



ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ТҰҢҒЫШ ПРЕЗИДЕНТІ - ЕЛБАСЫНЫҢ ҚОРЫ

**«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»**

студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ

**СБОРНИК МАТЕРИАЛОВ**

XII Международной научной конференции  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ – 2017»**

**PROCEEDINGS**

of the XII International Scientific Conference  
for students and young scholars  
**«SCIENCE AND EDUCATION - 2017»**



14<sup>th</sup> April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**«Ғылым және білім - 2017»  
студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
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**2017 жыл 14 сәуір**

**Астана**

**УДК 378**

**ББК 74.58**

**Ғ 96**

Ғ 96

«Ғылым және білім – 2017» студенттер мен жас ғалымдардың XII Халықаралық ғылыми конференциясы = The XII International Scientific Conference for students and young scholars «Science and education - 2017» = XII Международная научная конференция студентов и молодых ученых «Наука и образование - 2017». – Астана: <http://www.enu.kz/ru/nauka/nauka-i-obrazovanie/>, 2017. – 7466 стр. (қазақша, орысша, ағылшынша).

ISBN 978-9965-31-827-6

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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УДК 378

ББК 74.58

ISBN 978-9965-31-827-6

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ұлттық университеті, 2017

**СЕКЦИЯ 5  
МЕЖДУНАРОДНЫЕ ОТНОШЕНИЯ**

**Подсекция 5.1 Международные отношения**

UDC 327

**THE MECHANISMS OF PROPAGANDA AND PRINCIPLES OF ITS WORK IN THE XX  
CENTURY AND TODAY**

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The main goal of that article is to outline the main methods and techniques of the propaganda on the example of Nazi Germany's civil propaganda and to observe the tendencies of development and using of that public opinion creating instrument nowadays. But first of all it is necessary to define the key terms:

Propaganda – 1) according to the Great Soviet Encyclopedia, propaganda is the spreading of the political, philosophical, scientific, artistic and other views and ideas with a view to their introduction into the public consciousness and the activation of mass practical activity. The main elements of the propaganda process are: its subject (social group, whose interests are expressed by propaganda), content, forms and methods, means or channels of propaganda (radio, television, print, lecture propaganda system, etc.), object (audience or social communities, to which propaganda is directed). The social interests of the subject of propaganda, their relationship to the interests of society as a whole and of the individual groups to which propaganda is directed are the crucial factor of propaganda.

2) according to Encyclopedia Britannica, Propaganda, dissemination of information—facts, arguments, rumours, half-truths, or lies—to influence public opinion.

Crowd manipulation – 1) one of the methods of the massive control (including communities, collectives, social groups) by the creation of the illusions and conditions for controlling their behavior. This affection is directed at the mental structures of a person, is carried out secretly and aims to establish control over behavior, to deprive the freedom of choice of the object of manipulation by changing the ideas, opinions, motivations and goals of people in the right direction for the certain group. (S. Kara-Murza)

2. The act of influencing people or managing them with agility, especially with disdainful overtones, like covert management and handling (Oxford English dictionary)

These theses will be the center of the article and one of the objectives will be to draw the distinction between them and find out in what way it is possible to meet propaganda today. According to British definitions, there is a really insignificant difference between these two term, but at the same time Soviet and Russian researchers stated that the terms should not be confused, and cannot be replaced by each other. In order to answer these questions, it is necessary to go down in history, especially to the beginning of the XX century, when such phenomena as propaganda started to unfold in full power, because of the political situation and later because of the significant breakout in the field of mass media and communication. The first massive using of propaganda is dated by 1914-1918, the period of the Great War, when the nationalism of European Empires reached its highest peak for the last hundred years. But the propaganda of that period of time was mostly addressed to soldiers and was supposed to support their spirit during the battles and help to resist the challenges of the wartime. But after the war, governments of the newly formed states such as the Weimar republic or the Soviet Union in a row with the survived Empires decided to transfer the newly made military instrument to the civil one, and the brightest example of that process was

Nazi Germany, although the results of their action led to the most destructive world in history of the human race, it is an obvious fact that their propagandistic machine became the most sophisticated and effective, and created one of the strongest ideologies for the civil society.

