

Model of the future analysis in the programs of political parties

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Abstract. The paper addresses the problems of political modeling and analysis. It brings up issues of political discourse and namely of political parties programs. The authors examine the means of expression of the future model and characterise it. They deal with methodological basics of the image of the future modeling, they analyse the representation of the model of the future in political parties programs. The authors approach the problems of ideology in the context of the future planning and modeling, they examine a conceptual and comprehensive structure of a party program. The model of the future has a key position in the program of a political party. The pertinent model of the future proposed by the political actors can largely influence and improve political and social wellbeing.

Introduction

The sense of the future is a fundamental part of a human consciousness. This sense is located on the basic axis of coordinates by means of which a person is oriented in the outside world. It is included in the individual, social, and thus political temporal plan. The time horizon of modern society is determined by the future. Therefore modeling and programming of the future may be so important in our modern society.

While today there are many researches on political parties, political concepts, analysis of political discourse, and, in addition to these, there are researches on temporal problems and, particularly, on the future issues, there are still no works considering the model of the future and its linguistic expression in contemporary programmatic texts.

No doubt, the topic of the future in the political text, namely in the programs of modern political parties, is very important and significant for our society. Political parties, especially those that form a national parliament, have a great impact on the political, social, and economic wellbeing. And the analysis of the future modeling in these political texts can help us to find an appropriate model of the future for our society.

Materials and methods

In the studies of contemporary political discourse conducted in this work, the cognitive approach is used as a basic one. At the very core of the cognitive approach is the idea that human cognitive structures have indissoluble mutual ties in the framework of a common

task. This task is to explain the process of assimilation, processing and transformation of knowledge. These are tasks that finally define the nature of the human mind.

The analysis of political concepts is very important in terms of current cognitive method. In this research we make use of the political concepts analysis to reconstruct the hierarchical structures of the meaning that are present in the political language, to analyse the structure of concepts, and to build their cognitive schemas (V. Bell, I. Berlin, C. Geertz, S. Holmes, H. Lasswell, I. Sternin, M. Wissenburg, et al.). The political concept is a structural element of the linguistic image of the political world that is formed as a result of cognitive activity [1-5].

Any statement can be determined by cultural facts and, therefore, this statement is associated with the characteristics and interests of a society or of a particular social group. Thus, one can discover the power relations in any statement. Yet it is important to note that the content of a message can often be related to the field of politics implicitly [6]. Discourse analysis is oriented not to what is said or written, but to what is received (or built in consciousness) by the addressee during the communication act. We have to identify the cognitive structures (concepts, basic knowledge, beliefs, projections, frames, etc.).

Thus, our approach to the concept of the future can be defined as semiotic one. Combining different notions of the concept we can see that the concept is a structural element of the world's linguistic image, formed as a result of cognitive activity. In the frame of our research, we consider the political concept of the future as "a verbal expression of the model of the future presented by political parties in their program documents" [7]. In the

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studies of the number of researchers (M. Greenberger, M. Crenson, B. Crissey, P. Madsen, et al.) it is emphasized that the model is, first of all, an image of the original aimed at the goals, while a goal itself is already a model of the desirable state of things [8, 9]. In the context of political modeling, it should be noted that the goal of a political party is the base, the core of an image of the desirable future that it offers to a society.

Results and discussion

The constructivist approach to social reality implies that in the consciousness of a human being this reality is complemented by projects [10]. The future can be defined as a projective completion of a current reality. Therefore, the temporal dimension of an individual is determined not only by a sense of social time but also by culture. So this temporal dimension is, in its turn, an integral part of this culture. This refers to the political culture and the culture in general. The model of the future has a key position in contemporary communication and in the formation of modern dynamic society.

The study of the problems of the future in the specific political texts (namely in the programs of political parties) leads us directly to the problems of political parties analysis, ideologies, doctrines, basic components of programs, supporters systems, etc.

