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SOCIO-PHILOSOPHICAL ANALYSIS OF THE ROLE OF JOURNALISM DURING THE PERIOD OF TRANSFORMATION AND MODERNIZATION OF POLITICAL INSTITUTIONS USING THE EXAMPLE OF AZERBAIJAN

Elchin Sardarov

*Institute of Philosophy and Sociology of the
National Academy of Sciences of Azerbaijan,
Department "Modern Problems of Philosophy"
H. Cavid avenue, 115, AZ1073, Baku, Azerbaijan Republic
<https://orcid.org/0009-0006-3930-1056>*

The aim of this publication is to consider the positive trends and costs of political and economic transformations in Azerbaijan, as well as the impact of modernization processes on the development of political institutions, the level of freedom and democracy, the accessibility and readiness of the authorities to solve the problems of the population, as well as to analyze the issues of professionalism of journalists in covering problems political institutions aimed at man and his well-being.

Research methods: When preparing the article, the method of system analysis was used, as well as empirical, theoretical and comparative research methods. In order to reveal various aspects of the subject of research, official documents and speeches were studied. The application of these principles and methods made it possible to determine the general characteristics and features of the subject of research, as well as trends in its development. The work also used the principle of descriptive analysis when describing events and the method of content analysis, which allows taking into account the significance of processes.

Novelty of the research: The study examines the possibilities of developing the professionalism and responsibility of journalists of new media when covering the activities of political institutions and their human-centeredness.

Conclusion: To summarize, it is noted that despite the great work done by the media in the field of education, propaganda of the ideas of independence and a market economy, over the past time in Azerbaijan, as in many newly independent countries, the population has not been sufficiently informed about democratic values, the role of civil society, the market economy and the feasibility of reforms carried out in these countries.

It is noted that at the level of urban and rural communities, the population, due to a lack of information and skills, does not sufficiently use its powers to actively participate in the socio-political life of the country, but renounces its functions and rights to participation, civil control and decision-making executive and other authorities. The quality of media products, the reliability and balance of information and expert-analytical materials provided to society through electronic media, newspapers and television, determine its balanced attitude towards political processes taking place in the country and abroad.

Key words: humanism, transformation, political institutions, electronic media.

Introduction: In the context of globalization, the struggle of countries for access to resources, the continuation of interethnic wars and xenophobia, climate change and possible natural disasters, changes in the needs of the labor market and related problems of employment and social protection of people, the danger of the spread of mass epidemics and diseases, a lack of ethical culture and humanity caused by the development of new technologies in society, in the modernization of public life in Azerbaijan, as in other newly independent countries, ideas about

the humanistic purpose of political institutions are being transformed, the humanistic orientation of old and new political institutions of power is acquiring new significance and meaning.

The aim of this publication is to consider the positive trends and costs of political and economic transformations in Azerbaijan, as well as the impact of modernization processes on the development of political institutions, the level of freedom and democracy, the accessibility and readiness of the authorities to solve the problems of the population, as well as to analyze the issues of professionalism of journalists in covering problems political institutions aimed at man and his well-being.

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Basic materials. Currently, new political institutions are developing in the country, the Institute of the Presidency, the Ombudsman Institute, the Institute of Parliamentarism, reforms are being carried out to humanize the administrative and judicial system, the Public Press Council, the Agency for State Support to Non-Governmental Organizations are operating, youth and volunteer movements are developing. To this we can add the creation, on the initiative of Azerbaijani President Ilham Aliyev, of the State Agency for Citizen Services and Social Innovation "ASAN", one of the tasks of which is to increase the population's trust in government structures.

But despite the presence of official and independent socially oriented newspapers, such as "Azerbaijan", "Respublika", "Caspian", "525th newspaper", "Zerkalo", "Iki Sahil", "Sharg", "Azernews", "Vishka", etc. and electronic publications, few publications support and encourage in-depth coverage of social, environmental and legal topics, analyzing and promoting ideas for improving the activities of political institutions of power in countries and their connection with society.

