THE ROLE OF MEDIA IN THE ORGANIZATION OF POLITICAL PROCESSES

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Rapid technological advancement of media has enhanced its power in all areas, including politics, and has almost made it unmanageable. Media, which normally has a larger community than the public, has gained importance as the sole definitive strategy of politics when policymakers have started to depend on it in any of their initiatives. The managers of this serious power of the media are trying to convey the news to their destinations independently and at the same time form a public opinion as of the only actor. The political leaders are using this power of the media in making sure that the news to the society is conveyed in the manner that is beneficial for them thus being able to manage the public opinion.

Key words: media, new media, politics, social media, public opinion, political environment, political system.

The relationship between the media and politics is based on mutual benefit. For each politician, it is important that his thoughts and ideas reach the public and change the society. Media enhances the effectiveness of politics by mediating this idea. In this way, the relationship is constantly developing and the requirements of both sides are met [1]. Media and politics are interrelated. Usually one converts into another and both systems work within the framework they are exploiting. For this reason, politics and media are developing each other in every field. These systems cannot exist without each other [2].

Media may clash with a political structure while performing its function of informing and managing the society because both media and politics are always in a fight over influence and try their best to win. Politics tries to subordinate the media, and media strives to do the same. However, the collision of these two structures is not constant, these powers sometimes routinely support each other with the information and direction [3].

From the media point of view, all that matters is being influential. The emergence of this influence is driven by a strong presence in the society and bringing a change to the society. Informing, directing and targeting the community is crucial to showing the impact of the media on politics. According to Guz, "The ability of the media to act independently and effectively is important from the perspective of the society's expectations and the responsibilities it imposes on the political system. It is not possible for the society to respect and trust the dependable and prejudiced media".

In this regard, if the society does not trust media it might be dangerous for the healthy functioning of the political system. Proper implementation of the political system in democratic societies is possible only through the establishment and implementation of trustful relationships between the media and the society. The misuse of media tools, be it traditional or contemporary ones, will also lead to the loss of credibility of political leaders, institutions or organizations. Before shaping the idea of the managing of political environment by the social media, the political leaders should gain trust from the society first [4].

The media and the politics are always in the competition mode for power. While the politicians try to keep the society under their influence through preventing the media from publishing

and spreading unwanted information, the media tries to act as a power and pressure force representing the society. The decisive elements in this fight can be listed as being in the forefront of the media, using press-conferences, press releases, lobbying activities, the desire to control financial activities, and political participation [5].

The role of media in media-political relationships.

With the rise of significant influence of the mass and social media on public administration, political opinions, events, controversial situations, political and public perceptions of businesses and actors, the media overall has started to increase its presence in every field of the public life. Today, media has acquired great power through managing people's opinions about politics, and other spheres [6].

Rapid technological advancement of media has enhanced its power in all areas, including politics, and has almost made it unmanageable. Media, which normally has a larger community than the public, has gained importance as the sole definitive strategy of politics when policymakers have started to depend on it in any of their initiatives. Despite its trend-setting power, the media has tried to maintain a special attitude to politicians as it doesn't have the authority to draft the law. The political leaders are using this power of the media in making sure that the news to the society is conveyed in the manner that is beneficial for them thus being able to manage the public opinion [7]. The political agenda researchers, Rogers and Dearing, who have investigated how the issue is shaped and how it guides the society, have made three conclusions. These conclusions include that the social agenda is created by the media agenda, which also affects that of the important political legislators and their policy implementation plan. Important information presented by the media agenda has a direct and powerful impact on the political agenda."[8]

When identifying the political agenda, the media makes use of the uncertainty in some situations and fills the gap, which leads to either legitimating certain programs or destroying their influence. Media easily plays with public opinion, commenting on various topics in a manner which promotes the opinion it needs, thus influencing the society's thoughts regarding and showing off its crucial role in the formation of the feedback. Media is the main force in all strategic and political topics, defining the political and social sector agenda, and changing the direction of political protests and leaders [9].

The concept of social media during the formation of political and public opinion.

Social media can be viewed as the virtual discussion platforms where people can share ideas and content, and express their opinions. In this sense, social media uses certain elements, which are created by the content creators and are given to the users. This content enables users to start the discussion and communication.

