect, share and receive information quickly and efficiently. Regular use of social networks is one of the most popular information resources for citizens of Kazakhstan. This shows that focusing on Facebook research can not only clarify the impact of the social network, but can also be an important foundation to support broader research on the position, role and impact of the social network on public and political life in general.

Key words: Political Values, Social Networks, Student Youth, Political Communication.

Al-Farabi Kazakh National University, Almaty, Kazakhstan

Author-correspondent:
Alibekova G.,
gaziza.alibekova@gmail.com

Студенттердің саяси құндылықтарын қалыптастыруға әлеуметтік желілердің әсер ету құралдары

Аңдатпа. Қазіргі таңда әлеуметтік медианың дамуы бүкіл қоғамдағы адамзат өміріне елеулі әсер етіп келеді. «Жазық әлем» деп аталатын дәуірде «Жазық әлем» кітабының авторы Томас Л.Фридманның көзқарасы бойынша әлеуметтік медианың артықшылықтарын ешкім жоққа шығара алмайды. Әлеуметтік медиа пайдаланушыларға шұғыл ақпарат беру, келелі ақпаратты үнемі жаңарту іспетті жетекші рөлді атқарғанымен қатар, көптеген ойын-сауық гаджеттері, ICS арқылы жеке адамдар, топтар мен елдер арасындағы байланыс формасын түбегейлі өзгертетін өте маңызды аспектіге ие.

Осылайша, әлеуметтік медиа пайдаланушыларға жылдам және тиімді қосылуға, бөлісуге және ақпарат алуға мүмкіндік беретін көптеген мүмкіндіктері бар танымал бұқаралық ақпарат құралына айналды. Әлеуметтік желілерді тұрақты пайдалану-Қазақстан азаматтары үшін ең танымал ақпараттық ресурстардың бірі. Бұл Facebook зерттеулеріне назар аудару әлеуметтік желінің әсерін нақтылап қана қоймай, сонымен қатар әлеуметтік желінің позициясы, рөлі және жалпы қоғамдық және саяси өмірге әсері туралы кеңірек зерттеулерді қолдау үшін маңызды негіз бола алатындығын көрсетеді.

Түйін сөздер: саяси құндылықтар, әлеуметтік желілер, студент жастары, саяси коммуникация.

Инструменты влияния социальных сетей на формирование политических ценностей студентов

Аннотация. В настоящее время развитие социальных сетей оказывает значительное влияние на жизнь человечества во всем обществе. В эпоху так называемого «Плоского мира» никто не может отрицать преимущества социальных сетей с точки зрения автора книги «Плоский мир» Томаса Л.Фридмана. Социальные сети, помимо того, что они играют ведущую роль в предоставлении мгновенной информации пользователям, как и постоянное обновление актуальной информации, имеют очень важный аспект, который коренным образом меняет форму общения между людьми, группами и странами с помощью множества развлекательных гаджетов, ICS.

Таким образом, социальные сети стали популярным средством массовой информации с множеством функций, которые позволяют пользователям быстро и эффективно подключаться, делиться и получать информацию. Регулярное использование социальных сетей-один из самых популярных информационных ресурсов для граждан Казахстана. Это показывает, что сосредоточение внимания на исследованиях Facebook может не только прояснить влияние социальной сети, но также может стать важной основой для поддержки более широких исследований о положении, роли и влиянии социальной сети на общественную и политическую жизнь в целом.

Ключевые слова: политические ценности, социальные сети, студенческая молодежь, политическая коммуникация.

Introduction

In democratic societies, conditions exist to the greatest extent for the introduction of social technologies into public relations on a bilateral basis between the governed and managers. This follows, at least, from the free expression of opinions in the presence of pluralism, from the social responsibility of State institutions for open and transparent work, as well as from the right of ev-

ery adult and free citizen to participate in the political process. Thus, the vocation of a PR technologist in the political sphere is being formed - to build and maintain a dialogue between citizens and the government. The ideas of applying strategies and tactics from the arsenal of PR are not alien to politicians.

However, according to researcher Chiara Valentini, the development of political PR has not been sufficiently studied and is known outside the American political context. As a field of public relations, political PR focuses on the political sphere, institutions and actors in it. As a hybrid discipline, political PR enters into symbiosis with other fields, such as marketing and political communications, and uses their inherent methods and approaches. A distinctive feature of political PR is the emphasis on building and maintaining relationships, as well as reputation management. The study of the concept of political PR is relatively new and is not relevant to the practice of this particular activity. Public relations strategies and tactics were initially used by politicians to achieve political goals. However, theory and research in the field of PR are focused on the corporate, business aspect in the activities of organizations [1].

