

Popova L.V., Slinko A.E.

Public service advertisement as a component of formation of anti-terrorist and anti-extremist values in the youth environment

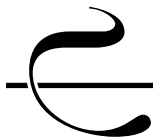
The article deals with the problem of formation of anti-terrorist and anti-extremist values in the youth environment. The emphasis is placed on application of public service advertisement as a component of formation of anti-terrorist and anti-extremist values in the youth environment.

Keywords: anti-terrorist and anti-extremist values, youth, public service advertisement.

On its scales and consequences, destroying force and cruelty terrorism has turned into one of the most terrible problems of mankind today. As First Deputy Head of the National Anti-Terrorist Committee E.P. Ilyin notes, «For the last 15 years the Russian Federation is in a condition of continuous counteraction to terrorist threats. The first years of the XXI century are also marked by major, carefully prepared acts of terrorism in our country's territory. Among them the special place is taken by blastings of passenger planes in the Rostov and Tula regions, explosions of houses in Moscow, Buinaksk and Volgodonsk, taking of the theatrical center on Dubrovka and the school in Beslan, attacks of large armed bands on the cities of Nazran, Grozny, Nalchik, blastings of the fast train no. 166 «Nevsky express» and the electric train «Kislovodsk – Minvody»» [3].

Along with the methods of power influence in situations of the act of terrorism, one of the main tasks of struggle against terrorism is elimination of a terrorist threat «from the very beginning». Now they conduct searches of solution of this problem within legal, theological, philosophical, psychological, pedagogical sciences. Programs and lecture courses on the basis of leading higher educational establishments of the country are developed. For example, on the basis of the faculty of psychology of the Southern Federal University in 2010 it was developed the course of lectures for the individual propaganda activity which materials are used for work both among heads of regional authorities, local governments, and in the education system.

Now at the level of statements of heads of the state and power structures they lay stress on problems of power influence on terrorist groups, destruction of leaders and members of terrorist formations. At the same time for a long time many researchers came to the conclusion that at solution of questions in the safety sphere, including national security, it is necessary to take into account a value factor. So, we completely agree with a position of V.L. Manilova who in the mid-nineties of the XX century claimed that when forming and carrying out the policy and strategy of national security it is essentially important to prioritize not protection, but consecutive, firm and effective realization of values and interests in conditions of various dangers and threats [4]. At development of values scrupulous attention should be devoted to work with youth.



In his article A.N. Perendzhiev carries out the analysis of the Russian values in the field of counteraction to terrorism on the basis of the document «Strategies of National Security of the Russian Federation till 2020» where increasing role of values in international processes is noted [8]. «The contradictions between the states became aggravated; these contradictions are connected with unevenness of development in result of globalization processes, deepening of a gap between welfare of the countries, – is told in «Strategies of National Security of the Russian Federation till 2020», – values and models of development became a subject of the global competition» [10].

As A.N. Perendzhiev marks, political scientists are interest not only and even not so much in intellectual values. As the authors of the brief encyclopedic dictionary note, values in the policy are «significant stereotypes of mass political consciousness which allow to estimate a political situation and to be guided in it. In this dictionary it is recorded that as a component political values are included into integrity of social values and form a basis of judgment of political experience of the country» [12]. Therefore, political values are generally valid at organization of counteraction to terrorist threat.

As the major Russian values in the field of counteraction to terrorism the authors of the electronic dictionary distinguish good, belief, beauty, truth, solidarity, collegiality, patriotism, morality, mercy, compassion etc. [on 8]. In the message of Russian Federation President to the Federal Assembly of several last years the important socio-political role of such values, as safety, freedom, welfare, statehood, legality, humanity, civility, dignity, patriotism, morality, equality, justice is emphasized. According to the author, this complex of national values has to become a life guideline of Russians, their modern outlook [5]. Thus we will note that in anti-terrorist policy the author defines a value factor as an influence of the system of values, offered by the power to society, on the nature of development of terrorism. Therefore development and determination of values which will promote decrease in terrorist threat is one of key problems of anti-terrorist policy of the modern Russian state. But, it is very difficult to state fundamental national values in laws and acts. Law on its properties is a social phenomenon which is caused by the necessity to bring in social life standard principles, organization and order based on the principles of social freedom, activity, responsibility [9]. A.N. Perendzhiev has described distinction of law and moral (spiritual) values:

- rules of law are established by the state / moral values are formed in consciousness of people;
- rules of law regulate those relations which need legal regulation / values regulate behavior which can have a moral assessment;
- rules of law are fixed in special state acts / moral values live in consciousness of people;
- the right is provided with the compulsory force of the state / the value is based on the power of public opinion [8].

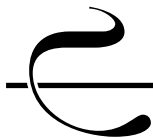
From these distinctions we can see that unlike the rules of law, values, including anti-terrorist and anti-extremist, can be imposed or offered to society not in acts, but in the course of information and psychological influence of the power on citizens.