Analysis of the programs of political parties is extremely relevant for modern political science. The party program is an independent type of text functioning as a part of political discourse [11, 12]. As a central document that determines the activities of the whole party and its supporters, the program has a nature of a fundamental text from which articles, press releases, brochures, texts for public presentation, etc. are created. Voters often perceive the goals and objectives stated in the party programs as a kind of obligations of the parties who present for the election. In addition, it is almost impossible to determine an exact author of a party program; this author is collective.

Moreover, the conceptual plan of the programs of political parties is now an important component of the politics. It is associated with the activities of political parties, the incorporation of ideologies in the practice of political action, electoral competition and communication between parties, and finally, with the development strategy of political system and society in general [13, 14].

It is necessary to underline the connection between ideology and the program text, its discursive nature. Programs of political parties fulfil the following communicative functions: information, assessment, impact, cognition and regulation [15]. The model for the political future is included in almost all of these functions, but in addition, this model represents an essential function of integration performed by the program - that of the orientation. To be more accurate, the program aims to convert the goals, basic guidelines and values in the text format that can attract members and motivate them to action.

Also, the problems of the future in the political texts and especially in the programs of political parties leads us directly to the ideological and political characteristics of the text and to the basic program components. We examine “the programs themselves with their structure, their links with ideologies and parties”.

Currently the researchers of ideological problems, political parties and electoral process are more interested “in the problems of the current situation”: the recent results, political claims during the election campaigns. However, it would be logical, first of all, to trace the evolution of political parties programs, doctrines and ideology changes.

The problem is that the future belongs to the category of slow and very slow changes, while the transformations and political events (elections, regional conflicts, etc.) are of fast nature. So this causes a mismatch of political cycles and problems of understanding of the future.

Thus, the programs of political parties are undergoing fast changes, but the doctrines that are based on the systemic level of values and goals change quite slowly. While the rhythm of ideology changes is in most cases very slow.

It should be noted that ideologies are strongly oriented to the future and they are of the conceptual nature. Political ideologies represent criticism that aims to change the current social and political situation in accordance with their ideals.

We can imagine an ideology, a doctrine and a program as more and more precise steps of political action motivation. Moreover, the text of a program contains an ideological core, a doctrine and a tactical situational part (programmatic). So ideology and doctrine are presented in the text of a program (fig. 1).

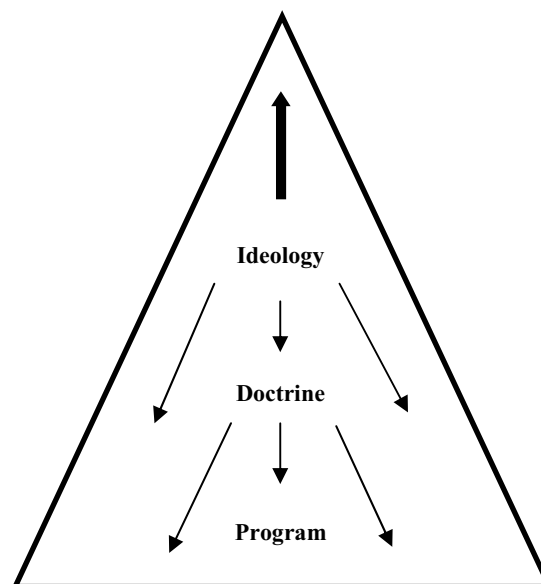


Fig. 1. Comprehensive structure of a party program

Therefore, ideology, related to the world view, determines the goal, the references and the main trends for adherents. The doctrine gives them an axiological and inspiring content. The programmatic part (in a strict

sense) motivates to concrete actions to achieve the goals and values (fig. 2).

