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INNOVATIVE INFORMATION AND COMMUNICATION TECHNOLOGIES REPUTATIONAL CAPITAL FORMATION OF THE STATE

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Summary. Russian Federation – one of the world's leading political actors in the modern globalized world, that's why such problems as formation, development and implementation of its positive image, reputation capital are relevant now. Information and communication technologies are the innovative tool of foreign and domestic policy for Russia to influence public opinion.

Keywords: innovation; information and communication technology; the reputational capital of the state; blogging; blogosphere.

At the present time political science needs to develop conceptual approaches, not only in theory of cognitive character, but also carrying constructive and transform functions of political space.

At the beginning of XXI century different schools of political science offered the doctrine of informatization of the political space and technology. Methodology, principles, methods are the basis of the political space technologization. Today we note revitalization of research in the field of policy space technologization, there are different approaches and points of view on this matter.

In the process of solving individual problems were generated knowledge about the specific elements of the of technologization of political processes in identical systems; diagnosis of political events, the principles of the processing and analysis of political information. For example, Studies of political processes of G. L. Akopov, E. E. Semenov, R. V. Skudnyakova, L. L. Tamayko are devoted an innovative information technology support [2; 10; 11; 13]. In these studies analyzes the impact of modern means and methods of political communication for conducting effective dialogue between the government and society, providing publicity, transparency in

governance and management, giving feedback between the political elite and the people, etc.

We would like to focus attention on the essence and content of some terms "innovation".

The term "innovation" comes from the Latin "novatio", which means "update" (or "change"), and the prefix "in", which translates from Latin as "in line". If we will translate "Innovatio" literally – it will mean "in the direction of change" [1, s. 162–164].

Innovation (Lat. inovatio) – cultural phenomena that was not in earlier stages of development, but that appeared at this stage and got in her confession ("socialized"); entrenched (recorded) in symbolic form and (or) in the activity by changing of ways, mechanisms, results, content of the activity itself.

In the second case, the concept of innovation is often uses for expressing its essence in terms of innovation processes (if the process is taken into account the changes in the environment paired) and revealing its contents as a complex process of creation, dissemination and use of new practical tools (innovations) for the satisfaction of human needs, changing during the development of socio-cultural systems and the subjects [6].

Innovation – it is not novelty, but the only one that seriously improves the efficiency of the current system [5].

The analysis showed that innovation are related with changes of the object (environment, process, system, etc.), and these changes are directional in nature and are intended to improve the effectiveness of the object. Innovation is the product of intellectual activity of actors that implement them.

The technological approach is oriented to the achievement of the principles role of standardization of recipes that provide reproducible results. Technological knowledge is related to the analysis of specific daily situations to identify and organize the forces and means to achieve the result. The system of technological knowledge provides the necessary results, subject to sequence actions and use the necessary means of action. In this case, the space-time processing sequence is determined by the purpose.

Czech political scientist V. Prorok writes, "... if globalization is a new phenomenon and is the result of technological innovation, its consequences can be significant, that is, the political process becomes more dynamic" [9, s. 224]. On the other hand, according to A. A. Gorbachev: "The general sense of "innovative modernization" can be formulated as a mass introduction of technological know-how and modern technical devices in all spheres of society... By analogy with Peter's time, when the ruling class were sent to Europe to learn something without further specific goals and now we have the mindless brought to the introduction of automatism major technological innovations in all social and political institutions, without using of any research supporting the effectiveness of these new products in the specific realities" [4, s. 147–148].

We agree with the A. E. Sokolova which asserts that "reputational capital of the state is a complex construct that includes formed in the mass consciousness of the target groups impression and knowledge of the characteristics of the carrier's reputation, and which can be an intangible asset for the profit in the form of material, social, political, and other investments. Reputational capital of the state is an essential intangible asset that

can provide a stable position subject of reputation (the government) on the international stage, investment in the economy, socio-demographic comfort inside the country. Reputational capital of the state is designed and realized in order to more easily and effective problem solving of the state: creation of profitable economic and military-political alliances, partnerships with other players on the international stage, the possibility of obtaining loans. The reputation of the state is in the basis of the forecast of its behavior by other international actors and decision-making regarding the interaction with this state. The negative reputation of the state can lead to decisions and actions against him, which in turn can impair the reputation of the subject of these decisions and actions. Positive same reputation contributes to the achievement of current political and strategic goals and objectives" [12, s. 179].

The basis of reputation capital of the state is information reflecting the individuality of the state, its specific features and resources – natural resources, economic, political, demographic, historical, social, cultural, informational features, organizational and legal structure, the confidence of partners, professional management, the degree of corruption, features of communication and much more.

We can also support some researchers, who claim that "the differences are present mainly in the fact that now the reputation of a political leader (Institute) gets not only through specific cases, but with the help of appropriate technology, communications, allowing to form a desired image and then brand and reputation" [14, s. 3]. The image of the state is a complex stereotyped conception of the state, based on the objective characteristics of the state, taking into account the peculiarities of its historical development, formed by mythologizing and information and communication technology, mediated by collective experience of the people [3].

