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TECHNOLOGY OF INFLUENCE ON POLITICAL PROCESSES

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Abstract. *Contemporary politician should have clear understanding of the technological side of the current politics which gains particular significance in the context of growing society computerization and information. Relying on the technological side of politics means that the political leadership is personally familiar with the basic algorithms underlying all recurring political processes such as elections, ideological work with the mass consciousness, organization of citizens and authorities' interaction, etc.*

Keywords: *political technologies, humanitarian technologies, information technologies, events creation.*

In XX century was marked with the formation of the so-called "political technologies" which offer both the authorities and the political opposition a set of stereotyped forms of action and behavior that, if properly and flexibly used, lead to achieving goals and political success. According to the settled notions political technologies perform a set of consistently used procedures, techniques and methods of activity aimed at the most optimal and effective implementation of the goals and objectives of a particular subject at a certain time and a certain place [7, p. 93].

It is noteworthy that political activity is not a merely formal process because of the complexity and unpredictability of public life. Therefore, we can speak of "technologies" with certain adjustment, understanding that any work with people should always foresee something unexpected, involves some "fluctuation" of methods and techniques, "fusion" of different technologies into a single one or separation from the conventional mode of actions individual acts which are the best in this particular situation [2, p. 114].

Politics per se in the past and today is largely subject to technological principle expressed by N. Machiavelli in the formula "the needs justify the deeds". For him, politics is the only means of winning and retaining power, because it itself is not correlated with the moral and humane ideals. His goal – the independence of his homeland – Machiavelli considers good that is why all means to achieve it are good in his eyes [3, p. 118].

Politician's cruelty towards definite people in the system of technological principle is not connected with the fact that these people have caused anger, hatred and revenge, but with the fact that they are generally seen not as people but as things [1, p. 63]. However, even if the ruler is guided by truly moral motives and is quite competent to implement his intentions into practice, he should understand that "technological approach" has two sides: one is useful and necessary for carrying out even the most humane politics; and another – mean, linked to a slight shift to the manipulation and violence. It is an attempt to mitigate the inevitable pressure of power today is the birth of the phenomenon of "humanitarian technologies". Familiarity with these technologies and their mastery are a necessary point of politician's competence.

The word-combination "humanitarian technologies" is constantly found in newspapers and magazines, it is operated by journalists, sociologists and political scientists. Current practical politician must understand what they can do and how to treat them. The problem is that the meaning of the term "humanitarian technologies" has not been clarified until now – a brand, a defined methodology, a way of thinking. The fundamental difference of humanitarian technologies and technologies of imposition inherent in a totalitarian society lies in the fact, that humanitarian technologies dramatically increase the role of intellectuals in society, have humanitarian education practically demanded [4, p. 67].

Unlike manipulative technologies, humanitarian technologies are implemented in the context of non-ideological social projects. These are the technologies of civil society, although even the state may participate in them, but its guidelines have to be non-political. It is, in fact, the organization by political technologists continuous dialogue between citizens themselves and the development of a "social consensus" on various issues. Thus, the very consensus should be reviewed regularly, because dialogue always stands open and unfinished.

S.M.Yeliseyev emphasizes that the former manipulative techniques inherent to totalitarism, do not create a stable communication environment, so they should always be maintained by the force of power [3, p.22]. As an example of humanitarian technologies researchers bring different kinds of negotiation processes, techniques of "brainstorming", "project management", group psychotherapy, etc.

Focusing on the humanistic content of humanitarian technologies, politician should not lose control over the situation. A power involves an element of compulsion although this compulsion must be reasonable and be useful for the society. Any agreements have their rational limit, and democracy is a form of governance, not anarchy. The most important technical element of modern politics are information technologies. They appeared on the ground of the widespread introduction of computers and the emergence of electronic media [2, p.82]. Their main task is the formation of human pre-defined qualities, a particular type of worldview and behavioral reactions. Information technologies are largely used by competent politicians for achieving political purposes.

Modern society in fact has become an information society. Global information system allows you to quickly and adequately broadcast to the world important messages, in this respect dramatically increases the influence of every politician – statements, events, decisions. To influence the masses information technologies require minimal resource expenses as compared to other means of influence: it is sometimes efficient instead of administrative, economic or even military pressure to influence the inner world of people through media, provide them via the Internet with certain directions. All this suggests that the information society opens up new perspectives for the authorities, for encouraging people to certain types of behavior.