The initial use of the term "public relations" in the field of politics is associated with American President Thomas Jefferson, according to whom the functioning of democracy is unthinkable without "purposeful building of public relations."

In their generalizing work, Jasper Strembak and Spiro Kiosis linked political PR to the implementation of strategies and tactics from the public relations toolkit in the field of politics to achieve certain goals. The researchers propose to correlate the theory and research of political PR with the following more important areas, looking for a connection between them: political management; political campaigns; political marketing; political communication; beliefs; public relations; election campaigns and politics [2].

Strembak and Kiosis define political PR as "a management process through which organizations or individuals involved in politics undertake targeted communication efforts and implement actions aimed at influencing and establishing; building and maintaining fruitful relationships and reputations with key public circles in order to ensure support for their mission and achieve their ultimate goals.

When defining the essence of political PR, this definition focuses on understanding public relations as a management process. Building relationships through communication is at the center of professional efforts. Consequently, political PR includes communication and actions as parallel directions, through the implementation of which constructive relationships are built and managed. Political PR should not be understood as a one-sided dissemination of information. Building relationships with publications or reputation in the field of politics are two conceptual directions that should develop simultaneously and depending on the level of involvement and characteristics of publications. In the context of this study, political PR is considered as a professional activity that is an integral part of the election campaign and contributes to maintaining bilateral relations between political actors and the electorate [3].

The research method

In the process of studying a scientific article, the scientific works and conclusions of many scientists are used. The stages of the formation of political literacy of students are analyzed. Research methods include general scientific, private scientific and special scientific methods (content analysis, generalization, comparison, etc.). At the same time, its structure is determined by many components: social environment; communicator – event. In the course of the study, the concepts of famous scientists who reveal the topic are analyzed and important information from their works is analyzed.

The main part

In the context of using social media, it is important to mention what students' education should ideally look like and how to arouse their interest in the outside world and political stability in such a way that they do not completely go into social networks later. According to Strual, it is interests that determine development and success in the future life. From the very beginning of the European history of education, the main goal of the student was to arouse interest in a hidden, missing, but decisive truth. Commitment is a prerequisite for effective learning. Lack of interest leads to problems that can be encountered in modern education. But the danger lies not only in the inappropriate interests of the student, but also in the complete absence of interests. Harmful interests of young people can be reoriented to better, more effective ones. If a student lacks interest and sensitivity, which would later develop into understanding if the situation were more serious, this is insoluble for him. It is necessary to stimulate students' interest in the world, in politics, which differs from the ubiquitous reality, and make them responsible for this world, opening it to new opportunities and the world of culture. The purpose of education is to become a person who is open to his own and social needs, able to understand not only biological needs, but also psychosocial ones. A creative person suppresses his need for aesthetic and moral qualities [4].

According to Skarupski, this is a key element in learning to act according to differences, deepen and enrich emotional life. The ability to adapt to its external manifestations. The student must understand his attitude to himself, to people and to the surrounding reality. Develops patterns of emotional reactions. The most important is emotional education in early childhood, when the basis of personality is formed and accompanies it throughout life. Emotional education is related

to moral education. The purpose of moral education is to form an independent, free and responsible being who acts morally on the basis of his inner beliefs and in accordance with social moral norms. Mental hygiene is an important element in the development of social skills [5].

Currently, the study of the phenomenon of political culture is relevant, as it raises 1) the problem of the ratio of objective and subjective factors in the process of Social Development and 2) the problem of the interaction of tradition and innovation in political culture. Ignoring this problem turns the "tradition-innovation" system from a source of knowledge into a barrier to social development. Globalization is characterized by the universalization of World Economic Life, the formation of a global market for goods, finance and services, the emergence of transnational corporations, the development of the global information and telecommunications space, the dominance of liberal democratic values and Western mass culture. Globalization as a social phenomenon implies the spread of the capitalist economic system on a global scale and the unification of political processes in a western direction. Globalization as a political concept is based on the idea of fixation. In the XXI century, we are witnessing two important social processes that bring the concept of political culture to the center of political discourse. First of all, a single global capitalist system, the "core" of which consists of developed countries with a population of about one billion people, and the "periphery" of the rest of the states of the world community. The" Golden billion", holding the financial, scientific and technical lever of the global economy, determines the vectors of development of nations, ensuring their prosperity by exporting raw materials, intelligence, labor" from the edge". It is clear that the "periphery", which has experienced the negative consequences of globalization (poverty, unemployment, rising disease rates and reducing life expectancy), is economically powerless to resist the violent hegemony of the West. However, through joint efforts, it is able to initiate an alternative path of global development aimed at creating a multifaceted and diverse community of states, peoples and cultures that will become equal partners in the international arena.

