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THE ESSENCE OF LEADERSHIP IN THE INTERNATIONAL DIMENSION

Abstract

In political management practice, the formation of the image of a politician begins with the development of a preliminary program of action, which is determined by elections. To create such a program, the contingent is carefully studied or (as it is commonly called in political science literature) the “target audience” of a political image. This process occurs using various sociological and socio-psychological technologies for analyzing representations, opinions and other manifestations of mass consciousness, conducting expert surveys, observation focus groups, etc. Using these methods, the so-called “ideal image” of a given audience is calculated.

The specific directions of knowledge are studied by the corresponding varieties of political image. The political image, on the one hand, has much in common with the objects of political cognition, on the other, it corresponds to the principles of a systematic classification of political knowledge.

Keywords: image, political leadership, power, problem, position.

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ХАЛЫҚАРАЛЫҚ ӨЛШЕМДЕГІ КӨШБАСШЫЛЫҚТЫҢ МӘНІ

Ақдатта

Саяси менеджмент тәжірибесінде саясаткердің имиджін қалыптастыру сайлау арқылы анықталатын іс-әрекеттің алдын ала бағдарламасын өзірлеуден басталады. Мұндай бағдарламаны жасау үшін контингент немесе (әдetteтте саясаттану әдебиетінде осылай аталады) саяси бейненің «максатты аудиториясы» мүкият зерттеледі. Бұл процесс идеяларды, пікірлерді және бұқаралық сананың басқа да көріністерін талдауға, сараптамалық сауламалар жүргізуге, фокус-топтарды бақылауға және т.б. үшін әртүрлі социологиялық және әлеуметтік-психологиялық технологияларды қолдану арқылы жүзеге асады. Бұл әдістерді пайдалана отырып, берілген аудиторияның «идеалды бейнесі» деп аталады. Есептелген.

Белгілі бір білім салалары саяси бейненің сәйкес сорттарына сәйкес зерттеледі. Саяси имидж, бір жағынан, саяси білімнің объектілерімен ортақ көп нәрсеге ие болса, екінші жағынан, саяси білімнің жүйелік жіктелуінің принциптеріне сәйкес келеді.

Түйін сөздер: имидж, саяси көшбасшылық, билік, мәселе, ұстаным.

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СУТЬ ЛИДЕРСТВА В МЕЖДУНАРОДНОМ ИЗМЕРЕНИИ

Аннотация

В практике политического управления формирование имиджа политика начинается с разработки предварительной программы действий, которая определяется выборами. Для создания такой

программы тщательно изучается контингент или (как принято называть в политологической литературе) «целевая аудитория» политического имиджа. Этот процесс происходит с использованием различных социологических и социально-психологических технологий анализа представлений, мнений и других проявлений массового сознания, проведения экспертных опросов, фокус-групп наблюдения и т. д. С помощью этих методов рассчитывается так называемый «идеальный образ» заданной аудитории.

Конкретные направления познания изучаются по соответствующим разновидностям политического имиджа. Политический имидж, с одной стороны, имеет много общего с объектами политического познания, с другой — соответствует принципам системной классификации политического знания.

Ключевые слова: имидж, политическое лидерство, власть, проблема, позиция.

Political science factors of leader formation make it possible to determine and substantiate the main political technological schemes to maintain a balance of interests in foreign and domestic politics. In this regard, the further implementation of political, socio-economic and cultural transformations, concern for improving the welfare of the population (regularly analyze and optimize the public image of the leader; conducting public speaking trainings, psycho-linguistic examination of the texts of the leader's speeches, their correlation, depend on them) with a specific political context; the constant implementation of individual programs for meetings of the leader with voters, representatives of the media, business, cultural and political elites, visits to regions, etc.), with which you can carry out further political modernization and crisis-free management.

In this regard, the study of the political perspective of the image of a leader is a purposefully constructed structure. It reflects the perception of political, psychophysiological, social and other criteria of personality and activity of a political leader. The image is formed and functions only as a result and / or the process of relations of the political leader with groups, adapting to the socio-political field, and changes under the influence of external and internal factors.

As you know, political leadership is a hot topic in modern political science. In theoretical terms, it addresses the decision in the scientific literature on the role of the individual in history, on the boundaries and possibilities of the influence of political figures on the historical process. Today it is one of the constituent parts of the political process, which is confirmed, for example, by the next wave of actualization of the indicated problem, that is, the problem of clarifying "the situation determines the policy or it is the situation". In the research literature, the theoretical unresolvedness and complexity of assessments of this aspect leave room for its further development. Thus, new trends in this direction are noticeable thanks to the hypothesis of the "planned history" of A. Zinoviev. According to the researcher, "we live in an era of planned history." This time is characterized by an unprecedented increased role of political figures in the construction of social and political systems and a change in the quality of their participation in the historical process.