In conditions of rivalry of states the goal of geopolitical information confrontation is a violation of information security of the rival state, informational influence on its authorities, providing own information security, protection of the political elite of information sabotage. It is necessary to distinguish two types of information struggle: informational and technical, informational and psychological. In the informational and technical struggle the main objects of influence and protection are informational and technical

systems (communication systems, telecommunications, electronic equipment, etc.). In the informational and psychological struggle the main objects of influence and protection are the mentality of the political elite and confronting parties: systems of the social consciousness formation, thoughts and decision-making [8, p.72].

The most important points for foreign policy information war are control over one's information space and the problem of influence on the political elite, the information, but the attack on its own population includes a number of methods and techniques that allow to conduct invisible manipulation which helps the authorities achieve maximum control over the consciousness of citizens [6 , p.81].

A number of such areas of influence through information technology can be given as an example. It is resonance technologies of impact on public consciousness that are important. They rely on existing community schemes of communication when the media reproduce, comment, following the purpose of certain political effect they inflate previously formed ideas already known to viewers and radio listeners [3, p.287]. This could be an appeal to the circulating rumors, or it may be persuading people in the suspicions that arose before.

Information technologies with the purpose of certain policy successfully use human fears of all kinds. Assuming that the current Ukrainian information space is controlled to a great extent by geopolitical opponent, it is easy to understand the negative information impact, which is intentionally focused on the population, causing his despondency and depression. It should be noted that the competent politician who understands that he lives in the information society should not only acquire available technologies, but should also be able to manage information flows. Thus, the government should create such an environment in which a positive balance between the building up of applied (technological) information and sociocultural information appears.

Another issue to be illuminated, speaking of the politician's competence in the field of political technologies is "creating events". "Creating events" might be one of the advanced techniques of contemporary politics, an effective way to control people and manipulate their feelings and actions. Constructing political events may occur and occurs at two levels: at the level of practical implementation of the event and at the level of modern media (e.g. demonstration of aircraft ram of New York skyscrapers virtually "online"). Usually practical event becomes public, universally important, interesting for all, thus, an Event, when it is broadcast on television and radio, newspapers, magazines and the Internet provide information about it. But since the direct organization of the events in the responsibility of its performers – hired terrorists, hired demonstrators, TV journalists, operators, commentators, the concept and strategy are subject to the politicians who created the event. There are different opinions on this issue among political scientists.

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The event, which is constructed by the media, is based on the principle of dramatic product and provides people with some perspectives, it is problems and ideas, not individuals that are accentuated there. For politicians, who create events of greater importance is not the event itself, but the goal that it pursued when it takes place – the creation of a certain public opinion.

One can organize and demonstrate an event that would never occur, and based on this event and make practical political conclusions. Constructing events enables creating any events if the authorities benefit from it. The value of this technology for the authorities is in the fact, S.H. Kara-Murza writes, that a person immersed in the play loses the capacity for critical analysis and comes out of the dialogue mode, it he appears in social isolation [5, p. 113].

Conclusions. Thus, it could be argued that technological element in the structure of political competence is required. The technological side of politics means that the political leadership has personal knowledge of basic algorithms that are the basis of all the recurring political processes, such as elections, ideological work with the consciousness of the masses, organization of interaction between citizens and government, etc. As defined algorithms of action, political technologies act as a form of social engineering. In turn, political competence incorporates awareness of the authorities' structures, knowledge of the whole spectrum of modern political technologies: humanitarian technologies, information technologies, election technologies and methods of "creating events".

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INQUIRY-BASED HANDS-ON PHYSICS ACTIVITIES FOR ELEMENTARY SCHOOL AND PRESCHOOL STUDENTS: AN ENJOYABLE INSTRUCTION

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Abstract. *Authors' experience in mentoring research projects of high-school students, instructing of science courses at summer academic programs, and directing of other informal educational activities, was instrumental in bringing creative hands-on Physics experiments into preschool and elementary school. Practice of the kind proved to be both instructive for and enjoyable by the youngest students in Israel, Mexico and Ukraine. Low budget experiments with the most ordinary materials and commonly used devices serving for the apparatus, allowed students to fully perceive that the laws of Physics act not only "inside" sophisticated instruments, but rather rule the nature. However simple the equipment, it produced impressive, often amazingly counter-intuitive effects that young students enjoyed and were eager to research/explain. Hands-on approach let every student participate in the experiments and even do own inquiry. Strongly positive feedback and bright students' insights essentially helped to further improve and develop suggested activities.*
Keywords: *inquiry-based science education, hands-on Physics experiments, informal teaching&learning of science.*