Individual education has three aspects. Hereditary predisposition, environment and upbringing. The child's attitude to the environment is based on the fact that he is a person who is influenced by a close social environment (family, peer group, school class, interest groups), as well as the local environment (village, city where he lives) and society with its institutions where he lives. The media plays an important role. Education is carried out in accordance with the assumption of the influence of the educator on the educated. They are influenced by the content of education, the space and time in which learning takes place. Biological conditions (hereditary factors, health status) and external conditions (environment) operate in education. Psychological conditions indicate the level of development of psychological processes and qualities of the person being trained (talents, mental abilities, giftedness, emotional intelligence and other qualities). The social environment of an educated person is an important part of the educational process. People are influenced by family, friends, role models, values, traditions, customs, lifestyle and politics.

The influence of family is very important in everyone's life. The way the family spends time together, what their hobbies are, what they do and how they communicate with children determines the direction the child will go further. If the social relations in the family are unsatisfactory, the child may integrate into an unsuitable peer group, seek questionable entertainment or surf the Internet for an unreasonably long time, and his social development will be limited. According to Wagnerova (2012), awareness of family identity is formed already at preschool age. During this period, the family is the most important social group with which the child identifies himself. Later, it depends more on belonging to a peer group, which may be a class or a group sharing the same interests. In particular, interests shape a child's personality [6].

Currently, social media plays a key role in a student's life, but it is advisable to direct these classes and offer students other options for spending their free time. First of all, the family can significantly influence the interests of the student. As part of socialization, admission to educational institutions is especially important for a school-age child. The child leaves the exclusive influence of the family and enters an institution that represents values and norms close to the middle and upper strata of society. The school gives students the opportunity to prepare for further professional life and confirms the prerequisites for future professional roles already while studying at school. Success or failure usually determines subsequent social integration, and the student acquires the desired skills and behavior at school. During this period, the student builds new relationships with people outside of his family, as well as learns other roles and related positions in social groups.

Social networks as an entity and a way of functioning do not differ from the classical understanding of building relationships between users, having common interests and interacting. These are "web services that allow people to create their public or public-private profile in a limited system, create a list of other users to share links and view a list of links created by other users in the system.

Analysis

Social networks influence the course of various social processes, including the dissemination of ideas and tastes, as well as the formation of public opinion. Social media communication has become the standard in business circles, and politicians are increasingly recognizing their power and using them in their campaigns. There are

many examples. First of all, it should be noted the election campaign of US President Barack Obama, who in 2008 At first, he dared to include social media in the political media mix, and then continued this practice during the 2012 election campaign. His successor in the White House, Donald Trump, also actively used social media for political PR in 2015-2016. His online presence is mainly linked to Twitter, where he has had an account since March 2009.

And the number of his publications on this social media platform exceeds 35 thousand, which gives him 36 million subscribers. His Facebook profile was used with the same activity, where almost every performance of his was broadcast live and gained several million views. Donald Trump's election campaign is considered one of the most innovative and effective, which showed how successful political communication can be in the modern information society based on social networks. Another example is the elections to the European Parliament in 2014 [7,8].

During the election campaign, 409 of the 766 members of the European Parliament had a Twitter account. On May 19, at 12:30 pm, the candidate for the post of President of the European Commission, Martin Schulz, will hold a conversation that will be broadcast live " SPD.de " and will collect questions using the hashtag "AskMartin".

The Internet is becoming the means by which we consume all media, increasingly displacing and, rather, transforming traditional ones. The study showed that 46% of the world's population is online, and 68% of them are active users of social networks, which is 31% of all inhabitants of the planet. Bulgaria is one of the most active countries in the online space: 57% of people use the Internet, with more than half doing so using smart mobile devices, and 80% of them have a social media profile.

The most popular social media platform and therefore the most influential worldwide is Facebook, 79% of all people who use it online, and three quarters of its users visit the site daily.