Unfortunately, this is a fact. In journalism, coverage of the social problems of the ordinary citizen gives way to advertising and propaganda articles, crime and entertainment news. Issues such as the formation in society of the right attitude and respect for the elderly, persons with disabilities and war and labor veterans, young mothers, hired workers, migrants, rural workers, folk artists, representatives of small and medium-sized businesses, teachers, scientists, doctors and researchers, military personnel and athletes, as well as representatives of other professions and specialties, are poorly covered.

Not enough space is given in the press to create in society a positive image of a comprehensively developing harmonious individual who, in a market economy, develops himself, solves his social problems and contributes to the development of society. There is also a need for better disclosure of positive images of the provision of services to the population by government officials, representatives of the judicial and legal systems, as well as the educational activities of teachers and scientists.

Of course, ideally, the institutions of civil society and the media should be completely free and independent of control, both from the state and from political structures, international organizations and business. But this does not always work out. Although, only with a free press can a free, humanistic society be built.

In Azerbaijan, the media is supported at the state level, anniversaries of national media are celebrated, journalists are awarded the titles “Honored Journalist”, “Honored Worker of Art”, a diploma of honor named after Zardabi, “Journalist-Educator”, “Progress” medals, one-time financial assistance is provided to the media, funds are allocated to improve the living conditions of journalists, and cash prizes are provided as part of various competitions.

The principles laid down by the educator Hasanbek Zardabi and the newspaper “Ekinchi” published by him – education, modernization, purity of ideology, promotion of national goals, organic unity of universal values with national ones, bringing the literary language closer to the spoken language, objective coverage of events – became the basis for the future development of the Azerbaijani National Democratic Press.

Azerbaijan has traditions of civil and political initiatives since the time of the first political associations and civil societies such as the “Circle of Young Revolutionaries of Azerbaijan” created by M.E. Rasulzade and his like-minded people, which consisted of student youth and was the basis for the creation of the first social democratic society in the Muslim world the “Gummet” organization, as well as the Union of Oil Industry Workers, the Self-Education Society or the workers’ club “Science”, educational society “Neshri Maarif”, “Nijat”, Ganja Muslim Charitable Society, Ganja Dramatic Society, the first medical society in the history of Azerbaijan “Ganja Society”, “Society for the introduction of literacy among the Georgian population”, good deeds of philanthropists Zeynalabdin Tagiyev, Aga Musa Nagiyeva, Agabala Hadzhigulu oglu Guliyev, Ashurbekova Nabat Khoja kyzy, Gadzhinsky Isa bek Abdulsalam bek oglu, Murtuza Mukhtarova, Shamsi Asadullayev and others.

And today in Azerbaijan the public associations “Simurg” Cultural Association, the socio-ecological educational network “Yashil gelem” (“Green Pen”), the Azerbaijan Quality Association, the “Adult Education” Association, the Association of Young Doctoral Students, Postgraduate Students and Researchers are actively engaged in educational activities, Women’s Rights Society, International cooperation of disabled people, Center for Economic Reforms, Regional Gender Center, Association of Parents and Children with Hemophilia, Society of Women with Disabilities, Press Center “Eurasia”, “Ecological Stability”, “Young Lawyers”, cultural centers “Vatan”, “Samur”, “Ronai”, “Tugantel”, “Aziz”, “Sheikh Shamil”, centers of Turkic, Jewish, Slavic, German, Polish, Caucasian, people of Asia and the East.

When exploring the topic of transformation of political institutions, it would be advisable to consider this process in the context of the development of civil society, its past and present. By civil society, the author of this publication means a society in which people have the opportunity to freely and voluntarily express their leadership and creative abilities by uniting in clubs, societies and associations, carry out work and implement projects that assist the country’s government bodies in improving the socio-legal, economic, scientific, educational and cultural life of citizens, compatriots and guests of our country, as well as contributing to the sustainable development of society, improving the country’s image in the world, and so on. Through civil society, the most common problems, requests and proposals of society are brought to the political institutions of power.