Block of technological means and methods of forming a positive reputation capital of the state includes: the creation of an information basis for building of reputation capital of the state, such as, the creation of an attractive image of the heads of state, the formation of high political and legal culture, implementation of a stable

political course; optimization of the international channels of communication; joining the global information space, strategic positioning and tactical repositioning of the brand "Russian", attracting scientists in the field of semiotics, promotion of the state at the international level of Russian business – structures, the formation of a favorable investment climate for foreign companies, etc.

Public opinion survey conducted by BBC World Service in 27 countries, showed that the recent attitude to Russia everywhere except China, improved. However, the balance is not in favor of it – only 34 % of the respondents expressed a positive view of Russia, and 38 % – negative. Warmer all belong to Russia in India (58 % positive opinions against 18 % negative), and cooler all – in Germany (20 vs. 58 %) and almost the same in France. Positive and negative opinions of Americans about Russia were divided about equally (38 vs. 41 %, respectively) [8].

Today, in demand search for innovative approaches in the formation of authority, image, brand, reputation capital of the state, without which it is impossible to achieve important strategic and tactical goals. Priorities of reputation capital of the state, of course, determined by the rapid development of mass media and their importance in shaping public opinion, stereotypes and other installation images that are consciously or unconsciously influence on political decision-making, including on the international level, it is important to emphasize that special role in these processes will play information and communication technologies that integrate the collection, processing, storage, distribution, display and use the information in the interests its users. For example, the Foreign Policy Concept of the Russian Federation is so "An integral part of contemporary international politics becomes a "soft power" – a comprehensive toolkit of solutions foreign policy objectives relying on the capacity of civil society, information and communication, humanities, and other alternative methods of classical diplomacy and technology... In public diplomacy, Russia will pursue its objective perception in the world and develop its own effective means of information influence public opinion abroad, strengthen the role of Russian

media in the global information space, providing them with the necessary government support and actively participate in international cooperation in information sphere, take the necessary measures to repel information threats to its sovereignty and security. In this activity will be widely used the possibilities of new information and communication technologies. Russia will seek to achieve a combination of legal and ethical standards of safe use of such technologies. In this activity will be widely used the possibilities of new information and communication technologies. Russia will seek to achieve a combination of legal and ethical standards of safe use of such technologies" [7].

In our opinion, the formation of reputation capital of Russia is distinctive and modern conditions is becoming increasingly theoretical and pragmatic. Reputational capital is one of the the most important directions of choice of the future, getting the technological dimension, transforming the course of socio-political development of the country in a global world.

It is important to note that the Russian Foreign Ministry has also managed to join the "digital diplomacy". To describe a new phenomenon in the Smolensk area even come up with their own term – "innovative diplomacy", deciphering it as "a tool of Russian foreign policy to influence the public opinion, using information and communication technologies". Today, the Russian Foreign Ministry has 70 official Twitter accounts.

The most popular account is (@MID_RF). About 65 thousand people read it. At the end of last year, the official representative of the Ministry Lukashevich at a weekly briefing began to answer questions sent via Twitter. The speech of Minister Sergei Lavrov can be found on the official website of the Foreign Ministry in YouTube, and since February also in Facebook, where also his statements and comments of the media are laid out, as well as interesting facts about the history of diplomacy. In the nearest future official representatives promise to update the main website of the Ministry. In the ranking of the "digital diplomacy" AFP Russia takes the 13 th place [15, s. 45].

The blogosphere is an innovative platform for the "break-in" of the new

information and communication technologies in politics. Considering the blogosphere as a system, it is appropriate to allocate the following structural elements:

- goals pursued by the subject (blogger);
- The quality of information;
- subject of the entity's activities;
- subject as a creative individuality:

it creates goals of its own activity and of subordinate objects that have information and resources using them at own discretion, has a social and political experiences and knowledge and adds, has information about the advantages and disadvantages of their activities.

At present, the blogosphere as a tool allows to create mood and examine the views of bloggers against to various aspects of social life, advertise ideas, symbols, views, create argumentation framework for solving the existing political problems, implement PR-agents of influence, provide feedback, interact with certain (selected) audience, in order to create a positive (negative) image of political actors to monitor public opinion, etc. On the other hand, the influence of blogs should not be overstated. A number of researchers refer blogs to informal channels of political communication, along with rumors, gossip, anecdotes. With these channels are created, as a rule, "surround" background in relation to the existing political regime, the state as a whole, in the virtual space.

We note that Russian blogosphere as an information tool to influence public opinion is in the process of maturing. This process is ongoing. Expediency and effectiveness of implementation of e-conscious network policy became particularly evident thanks to D. A. Medvedev (President of Russia from 2008 to 2012). He has repeatedly focused attention in public speeches the public, and especially the officials on the need for intensive development of the Internet throughout the Russia and the involvement of the authorities and management in the process of interaction with the public through the new electronic technologies, thereby forming a positive image of the state. At the time, blogs of the President of Russia Dmitry Medvedev on the microblogging service Twitter and blog-hosting LiveJournal became the winner in the category "Top Blogs" award "blog headings 2011". However, the ex-President

of the Russian Federation was awarded the title of the "Best blog statesman".

Thus, we can state that political science and the political actors are actively searching for relevant tools and methods for solving applied problems in political space by continuing to schedule spheres the application of innovative technologies. The problems of introduction of innovations are in correlation to the entire system of political development with a focus on information technology software the current political processes. Trends of further information and technologization of political space can be traced with the impact phase of technological innovations.

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