

Brief information about the project

Title	AP22684871 «The Impact of Mass Media on the Perception of the Image of Power by Kazakhstanis»
Relevance	The Project aims to study specific characteristics of the perception of the image of power and authority in Kazakhstan, to identify political values, preferences and expectations of its citizens in relation to power as well as the beliefs of Kazakhstanis about their own role in power relations. The study focuses on determining the role, methods and mechanisms of the impact of the media on forming and changing existing images and stereotypes of political power.
Goal	To identify the specific characteristics and trends of the impact of the media on the perception by Kazakhstanis of the image of power and authority, to develop recommendations on appropriate and effective methods of communicating the image of power and authority, mitigating information risks and establishing high-quality political communication between the government and society based on trust.
Tasks	<ul style="list-style-type: none"> - Theoretical and methodological approaches to the image of authority will be analyzed. - Foreign countries' experiences in positioning and transmitting the image of authority will be examined. - Emotional, cognitive, and behavioral aspects of authority perception in Kazakhstan will be investigated. - The influence of both state and non-state media on Kazakhstani perceptions of authority will be determined. Technologies employed by the media to shape public opinion will be identified, along with an analysis of the impact of anonymous comments on social media on authority perception. - Risks and factors in the media environment that could lead to a negative portrayal of authority will be analyzed, including fake news and disinformation. - Development of recommendations for enhancing trust and improving the effectiveness of political communication between the authorities and the society.
Expected and Achieved Results	Project findings will increase the efficiency of government agencies and will allow us to obtain new research data by applying high-quality projective methods, therefore this research is relevant both for Kazakhstan and for the international academic community. An assessment of potential and existing political risks in the information environment will be carried out, and recommendations for improving information policy will be developed.
Names and Surnames of Research Group Members with Their Identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and Links to Corresponding Profiles	Zhunussova Aigerim – Postdoctoral fellow, Senior Lecturer at the Department of Political Science and Political Technologies (Al-Farabi Kazakh National University, Almaty, Kazakhstan) ORCID ID: 0000-0002-4017-3649 (https://orcid.org/0000-0002-4017-3649)

Publications list with links to them	<p>Zhunussova A., Niyetkaliyeva D. (2024). The Features of Political Communication Between the Authorities and Society in Kazakhstan in the Conditions of Digitalization. <i>Adam Alemi</i>, 101(3), 88–101. https://doi.org/10.48010/aa.v101i3.599</p>
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