The communication advantages of social media in relation to the election campaign can be summarized as follows:

- they allow you to reach a politically apathetic and passive audience - young people who are mostly there, online, on the Internet at any time and anywhere, to involve and direct them into public and political discourse;
- Research shows that a large percentage of social media users read other people's posts. This is an opportunity to encourage citizens to participate in discussions on various topics through comments;
- this is a means by which politicians can personally communicate with potential voters, reduce the distance between them, making communication transparent and dialogical;
- Receive instant feedback;
- Tracking and analyzing the reaction to publications by providing statistical data, which is a prerequisite for accurately determining the au-

dience to which the communication message is addressed;
- creating conversations and debates on the Internet that involve the public in offline events.;
- overcoming the limitations of the editorial policy of traditional media, which is especially important for small parties and little-known candidates;
- the network effect helps to convey a political message to a wider audience through social connections between users;
- Communication between politicians and citizens without geographical restrictions. To do this, it is enough just to have an Internet connection, and modern technologies make it easier and more possible using various devices: a computer, laptop, tablet or smartphone;
- Stimulating public discussion, generating ideas and jointly solving case studies with the participation of citizens – thus, commitment and empathy for common problems are achieved;
- integration of various forms of communication – text messages, photos, videos, live chat.

Social networks increase the need for personal presence, therefore, politicians should be more open and flexible to new and non-standard forms of communication, be able to inspire trust and sympathy through interaction with people not only in real, but also in an online environment. If we generally perceive politics as a choice, then "information flows to explain alternative policy options should be distributed to stakeholders, regardless of whether they form a decision or use its consequences" [9].

Results

Thus, communication is the basis of the relationship between the managed and the managers. Communication with citizens in a democratic environment is more than just a solid foundation on which all politicians should rely. An election campaign is, in fact, a period of active rivalry between parties and their candidates in order to gain electoral support and participate in power. A number of legal norms of national legislation regulate the "rules of electoral struggle", but it is known a priori that there is a competitive basis. This presupposes the right of citizens, by virtue of their suffrage, to freely "nominate candidates and political forces to govern the state." The first feature of the presidential election campaign is that candidates are nominated and broadcast according to the majority electoral system. Therefore, we will mention one of its most important distinctive features. Citizens vote for people nominated by the party (very often its prominent representatives) or the initiative committee

Network dynamics follows the general principles of the dynamics of social relations: similarity attracts ("those who are similar attract themselves!"). Homophilia - the tendency of people to associate and get closer to their own kind, with those with whom they have the same qualities, is the basic principle of social organization. In the

social sciences, systematic observations of group formation and networking date back to the 20th and 30th years of the 20th century.

The classic is the study of friendship as a social process by Paul Lazersfeld and Robert Merton and the difference between homophilic relationships:

1. Status homophilia - refers to socio-demographic characteristics (race, ethnicity, gender, age, education, place of residence, etc;

2. Value homophilia – based on values, attitudes and beliefs; value homophilia also includes a wide range of internal conditions that are supposed to shape future human behavior. For more information on this issue and in connection with a detailed review of various studies of the problem, the publication of MacPherson, Lavin and Cook is useful. Similarities affect who we are as individuals, as well as how others perceive us; however, the bridges connecting us to others are experiences, impressions, and perceptions. The process of determining the connecting features is reflexive, it is based on self-knowledge and assessment of both oneself and the outside world [10].

When a recipient comes across a message that includes an important aspect for them (for example, previous experience or a certain type of affiliation – for example, ethnicity, cultural characteristics, language characteristics, etc.), this process is activated, which affects how the message itself is processed and perceived. The results of a large-scale study "Marketing in culture and the effects of self-reflection" conducted in 2018 are presented as a data source. The Center for Multicultural Studies [11].

Relational states refer to stable and long-term representations of the relationship between network members. These are kinship relationships (brother, daughter) or employer-employee relationships, friendships, etc. In this case, a "long-term view" does not mean that a certain relationship will never end. This means that it is stable and has been around for a long time, unlike relationship-related events such as selling a house, for example, or reading a book, attending a cultural event or an excursion to an exotic place. There are interferences and flows within relationship-related events. Interactions are other-oriented behaviors and can often be controlled by third parties (placing tags in a certain place, friendship, for example, media content, etc.). Interaction makes possible what happens on the network, their result is streams. In turn, flows can be intangible – such as beliefs, attitudes, norms, etc. things that are transmitted from person to person. It is from this position that Manuel Castells speaks of the network as the dominant social practice of flows: flows are "purposeful, repetitive, programmable sequences of exchange and interaction between physically unrelated positions occupied by social participants in the economic, political and symbolic structures of society" [12].