The Organization for Economic Co-operation and Development (OECD), which defined the definition of the "content created by the users", adopted three criteria. This content is readily accessible on the website, blog or social media site accessible by anyone, relies on the original and accurate source, and is within or outside the professional activity of the users. Internet technology, which meets the rapidly developing communication networks requirements, has become a major part of the online public opinion. When we are using the social media, we are exposed to a radical change in every aspect of our lives, such as the economy, politics, social relations, and culture. From this point of view, the technological paradigm has exposed a definite and effective change in the time, space and relationship network and has been able to form new ideas that have become the facts that are now used in our lives. Technological advancements being the main element of the public opinion, have transformed our society into a network society.

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The network society has strengthened its status in the world in a very short time and has begun to alter the structure of the existing society. Internet, which was primarily used to get information, has gradually become a social communication and influence tool, especially with the rise of social media, such as Facebook, Twitter, etc. As social media influences life, the relationships and actors within the structure of the society, it has begun to change the dimensions, function, and speech. Individual, face-to-face communication has been replaced by the virtual relationships through social media. These conditions have changed the people's approach to communication and increased the number of communicating individuals. Thus, the place of the introverted individual is occupied by the individuals with a high social and public status [10]. Having no boundaries in time and place, social media can organize masses of people in a short period of time and is the main element of sharing the message and discussing it. Social media uses the latest technology, provides effective communication and delivers the information to the public in a quick and reliable way. Due to these specific traits, media has the biggest influence on the individual's lifestyle, public opinion and political views [11].

Social media eliminates the segregation between the elite and other population, enables the sharing of information and creates great opportunities being a new form of modern media [12].

Social media is a very broad concept of understanding. The main element of this concept that differentiates it from the traditional media is delivering the information to the people not from one point but from multiple ones. That is, the transition to traditional media outlets is a shift to social media that is communicating with the masses in a short period of time [13].

Social media is characterized by providing the simple, interactive, user-friendly, online, and high-end communication technologies or techniques that make it possible for everyone to influence other individual groups.

It is possible to say that the interaction of individuals in social media takes place in social networks and that the social media is actively used in a targeted way by various influential organizations. Internet sites such as social networks, blogs, microblogs, chat websites, and forums allow people to access content they search for. It also provides a common impact and sharing. Social media itself has become a means of pressure over time. Social media has become an extraordinary platform by its influence and pressure through breaking the untouchability chain and by giving freedom of expression to the voices that no one cared about [14].

On the other hand, there are different opinions about the impact and the influence scale of the social media in various sectors and organizations. Some thinkers say that social media will break down all of the traditional media which have existed up to date and have a great impact on public opinion and politics. Others are skeptical about the high level of impact of the social media and think it is time to measure the effectiveness of these platforms.

The new era of communication opened with the social media has led to the increased interest in every area that shapes public opinion, and to the individual and collective perception of society in the field of socialization. The agencies that explore the power of social media in terms of communication are increasingly trying to learn more about the characteristics of individuals and to target the individual to get his view on politics and other areas of public interest through a personalized social media.

Today, many people and public institutions are continuously and effectively supporting this strategy, thinking that if they do not follow social media, they will lose the meaning of their lives and the opportunity to explore new opportunities, do research and understand threats.

Thus, the emergence and continuous popularity of social media technologies in the field of communication has become an indispensable example of the link between the individuals and organizations. The analyses of the social media's impact which is useful for various organi-

zations is continuously being done through the review of the blogs, microblogs, social networks, Wikipedia applications, social news, discussion sites, and multi-stakeholder sharing. The information obtained through this analysis is further a source of ideas and thoughts for the interested individuals or businesses. The rapid development of the social media is being seen as a great opportunity for monitoring and measuring the impact, and in this regard, good results have been achieved by politicians and public opinion polls. In this sense, tracking, follow-up, and evaluating the social media has become a great power understanding of any social phenomenon.

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РОЛЬ МЕДІА В ОРГАНІЗАЦІЇ ПОЛІТИЧНИХ ПРОЦЕСІВ

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Швидке технологічне просування засобів масової інформації посилило свою владу в усіх областях, включаючи політику, і майже зробило її некерованою. ЗМІ, які зазвичай мають більш широке співтовариство, ніж громадськість, придбали важливе значення як єдина остаточна стратегія

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політики, коли політики починають залежати від неї в будь-який зі своїх ініціатив. Керівники цієї серйозної сили – ЗМІ – намагаються донести новини до своїх місць призначення самостійно і водночас формувати громадську думку як єдиного актора. Політичні лідери використовують цю владу засобів масової інформації, щоб упевнитися, що новини для суспільства передані таким чином, який їм вигідний, маючи можливість управляти громадською думкою.

Ключові слова: ЗМІ, нові медіа, політика, соціальні медіа, громадська думка, політичне середовище, політична система.