Establishment of the NSDAP (Nationalsozialistische Deutsche Arbeiterpartei) in 1920 is considered the starting point of the National-socialistic ideology. During the struggle for power the leaders of the party, headed by Adolf Hitler realized the importance of the political mobilization of the masses, so the role of propaganda dramatically increased in order to attract more and more supporters to the party. Distribution of leaflets, street agitation by the members of party, that was effective during the interior period, but after achieving the first results the effectiveness started to decline, because of extensive methods of spreading the information, so the people just were not impressed enough anymore and the party just had not enough resources to cover all the population. The new breath for the party became the publishing of the book "Mein Kampf" authored by Adolf Hitler, combining the biography of the author and the public view of the national-socialistic ideology in an available form. So the methods used in that period of time were effective enough to attract the core electorate and win the election to the Reichstag, so the primary goal was achieved and we see the significance of civil contact in that stage. The full carte blanche was gained by Nazis after 1933, after A. Hitler became the chancellor and in fact entered into power as the leader of Germany. After that in accordance with the strategical plan of A. Hitler, which was spelled out in the chapter "Propaganda" of his book, the principally new state institution under the name "Ministry of propaganda and public education", the special organ of total propaganda which was supposed to make population to believe in the national-socialism. The newly established ministry was headed by Joseph Goebbels. As the NSDAP and its leaders became the major players of German political arena and all the opponents were already suppressed or destroyed, Nazis received the priceless opportunity to establish the ideological monopoly. Because of that the governmental decree placing the general political propaganda, the highest political school, state festivals, the press, radio, book publishing, art, music, theater, cinema, the moral state of society. That was the first example in the history when government merged with the organ like this.

#### **Structure of apparatus.**

But after the ministry of propaganda won the race of competence, which occurred in the first years on the Nazi reign, it became the monopolist in the field of mass manipulation. The structure of newly formed institution was changing, but the most common was represented by 12 departments, covering all the relative spheres:

1. Administrative
- A. Economic
- B. Human Resources
- C. Legal
2. Propaganda (NSDAP party organ, covering the major directions and regulating the whole process of propaganda-making. Congresses, exhibitions, local propaganda, political propaganda, ethnic German propaganda, censorship, healthcare propaganda, race policy propaganda, social activity propaganda.
3. Radio
4. Press
- A. Sector internal media
- B. Foreign Press Branch
- C. Sector periodicals
- D. Print Sector for Culture
5. Cinematography
6. Theater
7. Abroad
8. Literature:
9. Art
10. Music

11. Folk art
12. Foreign tourism

#### Radio in the propaganda

Radio as the crucial and vital part of the propaganda.

In the case of Nazi Germany, the leaders of the government were the first who understood the importance of the new technologies in the propaganda approach, so the radio was the most available and widely spread modern technical facility of that period of time. "In the XX century the broadcasting will become, what the press was in the XIX century". That quote belongs to the minister Goebbels. All the German radio broadcast was under control, covering approximately 40% of the population. It was quite easy to take under control, just because the sector of radio broadcasting was already monopolized by the state during the Weimar republic reign. The first years were extremely effective so Nazi in the sort period between 13 July and 16 August 1933 subordinated all the radio stations in the country. They were working by the principle "Broadcasting must reach everyone, or it will not reach anyone".

