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EUROPEAN VALUES, MEDIA AND IMAGE POLICY OF THE STATES.

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Abstract

The future of any country depends on the state image on international scene and existence of confidence from society. The influence on public opinion is realizing through mass-media and with state activity. Unfortunately often we are faced with incorrect interpretation of events stipulated by prejudices, politics bias. The information space affects politics and economy. The vision of mass-media and scientific circles is to make a contribution to new foreign relations and improve the social structure of society.

Key words: *challenges of time, social state, image policy, information, mass mentality, political culture, cooperation.*

European civilization values have always recognized a model of attention and respect for man, faithful to the ideals of humanism and traditions accumulated over the centuries. They served as the basis for uniting the peoples of Europe and sustained socio-economic development of society. Based on these values, the peoples of Europe were able to grasp the new, to realize transformation of society in accordance with the challenges of time.

This allowed to ensure for more than half a century of successful and safe growth and to create a qualitatively new form of state's association - the European Union. He, in spite of the crisis, was trying to navigate in the global processes and calculate the consequences of the financial and economic shocks, their price for people.

It is no accident European states call themselves "social" and their economic – "socio-oriented". The last two decades have been hard for the modern world. The subsiding discussions and heated debates around the policy of European states and the EU does not become quiet. But the support is that which remains unshakable - European values. We see a lot of debates about the role of government in the new environment, its relations with civil society and business.

The most important task is recognized to balance the interests of all social partners, to find a compromise, to define clearly their rights and responsibilities. The successful cooperation depends largely of ability to use information, on existence of tolerance and readiness to make compromise. The future of any country depends of the existence of confidence to government from society, also of the state image on the international scene.

Correspondingly, public opinion is becoming a significant factor of national strategies, both in the international and external dimensions. The increasing involvement of civil society institutions in decision – making process proves to be an important feature of the modern system of international relations.

That's why a special attention should be paid to forming the adequate and positive image of the state among its own citizens as on the international scene.

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The main organizational core and effective instrument for everyday life is a state. The future of any country depends from its image on the international scene as from the public confidence. It concerns the advanced Western states and those that pick up different speed in integration process within the framework of the EU, as well as those that are not included in his staff. Tax dumping, international competitiveness and the right balance between economic and social security are the central points of attention. Clear that Europe's social ideals need to be a core element of the continent's engagement in the wider world if globalization turned more socially sustainable.

Not accidentally, the new term "image" or "communicative" policy put up in appearance. This policy has two parts equally important: the external and internal. It is not least because internal affairs are more and more interdependent with the wider world. It should be recognized that the image of the European Union in the world is generally positive. Therefore, the main effort in the present difficult situation go inside. These are questions of trust in the government, the establishment of feedback from the community, creating a strong social base for the support of public policy in addressing emerging challenges.

At the same time we can not turn a blind eye to the existence of "Eurocepticism" within the EU and a critical attitude to him in North Africa and the Middle East. That is what makes Europe does not weaken the focus on communication policy in the sphere of international relations.

For Russia, the daunting question is its image abroad. The reasons for this are varied: the objective and subjective. Impact on public opinion is a variety of ways - through the media, through legislative activity of governments and the measures taken by them in their lives.

In an age of science and technological innovations avalanche of information falls on people and not all are able to orient it correctly assessed the situation. We are faced with the problem of "conditionality" coverage, the practice of double standards, politic partiality especially in international relations. In the first place the talk is about mass – media. Frequently we are faced with a tendency to export own views. Everywhere is clearly visible to impose their own assessments and problem-solving techniques, claims the right to "teach" democracy. You can find plenty of examples - the Chechen events, the Georgian aggression against South Ossetia, the Libyan campaign, finally, Syria.

Legitimately argue that what is happening in the information space directly affects the political and economic relations between countries. In such a situation it is necessary to isolate common problems and try to find compromise solutions. It is difficult to overestimate the role of mass media, Internet and other networks are widely available to the masses of tools of influence. Do not allow carpet bombing of mind through information campaigns, as well as the bombing attacks on the population during the war.

The potential of modern society gives us hope that it will be a powerful factor influencing the policies of states, both internal and external. However, the realization of social possibilities is time-consuming process and require a lot of effort from all players in determining European politics.