In accordance with Article 4 of the Law on Non-Governmental Organizations (Public Associations and Foundations) [1], according to the organizational and legal form, there are 3 main types of non-governmental organizations: public association, foundation, union of legal entities.

Studying the structures of the media as a political institution, it can be noted that today online publications are gaining more and more momentum. According to media analysts, the media are an instrument of power interactions. The media in the West have already gone through

stages of modernization from the industrial to the information society. Our countries, including Azerbaijan, are at the stage of transition to an information society, developing democratic institutions of government.

In Azerbaijan, the President of the country approved the Law “On Media” adopted by the Milli Majlis, which, considering new realities, regulates the work of the media. In this law, in contrast to the Law on Mass Media of December 7, 1999, along with the definition of general rules for searching, receiving, producing, transmitting, producing and distributing mass information in the Republic of Azerbaijan, as well as the organizational, legal and economic basis for the implementation of the right for the press, news agencies, television and radio organizations and citizens to receive complete, reliable and timely information, it contains innovations such as a media register,

That is, a statistical structure that allows journalists to legitimize their relationship with the employer. The National Council on Television and Radio was liquidated and an Audiovisual Council was established on its basis.

Journalist Elchin Ali oglu considers it positive that “the formation of a national media regulator is finally beginning in Azerbaijan. “This is not censorship. No, it’s just that every person should know that he not only bears moral, but also legal responsibility for the words he expresses” [2].

The author of the study shares the journalist’s opinion that there are problems with advertising in the field of media development in the country and that in order to become financially independent it is necessary to “improve the quality of media products” and “implement and implement crisis marketing in the media.” The time has come to “cut off our media from the raider takeovers of some officials, it’s time to put an end to the fact that some “rich people” own several sites at once” [2].

Along with media managers and media experts who consider the new Law “On Media” to reflect the realities of modern electronic media. “The new Media Law” contains “clarification of issues related to the status of the media and journalists, the conditions for the functioning of the media,” says the head of the local news agency APA, Vusalya Mahirgizi. According to media law lawyer Alasker Mammadli, the new Media Law overstates the requirements for journalists; they are presented with very strict and unlawful requirements for inclusion in the register – higher education, no criminal record.

Studying the new “Media Law”, it can be noted that the new law will ensure that conditions and support for the development of professional journalism will be created in the media; new opportunities will be created for graduates of the Faculty of Journalism to find work in their specialty and specialize in journalism.

This position of the author of the work is consonant with the opinion of teacher and media theorist Aynur Kerimova, who, when asked about the importance of journalistic education for media presenters and correspondents, expressed the following opinion: “At one time, citing such geniuses as Uzeyir Hajibeyli, Jalil Mammadguluzadeh as an example, it was possible to say that journalism education is not that important. However, nowadays, when hiring someone as a journalist, any news agency is interested in having some understanding in this field.

A person with a journalistic education will at least know ethical criteria, i.e. what can and cannot be covered. It is not necessary to have an academic education; there may be short-term courses and certain trainings. Basic quality is important” [3].

According to deputy Ali Huseynov, “the bill does not contain any provisions against Internet television, but works with the licensing of classic television broadcasting, the final version of the Law was prepared taking into account the recommendations of media representatives and complies with the standards of the Venice Commission” [2].

According to Article 47 of the Constitution of the Azerbaijan Republic “Freedom of thought and speech” [4]:

I. Everyone has the right to freedom of thought and speech.

II. No one can be forced to make their thoughts and beliefs public or to renounce their thoughts and beliefs.

III. Agitation and propaganda that incite racial, national, religious and social discord and enmity are not permitted.

According to Article 50 of the Constitution of the Republic of Azerbaijan “Freedom of Information”:

I. Everyone has the freedom to lawfully seek, acquire, transmit, compile and disseminate information.

II. Freedom of the media is guaranteed. State censorship in the media, including the press, is prohibited.

III. Everyone is guaranteed the right to refute or respond to information published in the media that violates his rights or harms his interests.

