

OBJECTIVE PROBLEMS OF DEVELOPING A NATIONAL COMMUNICATION COMPLEX

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Keywords: communication complex, mass media, information.

The communication complex is considered, complex components are analyzed in details, the estimation to legal base is given, necessity of studying communications is proved.

Studying social and political journalism reveals problems of the theory, history, psychology, communications sociology, and also advertising and public relations. Most of works is devoted to public relations.

The communication complex includes:

1. Mass media (the press, radio, television, the Internet);
2. Means of mass interaction (theatre, cinema, circus, etc.);
3. Means of communication (mail, phone, fax, modem).

The special attention in the law is given to the social advertising.

Actually we deal with the market of specific production, therefore in practice it is difficult to define infringements according to the statutory acts.

The concept of the state information policy fixed in the Law "About mass media", has been constructed mainly on the basis of the international rules of law. These international agreements have established important statement about mass-media independent public authorities.

Communication complex structure

The name	Relates to	Functions
Mass media	Radio, Press, television, the Internet	Information
Means of mass interaction	theatre, cinema, circus, etc	Information
Means of communication	mail, phone, fax, modem	Organization

Development of an information complex in our country is complicated with a number of the reasons: absence of a state policy stimulating development of mass-media, absence of standard base and as consequence, absence of possibility of forecasting the improvement of communication media.

State regulation of mass-media does not provide possibility of creating a uniform information complex.

As well as in any other sphere of economy an operating economic mechanism influences the efficiency of communication field. We see that the operating economic mechanism of mass media has been generated on the basis of accepted legislative acts. We carry out the analysis of an existing economic mechanism of management.

If we compare television with any other mass-media advertising there has wider audience. The law regulates audience, time and duration of advertising, for example, in radio and TV programs it should not exceed 15 % of an hour.

It is necessary to mention that statements about information freedom were fixed in 1993 in the Constitution of the Russian Federation and became basic in mutual relations between state bodies, officials and mass-media.

Departmental dissociation of management in information sphere extremely complicates working out and realization of the uniform co-ordinated information policy. The problem of formation of communication space can be solved only on the basis of working out of the uniform base.

The mechanism of legal regulation of a communication complex should be formed on the basis of the statutory acts creating favorable legal and economic conditions for improving the functioning of mass-media. On the other hand the regulation mechanism should be detailed, should open ways and directions of a solution of a problem of managing the economic resources of the state enterprises.

The analysis of legal regulation of mutual relations of the government and mass-media of the Russian Federation shows extreme discrepancy of this process.

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Mass-media should not become a channel of advancement of interest of separate political and financial groups. It should reflect objective processes occurring in a society, economy.

One of the major problems at present is regulation of resource possibilities of the state. In this connection the consideration of an economic complex as system is necessary. Scientific and technical progress and a new information society in national economy have led to redistribution of priorities in sphere of consumption of the information among the population. Process of consumption of the information at home is almost uncontrollable because of the Internet. Development of the wireless Internet, new kinds of mobile computer techniques provide the increasing number of users.

Process of reforming of a communication complex in our country should be based on the principles creating conditions for preservation and development of culture and art of the people of the country, realization of the rights of citizens to promote an easy access to the information and protection against the information destroying society moral principles.

The role of state should not be reduced to imposing subjects about its own priorities in this sphere. It is necessary for state regulation bodies to search for directions of development of mass media taking into account interests of all subjects of communication process. The state should co-ordinate interests of managing subjects of the market of the information.

The representative of interests of the population is the society which is interested in realization of its cultural. The society is interested in development and improvement of communication space. The state should realize interests of all groups of the population.

The recognition of the right of a society in an easy access to the information is an indicator of responsibility of the state for cultural preservation, development and improvement of a communication complex.

Among all mass media the television faster than others has passed to market relations thanks to the profit from the sale of a broadcasting time.

More than 600 regional commercial broadcasting companies broadcasted in 1995 in Russia. They successfully competed with the central TV channels.

Now it is possible to say that the process of formation of the television market of Russia is finished. To get the whole view on the development of various subjects of the Russian market of television production, it is necessary to consider activity of commercial regional broadcasting companies.

The Constitution of the Russian Federation from the 12.12.1993g. \Adviser Plus.

The Civil code of the Russian Federation from 12/18/2006 N 230 - the Part 4 \the Adviser Plus.

The Federal law from 19.05.1995r. №82 (ed. From 7/22/2010) "About public associations".

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The Federal law from 13.03.2006r. №38 (ed. From 12/27/2009) "about advertising".

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The decree of the President of the Russian Federation from 22.12. 1993 № 2255 (ed. From 8/9/2000) "About government perfection in sphere of the mass information".

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