In the case of the European Union can be seen that social integration lags behind economic integration and the process of building a "Europe of citizens" does not be achieved until now really meaningful results. Although more than ten years, there is information strategy for the EU. In the 2005 special "White Paper" was published, which introduced a new term "communication policy» as a new field of activity. It was proposed the creation of "European public sphere, which regulates the interaction of the EU institutions and the Society for political problems and enshrines the inverse relationship between them.

For all the differences in image policy goals the construction principles outlined in the "White Paper" are of interest for Russia. These principles are universal: the transparency of government activity, an inverse relationship between state institutions and citizens.

The change of mass mentality is a difficult and lengthy process. I would like to stress once again the role of the mass - media, which must be based on a kind of "ethical code" and not for propaganda purposes. The level of development of modern European society, having as support the traditional values that it cherishes and seeks to protect, allowing consumers to navigate the information in the facts and avoid being imposed assessments, which are often detrimental to the political and economic. I would like to recall the words of Jean Monnet: "If you start to change society, we must start with the culture," So, what we are discussing today, is directly related to culture. It is a culture of people, the level of preparedness of the society, the political culture of leadership. Modern productive and creative society should be able to assimilate information, to do analysis of the facts, to achieve a one suiting compromise. The desire for democracy don't must to turn into a rule: "The mass of say what they want, and the government hears what he wants".

We have already noted that the values of European civilization is the basis for social cohesion. But the problem of preservation of traditions is not more important than the ability to absorb the innovations introduced by the time and respond to their calls.

The massive influx of immigrants to Europe and their aspirations revealed the necessity to be reckoned with representatives of other civilizations, build relationships, meet the requirements of the modernizing world.

EU enlargement and the increasing number of immigrants, the emergence of new active forces determine not only the social and economic, but political priorities. To transform them from potentially explosive and destabilizing factor in the factor stimulating economic growth is an important task today. Moreover, the goal is real. An example is the activity of the Association of Muslims in Europe, which became the organizing force of this part of European society. The next factor, which is essential to the progressive development of society, it is - intergenerational factor. It involves the mobilization of economic and intellectual potential of young people, developing a model of civic education. That's mean - an education in the spirit of social solidarity and civic responsibility. To create conditions for professional adaptation and political formation of the younger generation is a difficult but promising challenge.

Finally, well-organized, enjoys public support and the empowerment of civil society, demonstrating confidence in the state, is able to monitor all the processes taking place in the world today. The European social model that intends to implement the EU, the slogans of social justice and solidarity are complemented by a call to social responsibility and increasing the role of civil society.

In conclusion, we note several areas of possible cooperation, which seems very promising, and would contribute to a fruitful international cooperation. As a positive example to mention the cooperation of scientists. The atmosphere prevailing in the international academic circles, it would be nice to borrow and politicians. However, and scientists have something to reproach. There is a historical culture, sometimes called the "culture of memory", and which demands the respect. This culture is an integral part of world culture. The distortion of history, the silence of its lessons can lead to disastrous results. In particular, we are talking about the Second World War, its causes and estimated results. Experience shows that this leads to biased estimates of events today, inflate ethnic and religious strife, inter-state isolation. History shows that Russia is not just losing the information war, and now some of the incidents in the international arena adequately evaluated, but the provision of objective information, opinions often change. This indicates the need to work on improving communication policy of the state. And here it is difficult to overestimate the role of mass media and scientific community. There are two things that could bring real benefits: 1) to establish a regular issue of the popular products (including in the Internet) accessible to the mass consciousness with explanations of specific events and the situation. 2) to develop a "code of ethics" for the media. Journalism should not be

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propaganda. However, many are oriented to the customer and payment. This is a rather sharp and sensitive issue, and the independence of the media often remains a dream.

However, there are some things that certainly are of interest for all, and the development of which can fuel future cooperation.

The fight against terrorism and neo-Nazism. It hardly needs explanation.

Fight against corruption, which has become a social phenomenon, a system of governance and public life. Eradication of tolerance to it in society.

Solving the problem of migration, both of demand and supply. The threat of Islamisation of Europe, the issue of multiculturalism.

Achieving inter-generational balance, which is especially important for the future of any country. Finally, what is directly related to the topic of today's meeting: harnessing the power of the information society and innovation for the education of the mass consciousness, creating an international atmosphere of transparency as to social and economic development and improve the political culture of society.