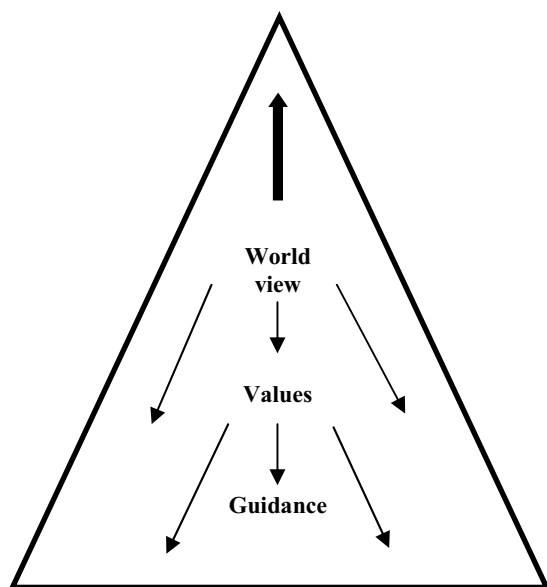


Fig. 2. Conceptual structure of a party program

It is necessary to point out that in this research the model of the future is understood as an abstract linguistic model, in other words, an ideal construct in natural language that is created by thought and consciousness. The model of the future represented in the programmatic document of a party may be considered as a final product of the thinking of the authors that is ready to transfer to the society.

As it was mentioned above the political concept of the future is “a verbal expression of the model of the future” [7]. This concept of the future is an important basic concept for an individual and for society in general. This concept is one of the elements of the guidance system "time – space". It provides meaning and dynamics for the actions of individuals and society.

Thus, determining the structure of the concept of the future in the program of a party, it is possible to imagine “the very model of the political future proposed by this party” [7].

The problem of the future in the programs of political parties is very important for understanding and interpretation of the political process in general. It is impossible to explain the nature of the "process" by the immediate negation of the previous fact by those that are new. The divergence between balance and imbalance, traditions and innovations depends on the model of the future (in our case, in particular, the political future) receiving the features desirable for the society and its parts in the temporal plan of the world perception.

These ideas bring us closer to understanding of the model of the future as an object- substituent that has properties and characteristics of an original object. At first, this vision allows us to abstain from the study of such a functional equivalent of the model as a project and from the study of political utopias. Then, this approach leads to the problems of goals and values. It raises the questions about experience, foresight, needs,

and perceptions and gives us the opportunity to use the political concept as a unit of scientific analysis.

This is namely the model of the future that provides the connection between goals, values and ways to achieve them proposed by political parties. Thus, according to the conceptual structure of the party program (mentioned above) it is possible to represent the model of the future in a specific party program in the following way (table 1). This model is a hierarchical structure. The main goal of the party is at the top. Then there are the values of the party that are followed by measures to ensure the achievement of the goal and affirmation of values.

Table 1. The model of the political future in a party program

1. Main goal
2. Values
3. Measures to ensure values and goal

Based on the fact that the concept of the future is a linguistic expression of the model of the political future that is presented in the programmatic texts of the parties, we can represent the structure of the political concept of the future in a specific programmatic text in the following way (table 2) as a hierarchical structure. The basic layer of the proposed concept is at its peak, it expresses the main goal of a political party. The summit is followed by the conceptual segments corresponding to the party's values. Behind them there is a concept periphery that expresses the specific measures to ensure that the goal will be reached and party values will be affirmed.

Table 2. The structure of the concept of the future in a party program

1. Basic layer
2. Conceptual segments
3. Periphery of the concept

Therefore, the concept of the future is a linguistic expression of the future model in party programs. This is the model of the political future that structures the program of a party. This model provides a link between goals, values and ways to reach them that a political party offers to the society. This phenomenon can be explained by the nature of a political party program that is initially oriented to the representation of the political future proposed by this party.

Conclusion

Summarising we would like to note that this is exactly the model of the future, the idea of understanding of the future that is a key element in the program of a political party. The structure of each program is a representation of the programmed future.

The model of the political future is a focused image of the future that is proposed by a party to the society in order to achieve its own goals as a political institution. Through this model that represents the expected political future the program of a political party structures the consciousness of potential voters, it asserts the party, advances its interests, and, at the same time, simulates reality. With this model the political party program becomes an important element of contemporary political technologies.

The future plays such an important role in the life of a person that now the plan of the future broadly defines the main directions in the formation of a dynamic and emerging society.

The formation and modeling of a pertinent image of the future is extremely important for our modern society in the context of sustainable development, national and international security, and improvement of political, social, and economic wellbeing.

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