The author of the study believes that the necessary conditions are being created in the country for the free expression of thought and the development of electronic media. Considering the fact that currently in various countries of the world there are no subsidence of conflicts on religious and ethnic grounds, xenophobia and violence are being propagated, ideas that are alien to the national and cultural traditions of peoples are being promoted, journalists, namely the owners and editors of electronic media, need to be more responsible in disseminating and reprinting news, photos and videos.

Electronic media, like traditional media, should bring ideas of peace and development to society, educate people, educate young people and prepare them for a happy future life. The mission of information, education and development of public dialogue in various fields is carried out by such electronic socio-political news sites as Azertac.az, Apa.az, Ayna.az, Azvision.az, Inews.az, BakuWS, Haqqin.az, Media.az, Modern.az, Oxu.az, Qafqazinfo.az, Qaynarinfo.az, Zerkalo.az, political and economic news sites – Trend.az, Turan.az, Milli.az, specialized – for public services – site Asanradio.az, cultural news – Medeniyyet.az, socio-ecological educational site – GreenPen.az, site promoting national and spiritual values - mdtf.az, sports news site – spotline.az, etc.

Along with professional media and journalists for whom the image and reputation of a journalist are dear, during the period of development and changes occurring in the media, including electronic media resources, “racketeering publications” and “racketeering journalists” appeared, which subsequently caused very serious harm to the reputation professional journalism in Azerbaijan, as well as in post-Soviet countries.

According to the chairman of the Azerbaijan Union of Journalists, Elchin Shikhli, one of the consequences of the abundance of newspapers is a dangerous increase in the number of those who turn the newspaper business and journalism into speculation. Such people are called “racketeer journalist”, “racketeer newspaper”. Experience and certain studies have shown that they will not die as long as there are people and officials in power who are ready to give and take bribes. It should be noted that the more “professional and talented” managers of this type of media are mastering the “yellow press” genre. “I would like to believe that soon the abundance in the Azerbaijani media space will be reduced to quality” [5].

We believe that with the “media”, “journalists” who have chosen the path of blackmail and slander, threats and extortion, manipulating public opinion, interfering with the normal work of government bodies, educational and medical institutions, non-governmental organizations

and private structures, rather than educating and informing society more. Effective work will be carried out by the newly created Media Development Agency. The adopted new Law “On Media,” as well as extensive educational work in society, also helps ensure the normal functioning of the media and will create a favorable environment for the work of professional journalists and consumers of their media products.

At the same time, due to the reduction of correspondent outlets abroad and the collapse of an entire network of international journalism, we often do not know what is happening even in the nearest countries, not to mention the whole world. Today they are trying to fill this gap with educational programs and music programs. Which once again emphasizes the thesis – the more accessible the information, the easier it is perceived. And this is only possible in a society where the media entrepreneur gives the consumer what he wants or thinks he wants.

Thus, the media market will develop, providing greater variety and lower cost of product. The only function of the state here, as in any market sphere, is to preserve the property rights of private entrepreneurs. So far, neighboring countries have neglected this practice.

Currently, one of the problems discussed at the state level is the development of solutions in relation to the media community, in which the media will have freedom and responsibility, but not permissiveness.

The media, having many opportunities to promote their goals and objectives, in general are not a power institution. This category is an institution-tool that each of the authorities possesses. At the same time, journalism – new media is a resource, a functional mechanism for political institutions, which, in the conditions of political modernization, become legitimate precisely thanks to the media. Domestic mass media have gone from being mass media and propaganda in Soviet times to one of the constituent elements of the media-political system in their countries.