Within the framework of "relationship states," Stephen Borgati, Martin Everett, and Jeffrey Johnson identify three categories: similarities, roles in relationships, and cognitive abilities in relationships. Relationship knowledge refers to the thoughts and feelings that people have for each other. This includes getting to know someone - who knows who. Participants in other networks cannot control relational knowledge, unless it follows from the interaction between the network participants themselves. An example of a frequent consequence of relational knowledge is a trust relationship that determines whether a given transaction will take place and at what cost. In the category of relationship roles, some permanent human relationships are represented as "parent..." and "relative...". All people with whom a direct connection is established are defined as "friends", and they are expected to enter this role.

With the growth of the Internet coverage area in the modern world, its role in our daily lives is increasing. In the era of laptops, smartphones, mobile devices and millions of applications, it is no longer possible to find a place free of the Internet. People are constantly communicating via digital devices, and most often they do so through social media. In addition to establishing communication, social networks allow you to exchange opinions, find jobs, meet new people, hold meetings online, study remotely at various universities around the world [13].

Their power and scale grow with the Internet and become a constant companion of our lives. Part of society perceives social media as a way to have fun, but as we have already said, social media offers a wide range of activities in the digital world in addition to entertainment. The main advantage of social networks is their effectiveness. Facebook, Youtube and other platforms often spread important information faster than traditional media. For this reason, representatives of news agencies have become more active on social networks, and journalists often offer direct participation via Facebook.

As we have already said, the Internet coverage area is constantly growing, by the first quarter of 2018, 49% of the entire world's population has access to the Internet, 1 since 2009, the Internet coverage area has reached half of the earth's territory as a result of stable growth. This fact convinces us that with the help of the Internet we can cover half of the globe. The large-scale expansion of the Internet space in the field of advertising has also led to a change in trends, a new marketing direction is coming to the leading positions - a social network marketer, new professionals have grown in the labor market: digital media specialists, social network managers, etc. [14]. Advertising methods have also been simplified, with the help of online advertising platforms, anyone can launch the desired advertising campaign and remotely conduct it from Georgia to the United States or any other country. The advantage of social networks lies, first of all, in the fact that they are not as banned as television, radio or print media, which is why we can say that social networks are changing the relationship between people, companies and government agen-

cies. Relationships are becoming more effective, direct and diverse, and it can be said that social media creates an interesting environment for both sides in the digital world.

In the late 1990s, when the search engine was known to everyone around the world Google.com "if you are not on Google, you do not exist" - if you do not search on Google, it means that you do not exist. This saying was once applied to traditional media when positioning on television or in print media was considered the highest priority.

It cannot be said that social networks deprive traditional media of their functions, but the fact remains that more and more marketing events are being held on social networks, where advertisers do not have to "fight" for the place of advertising or the timing of the release of the commercial, they only need a few minutes and that's it. A certain amount of the budget allocated to convey their message about the strengthening of the role of social networks influenced communication between politicians and their supporters [15].

According to Jeffrey Young, a correspondent for Voice of America, the role of social media increases with each presidential election, especially the role of Facebook and Twitter. It is important that election candidates collect information about voters, which they use over and over again to better plan the election campaign.

Those who use social media data in the election campaign should be especially careful. The fact of collecting information about voters and its illegal use is reminiscent of the Cambridge Analytica scandal that broke out in April 2018. Since 2014, the information of 87 million Facebook users has been illegally used to effectively conduct an election campaign. Data processing specialist Alexander Kogan created a simple application "This is your digital life" and distributed it on the social network Facebook. Facebook users filled out a simple questionnaire, as a result of which the application received personal information about the user and his friends, 4 which included basic human data (date of birth, gender, age), and the application, having received information about the location of the survey participants, gained access to their news feed, timeline and even messages 5. This information made it possible to create a psychotype of a person, on the basis of which various political events were planned. An article on the illegal use of data for 2018, published by The Guardian on March 17, received great resonance around the world [16].