Despite the fact that today there are two main approaches to the definition of the concept of "image". The first is historical. His supporters tend to believe that it has always existed. The concept of "image" is associated with the development of statehood, because it was not by chance that it was reflected even in the nicknames of kings and rulers (for example, Yaroslav the Wise, Charles the Great, etc.). Supporters of the second opinion are convinced that the time the concept "image" appeared was connected with the beginning of the 20th century. It was during this period that mass production of various types of mass media and, in particular, television, appeared and developed everywhere at a rapid pace. The 21st century, like the previous one, is the time of the creation of political idols. This can explain the need for conscious design of what others need.

In accordance with our point of view, it is advisable to talk about the close relationship of political leadership and the image of a political leader. First, let's clarify what is political leadership in general.

First, wherever groups arise, leadership appears. One researcher noted that "leadership is as old as humanity." It is universal and inevitable. It exists everywhere: in large and small organizations, in business and in religion, in trade unions and charitable organizations, in campaigns and universities. "Any leadership is a group phenomenon. "There cannot be a single leader, a leader" in his own right, "without communication with his followers."

Secondly, leadership can be considered from the point of view of managerial status, a social position related to the adoption of certain decisions. This understanding of leadership stems from a structurally functional approach that considers society as a complex, hierarchically organized mechanism with its own system of social positions and roles. Occupation in this system of certain niches depends on the performance of certain managerial functions, which, in turn, gives a person the status of a leader. If you take into account this opinion,

the leader is a kind of symbol of community and a model of the political behavior of the group. As a rule, his nomination takes place mainly spontaneously from below and then is accepted by followers.

Thirdly, political leadership is a constant priority and legitimate influence of one or more persons who occupy power positions on the whole society, organization or group. So, in the opinion of J. Blondel, political leadership is “power, because it consists in the ability of one person (or several persons), who are “on top”, to force others to do something positive or negative that they would not do either ultimately could not do at all. But, of course, leadership is not every kind of government. Leadership is top-down power.” [1, P. 156].

Therefore, according to Blondel’s theory, the differences between “natural” and “artificial” structures tend to increase, since the policies of the latter are addressed to a large extent to the whole of society, and not to representatives of its individual part. This paradigm of “artificial” structures gives politics a “national” character. And by this they contribute to the struggle of political leaders with narrow-group trends, which is so inherent in “natural” structures. Nevertheless, “artificial” structures far from always can provide the same strong loyalty that is characteristic of “natural” structures. In the emerging conflict between “natural” and “artificial” structures, citizens may be more likely to cast their votes for the political image of those leaders who represent “natural” structures, and not state ones, despite the fact that these may be formal organizations provided for constitutional, or informal, such as political parties or interest groups.

However, this definition of political leadership is not the only one. However, it seems to us heuristic, especially when analyzing leadership in macrosocial groups. In this case, it represents a kind of intervention of power relations in the communicative process of large social communities.

The interaction of leadership as a specific mode of behavior (that is, the fulfillment of a role) and leadership as a “top” position (that is, possession of this status) is accompanied by the appearance of two problems. The first of them is connected with real leadership, which should be separated from formal (holding a position). In the theory of political leadership, occupation of a certain position which is usually called “positional”. Leadership itself becomes a characteristic of real power and is called “behavioral”. It is only partly the product of an occupied position.

The second type of problem is related to the fact that a positional leader is easy to detect, but it is more difficult to identify a behavioral leader. Although, despite these difficulties, in both cases, leadership is associated with power, because a leader (in a behavioral sense) is a person who has the ultimate influence on changes in the course of events. In addition, even Machiavelli pointed out that it is much more difficult to be able to hold than to conquer. To achieve this goal, something more is required than status. In reality, the formal position and real power, the practical ones always interact.

As already mentioned above, all modern concepts of leadership have a common feature: they recognize the fact of the influence of one or more individuals on most people. But what does it mean to “influence”? Influence is represented, for example, as the priority behavior of one subject, which changes the behavior of another.

Of course, such an understanding of “leadership” is not limited only to the interpretation of the concept of “influence”. This process is aimed at joint actions and means that all its participants strive to achieve common goals. According to S. Djibb, J. Julian and E. Hollander, “the influence of a leader implies his positive assistance in achieving shared goals” [2, P. 91].

Thus, the image of a political leader is one of the main factors that can have a significant impact on the relationship between formal and informal structures in the modern political system. The political leader can have this effect in several ways. Among them: 1) interaction with political institutions, 2) rivalry with them, 3) leadership of them, 4) creation of new structures. In all the above cases, the image of a political leader can be a bargaining chip in the game on the side of both informal and formal institutions or represent both types of structures.

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