In this situation, the state must take care of preserving the social substance of society (protect society from itself) by extending certain tax, contractual or contractual obligations to market media agents. This position is framed as a theory of socially responsible media.

In achieving by journalism, the goal of humanizing society, its administrative and legislative structures, there are positive factors that stimulate both the development of journalism and influence the institutional development of civil society institutions. There are journalists who, thanks to their professionalism and properly structured communication with the editors-in-chief of their publications, can cover specific topics, i.e. professionalize in certain areas.

In the study of theoretical and conceptual views in the field of journalism, it is important to consider the mutual influence of law and self-regulation of the media, state methods of regulating and managing information flows, to analyze the interaction of political parties and the media, and the problems of partisanship in the press.

The foreign policy orientation of the media of any country is manifested in the propaganda activities of the state, public organizations (including political parties), commercial firms and individuals. Foreign concepts of modern journalism are designed to serve the practice of journalism.

Practice itself takes a lot from theory, as a combined ideological and conceptual experience. The constant mutual influence of theory and practice leads to an increase in the influence of mass media on readers, listeners and viewers. When studying various aspects of the development of journalism and new media, it is necessary to note the importance of professional and personal development of journalists, ensuring high-quality and effective work of the media.

Media expert Ismail Hakki Polat believes that “the new media environment helps journalism to mobilize, to mobilize journalism, it helps journalists of media companies to act independently, and this in turn helps journalists to act freely and independently of media companies, of time and

space" [6, p.9.]. The author of the work shares the expert's opinion that thanks to the business models being created, the number of journalists can increase. This will either be realized either with their transition from professional activity to independent activity or journalistic activity of citizens.

"Modernization is not only economic and political reforms, but also a turn to new values, which, in turn, determine the content of the professional activities of all workers, including the spheres of mental work, to which journalists belong," says journalism theorist Mubariz Akhmedov [7].

According to Professor Dzyaloshinsky, "it is activity that is the main determinant of personality development, and therefore, an analysis of the personal qualities of a journalist is impossible without first considering the content and characteristics of journalistic activity (both in general and its individual types)" [8].

The scientist proposes to begin an analysis of the characteristics of a journalist's professional activity by stating that journalism acts as a system of organizations and institutions (editorial offices, studios, publishing houses, etc.) and the people working in them, performing certain, more or less strictly defined functions related to satisfaction of various needs, the carriers of which are both individual people and social groups, and large social communities consisting of many groups.

An interesting opinion of a media researcher is that the question of the features of the system of social relations within which ideas about journalistic activity were formed, which have a reverse impact on this activity itself, is, of course, a subject of great interest not only to journalists. I would like to add that, along with journalists, philosophers, sociologists, psychologists, and teachers have shown interest and scientific and practical activity in the issue of studying the features of this system, which has had an impact on many spheres of life in society as a whole, various social groups, and each individual person.

There is also a need for the development of professional skills among teachers, who, in the conditions of technological progress and new challenges to society, need to develop their competencies. Since teachers and journalists have an important role in informing and forming the correct understanding and attitude of society, especially young people and children, towards universal human values.

Increasing public access to education, transparency in education, improving its quality and increasing interest in the educational process of students, students and stakeholders largely depends on a properly organized communication policy.

In Azerbaijan, as in other developing countries, coalitions and networks are created for this purpose, trainings and competitions are held for journalists and civil society activists, projects aimed at democratization and legal development of the country, fulfillment of international obligations in humanitarian and other fields, and environmental protection are supported. , ensuring transparency in public administration, distribution of revenues from the oil industry, development of innovations in science and education, inclusive, vocational education and global citizenship, youth policy, improving the healthcare system, social protection of the population.

Representatives of civil society and leading journalists of the country participate in discussions in anti-corruption commissions, established public councils under various ministries and departments, etc.

The activities of political institutions and the partnership activities of civil society representatives with them are covered in the media. In Azerbaijan, the activities of political institutions are covered by leading media, and they are discussed on social networks. I would like to see, along with news materials, more analytical and research materials, expert assessments on the results of government programs and projects implemented by political institutions.