Another vector of the radio broadcasting was the foreign propaganda of National Socialism and so-called "Black broadcasting", directed to destabilize the current regime and create the fifth column, which would be loyal to the Germans in the case of conflict. The main examples can be represented by three main anti-Soviet radio stations, supporting the suppressed or escaped opposition, having Trotskyite, separatist and nationalistic Russian character. The last one played a significant role during the World War II, just because the most of collaborationist movements in the Soviet Union were formed around that direction and strictly supported by the Foreign Russian Orthodox Church. The brightest examples were "Russian Liberation Army", and seven foreign legions and formations of the SS. But the Soviet Union was not the only one state, where the Nazi propaganda reached. There was plenty of the radio stations in Hamburg, Munich, Leipzig, Konigsberg Breslau, Koln, Gliwice, Dresden, which were broadcasting all across the Europe. The total amount of broadcast languages was 53. In 1938, the daily duration of foreign broadcasts was 22 hours for the countries of the Western Hemisphere, Africa for 8 hours, and Asia for 21. More than half of the programs were conducted in English, about 40% in German.

#### Press in the Third Reich

The part of the Nazi press begins from the 4<sup>th</sup> of October 1933. The Law of press, which was adopted by the German government became the first step in the death of the free press in the Third Reich. Since that moment the press became being considered as the public profession, so any reporter or publisher had to have German citizenship, Arian origin and no relative links with the Jewish. If fact that act was the racial cleansing of that sphere of the public life. The essence of law was concentrated in the 14<sup>th</sup> chapter "Do not publish in the newspapers that one way or another misleads the reader, mixes selfish goals with the public and leads to a weakening of the power of the German Reich from the inside or from the outside, to undermining the will of the German people, the defense of Germany, its culture and economy, and all that, what offends the honor and dignity of Germany". The next step was the monopolization of publishing. As it was mentioned before, the Jewish people started to be suppressed, so in order to save themselves they had to sell all their shares and leave the sector as soon as possible. Max Amman became the new king of the German press. In the 1933 he became the head of "Eher Verlag" publishing company and absorbed the other publishing agencies, which started to disappear from the horizon, buying them from the Jewish owners. In these conditions, "Eher Verlag" together with publishing concerns, which he owned or controlled, turned into a monopoly newspaper trust in Germany.

#### Art

The year of 1933 also became the start of the German theater's decay. It also became the part of Nazi program nationalization and subordination to national-socialistic ideology. The theater fell as the first victim of the regime. The great plenty of directors and actors were Jewish, so the racial cleanings started immediately, just because the Nazis couldn't afford Jews to perform on the screen in front of the German citizen. For sure, the quality of the plays decreased, because the real talents had to leave the state or to be imprisoned. The wave of migration and suicides as the form of the

protest occurred in the whole Germany. So the racism and anti-Semitism became the major topic for the theater and cinematography. Apotheosis was reached in the 1934/35. On the 25<sup>th</sup> April 1935 in Berlin, opened the International Film Festival, which brought together over 2 thousand delegates from 40 countries. At this festival, the official premiere of the film "Triumph of Will", filmed during the party congress in Nuremberg in September 1934. By 1937, the German film industry was actually nationalized. In 1938, the last one significant documentary film was released - "Olympia", in 1936. In 1939, a series of anti-Semitic films began: "Rothschild in Waterloo" (1940), "Jude Süss" (1940).

At the case of the other branches of the art, such as painting, sculpture or the other types were also under the strict centralized control of the competent organs. In the 1937 the exhibition "Degenerated art" was opened and started its way through the Germany, showing the objects of art, which were not satisfying the needs and spirit of national-socialistic doctrine of art. "The exhibits with their expressionistic-cultural Bolshevik or Jewish-distorted forms should have produced the impression of mockery of the inherent dignity and beauty of the emerging Germanic man"

### **Theoretical and structural description of the Nazi propaganda**

So according to the information which is give above, the fact, that propaganda was one of the most effective and common Hitler's, becomes quite obvious. And it is visible that propaganda was a complex set of the factors and spheres, formatting the almost perfectly debugged system of mass control. So the theoretical and structural model of Nazi propaganda took a significant position in chapters of different researchers.