Celebrities even demanded the abolition of the social network. On April 10 and 11, the founder of Facebook appeared before Congress, and after two days of long questioning, Mark Zuckerberg repeatedly apologized and promised his clients that such a fact would never happen again. This fact has affected the mood of Facebook users, but their number has not significantly decreased. Georgian companies, representatives of political parties and public figures are increasingly active on social networks and websites. In Georgia, Facebook has become particularly flex-

ible for online purchases and sales, as well as conducting various surveys. It has also become an important tool for Georgian politicians who want to have a positive impact on their constituents. Politicians actively use advertising on social networks. There are several main reasons for this, firstly, social networks are not subject to two laws in force in Georgia, these are the "Electoral Code of Georgia" and the "Law on Broadcasting". It is important to note that no law regulates the placement of advertising on social networks. One of the most important laws from which social networks are exempt is paragraph 16 of Article 50 of the "Electoral Code of Georgia", according to which election advertising, both paid and free, is prohibited on election day. That is why they can actively update their pages even on voting days, they may not use advertising at all and offer customers only live videos, with which they can gain a significant number of views [17].

However, unlike Georgia, in Moldova, a political candidate was removed from the election on the day of voting due to a video posted on Facebook in real time. Andrei Nastase won 52.57% of the vote, although the court declared his results invalid, which was followed by mass protests. 8 using the example of Moldova, the question arises, where is the boundary of political advertising placed on social networks? Is there a need for Facebook to introduce stricter rules? Unfortunately, social networks actively record the facts of "black advertising". In addition to positioning one's own image, it is relatively easy to resort to the method of discrediting a political opponent on social networks. For example, such a case was observed during the local government elections in 2017, when the political rating of independent candidate Aleko Elisashvili was supposed to decrease. A page was created and a video titled "Aleko loves Tbilisi" was published, which became quite popular in a short time. Of course, as a result of the appeal, the video was blocked. Instagram and Facebook are the most popular social networks in the world. The role of the social network is constantly growing, as evidenced by the fact that more and more companies, public organizations or specific individuals are using this platform [18].

Conclusion

Interpersonal communication (mediated by media reports) is homophilic in nature, and its importance in the process of forming opinions and making decisions is very great. In fact, modern social egocentric networks (a kind of personal profiles) are homophilic in nature and structurally similar, since strong offline connections also exist on the Network. The networks of close friends are the same, and communication between them takes place both through personal communication on the Internet and publicly as part of media activities in a personal profile on various social communication platforms. For example, algorithmic prioritization of relationships, carried out through personal communication through the commu-

nication applications Messenger and WhatsApp, directly affects the "visibility" of "friends" in the Facebook news stream. The factors influencing people's daily lives and their role in decision-making and shaping public opinion in practice are also associated with a new type of consumer behavior - the search for information and the exchange of knowledge and experience both through personal communication and publicly on networks. Personal communication and close people from everyday life play an important role in influencing the Internet and increasingly dynamically developing technologies and communication capabilities. The information saturation of the Internet space and the entry of artificial intelligence as an equal participant in communication processes only accelerate this process. The "compression" of the global world into small worlds of personal connections with daily activities based on interests, acquaintances and similarities is just a step towards giving new value and meaning to a connected person in 21st century network relationships.

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INFORMATION ABOUT AUTHORS

Gaziza Alibekova — PhD student, al-Farabi Kazakh National University, Almaty, Kazakhstan, email: gaziaza.alibekova@gmail.com, ORCID ID: 0009-0001-1260-7921

Gulzhan Abdigaliyeva — Professor, Doctor of Phylosophical Sciences, al-Farabi Kazakh National University, Almaty, Kazakhstan, email: gulzhan0104@gmail.com, ORCID ID: 0000-0001-9264-9269

Ғазиза Кенжебекқызы Алибекова — PhD докторант, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан, email: gaziza.alibekova@gmail.com, ORCID ID: http://orcid.org/0009-0001-1260-7921

Гүлжан Қанайқызы Абдигалиева — профессор, философия ғылымдарының докторы, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан, email: gulzhan0104@gmail.com, ORCID ID: http://orcid.org/0000-0001-9264-9269

Газиза Кенжебековна Алибекова — PhD докторант, Казахский Национальный Университет имени аль-Фараби, Алматы, Казахстан, email: gaziza.alibekova@gmail.com, ORCID ID: http://orcid.org/0009-0001-1260-7921

Гулжан Канаевна Абдигалиева — профессор, доктор философских наук, Казахский Национальный Университет имени аль-Фараби, Алматы, Қазахстан, email: gulzhan0104@gmail.com, ORCID ID: http://orcid.org/0000-0001-9264-9269