In Azerbaijan, by the Decree of the President of the country dated December 27, 2011, the “National Action Program in the field of increasing the effectiveness of the protection of human rights and freedoms in the Republic of Azerbaijan” was approved, as well as the Development Concept “Azerbaijan-2020: a look into the future”, approved by the Decree of December 29, 2012. In September 2015, the Sustainable Development Goals for 2016-2030 were adopted, which combine 17 goals. The creation of the Ombudsman institution in the country demonstrated to the whole world the great importance Azerbaijan attaches to human rights. Over the past period, the Ombudsman has carried out significant work in the field of human rights protection in Azerbaijan and has worthily represented our country in the international arena [9].

Conclusion: To summarize, it is noted that despite the great work done by the media in the field of education, propaganda of the ideas of independence and a market economy, over the past time in Azerbaijan, as in many newly independent countries, the population has not been sufficiently informed about democratic values, the role of civil society, the market economy and the feasibility of reforms carried out in these countries.

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СОЦІО-ФІЛОСОФСЬКИЙ АНАЛІЗ РОЛІ ЖУРНАЛІСТИКИ В ПЕРІОД ТРАНСФОРМАЦІЇ ТА МОДЕРНІЗАЦІЇ ПОЛІТИЧНИХ ІНСТИТУТІВ НА ПРИКЛАДІ АЗЕРБАЙДЖАНУ

Ельчин Сардаров

Інститут філософії та соціології Національної Академії Наук Азербайджану,

кафедра "Сучасні проблеми філософії"

пр. Г.Джавида, 115, AZ1073, м. Баку, Азербайджанська Республіка

<https://orcid.org/0009-0006-3930-1056>

Метою даної публікації є розгляд позитивних тенденцій та витрат політичних та економічних перетворень в Азербайджані, а також вплив процесів модернізації на розвиток політичних інститутів, рівень свободи та демократії, доступність та готовність влади вирішувати проблеми населення, а також аналізувати питання професіоналізму журналістів у висвітленні проблем. політичних інститутів, спрямованих на людину та її благополуччя.

Методи дослідження: Під час підготовки статті використовувався метод системного аналізу, а також емпіричні, теоретичні та порівняльні методи дослідження. З метою розкриття різних сторін предмета дослідження було вивчено офіційні документи та виступи. Застосування цих принципів та методів дозволило визначити загальні характеристики та особливості предмета дослідження, а також тенденції його розвитку. У роботі також використано принцип описового аналізу при описі подій та метод контент-аналізу, що дозволяє враховувати значущість процесів.

Новизна дослідження: У дослідженні розглядаються можливості розвитку професіоналізму та відповідальності журналістів нових ЗМІ при висвітленні діяльності політичних інститутів та їх людиноцентрованості.

Висновок: незважаючи на велику роботу, виконану засобами масової інформації у сфері освіти, пропаганди ідей незалежності та ринкової економіки, за минулий час в Азербайджані, як і в багатьох нових незалежних країнах, населення не було достатньо поінформовано про демократичні цінності, ролі громадянського суспільства, ринкової економіки та доцільності реформ, які у цих країнах.

Зазначається, що на рівні міських та сільських громад населення через нестачу інформації та навичок, не достатньо використовує свої повноваження для активної участі у суспільно-політичному житті країни, а відмовляється від своїх функцій та прав на участь, цивільного контролю та прийняття рішень виконавчою та іншою владою. Якість медіапродуктів, достовірність та збалансованість інформаційних та експертно-аналітичних матеріалів, що надаються суспільству через електронні ЗМІ, газети та телебачення, визначають його виважене ставлення до політичних процесів, що відбуваються в країні та за кордоном.

Ключові слова: гуманізм, трансформація, політичні інституції, електронні засоби масової інформації.