Let's start with the primary source, represented by the work of Adolf Hitler, called "Mein Kampf" (My struggle). There were 2 main principles of Nazi propaganda:

1. Humanity and beauty cannot be used as a propaganda scale;
2. Propaganda must always be addressed only to the masses; it is not a scientific teaching.

So, Hitler stated that propaganda shouldn't be considered as the truth and cannot be drawn upon the felling of the beauty, it should a standardized machine, working on the satisfaction and support of the mental needs of majority, to integrate them and make them think that they are the part of something greater, the uniqueness is destroyed in that cases.

Another structural description was the theory of Emile Dovifat with his 5 basic laws of propaganda.

I basic law - the law of mental simplification

II basic law is the law of material limitation

The third basic law is the law of the hammering repetition

IV basic law - the law of subjectivity

V basic law - the law of emotional injection

The law of mental simplification meant that any complex thought explaining this or that phenomenon was reduced to a simple scheme, understandable to any person. The law of material limitation was closely related to the first law. If you talk about a particular subject in detail, give a lot of information about it, then, firstly, the object of influence will simply "drown", become entangled in it, and lose interest in propaganda materials. This will reduce the overall effect of the effect on the masses. The effect of the third law is obvious. The law of subjectivity was about the personal views of the orator dropped to the society. Emotional injection is necessary, both to maintain a person's constant interest in what propaganda talks about, and to make information easier to enter into the head. When they say emotions and feelings, the mind is silent.

### **Conclusion:**

Technological revolution and means of propaganda today

But the 1970s became the turning point for propaganda and for the information sphere as itself. The invention of the personal computer and then the internet, the information technology crown of creation. After the massive spread of the internet the information started to be really globalized, it was the main factor of post-industrial society creating, the new formation of the humankind, where the information and services became the main kind of resources. The new

concepts of propaganda didn't keep the humanity waiting. It made the process of spreading the necessary information much easier than it was before, just because in the great and weakly controlled flow of information it is very easy to disguise the "right" facts. But according to the theory of propaganda the situation with the availability of the different sources of information is danger for the existing regime, that was the second side of the free access to the worldwide web. But at the same time, it is necessary to realize that propaganda also needs to develop and change its form. After the end of the Cold War and victory of the liberal-democratic values in the whole civilized world the propaganda as itself started to be considered as something negative by the most of the people, but it would be totally naïve to think that it just dissolved and disappeared. In just stepped into the new phase of its evolution. Today it is known as the social manipulation. It is not called propaganda anymore, but the means and tactics (for sure in some changed way) are still used. The television instead of the radio, internet instead of newspapers, soft power mechanism and implicit suggestion instead of the direct calls to actions from the orators. And what is visible as the results? The rise of populism and new wave of nationalism in European states, the cultural collapse in the world as whole and brain-washing machines of post-Soviet television, distorting the facts and formatting the public opinion, inciting hatred and overwhelming critical thinking. The work of Dr. Paul Joseph Goebbels is still alive and leads the world to the new, very controversial and quite hectic times.

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UDC 314-34-56

### **MODERNISM AND POST-MODERNISM**

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#### **Abstract**

Nowadays, modernism and postmodernism terms have turned to common in academic polemics, which gives us an understanding that these terms are initiated among politicians, social scientists and intellectuals, many of whom believe that the world is developing and new experiences are taking places now. It can be seen that almost everybody seems to be talking about international relationship, markets of world, rationalism, world networking, global communication, cultural homogeneity, economic integration, theoretical and ethical aesthetics, enlightenment and so on. These terms has appealed consideration of majority, especially among academic circles and each group discusses these various aspects from its own view. And every circle has its different perspective and minds. This article examines the difference between postmodernism and modernism in the context of the relation established by the modernity. For this reason first the concepts of modernity and modernism will be emphasized and then the relation of postmodernism with these two will be mentioned.

Keywords: modernism, post-modernism, modernity.

Debate of modernism and postmodernism goes beyond national, cultural and regional