Youth is the most socially unprotected national group in Russia. Owing to this fact the representatives of youth are the most active participants of the conflicts and different destructive organizations, including of extremist and terrorist kind. As I.V. Abakumova marks, the tendency to extremism and terrorism of modern young generation of Russia is real and therefore demands scrupulous attention and studying. Modern youth faces great changes, great vagueness and uncertainty that in turn increases its anxiety about the future and gives rise to desire to relieve of this anxiety, not always in constructive ways unfortunately [1]. Therefore, in our opinion, according to one of major directions in public policy the problem of work with young generation of our country should be directed on counteraction to extremism and terrorism.

P.N. Ermakov notes that along with political, social and economic, legal, organizational, cultural and educational activities of subjects of the system on counteraction to ideology of terrorism and extremism in the youth environment the great value has the information and propaganda directions – «these are information and analytical activity (preparation and release of various instructions, brochures, books, addresses, posters, public service advertisement, press publication on activity of law enforcement agencies and the anti-terrorist commissions, creation of thematic documentaries and videos, etc.); propaganda activities; ideological activity (formation of religious and international tolerance, patriotism, healthy way of living, priorities of universal values, etc.); organizational activity (assistance to activity of public and religious associations of a constructive anti-terrorist orientation; interaction with mass media, carrying out of competitions on the best materials of an anti-terrorist orientation, conferences, meetings, «round tables», etc.); development of the system of public service advertisement on promotion of anti-terrorist values; creation of the system of training of specialists in the field of counteraction to ideology of terrorism» [2, p. 72].

Among all information and propaganda directions we would like to distinguish public service advertisement as one of powerful tools by means of which the state creates not only an image of a social problem, but also an image of the state participation in this field. The characteristic and definition of public service advertisement is reflected in the article 3 of the Federal Law «On advertizing» from 13.03.2006 N 38-FZ «public service advertisement is information spread in any way, in any form and with use of any means, addressed to an indefinite people and directed on achievement of charitable and other socially useful purposes, and also ensuring of interests of the state» [11]. Public service advertisement promotes receiving of practical results important for society; the mission of public service advertisement consists on the change of people's relation to existing problems, and in long-term prospect – in the offer of new social values demanded by society. Public service advertisement carries information presented in a succinct, artistically expressed form. It is capable to make clear for people's awareness and attention the most important facts and data on the problems existing in society. It is turned to everyone. The possibilities of such advertisement are wide, and the results of advertizing activity can be beneficial. Therefore public service advertisement can be used as a tool for formation of anti-terrorist and anti-extremist



values in the youth environment. After all the ideology of terrorism and extremism assumes influence on certain social groups, active formation of such groups. Mass communications are used for this purpose.

A.V. Ovrutsky and A.I. Tascheva classified the extremist media texts presented on open access on the following groups.

1. Articulation of one or another social problem as international, interracial, interreligious and demanding radical, humanistically focused, reasonable actions clear for everyone (for example, on a pre-election reel of the «Rodina» party «Let's clean our city from garbage»).
2. Justification, legitimization and glorification of extremist and/or terrorist practices (for example, a reel on T. Mutsuraeva's song «The memory gallery – shahids on Judgment Day»).
3. Formation of negative attitudes concerning one or another national, racial, religious or other social group (for example, reels on tragic events in Kondopoga).
4. Formation of loyalty to certain extremist actions (organization of financial and other support to extremist movements, formation of the need for obtaining of additional information). The promoted extremist sites, advertising are rated as such type.
5. Attribution of either of social events within extremist ideology.
6. Formation of groups and increase of their unity (for example, advertisement on advancement of the subculture of skinheads).
7. The advertisement reminding and intensifying extremist actions (for example, the advertisement initiating people to take part in «Russian march») [6].

The same authors note that «the advertisement of our country presented in the Internet network today and directed on counteraction to the ideology of extremism and terrorism is not numerous and is generally directed on tolerance formation in international relations. There are no advertising messages forming the general anti-terrorist and anti-extremist ideology» [6, p. 189]. After all the Internet is the main source of information acquisition and entertainment of modern youth.

Thus, public service advertisement can be considered as an undoubtedly actual and claimed way of counteraction to the terrorist and extremist ideology in the youth environment. The genre of public service advertisement is more accessible and interesting to young generation. It is necessary to organize system work with a view to form of anti-terrorist and anti-extremist values among young generation.

References

1. Abakumova I.V. Psikhologicheskie tekhnologii formirovaniia antiterroristicheskikh tsennostei v molodezhnoi srede [Psychological technologies of formation of anti-terrorist values in the youth environment]. Rossiiskii psikhologicheskii zhurnal – Russian psychological journal, 2010, V. 7, no. 5-6. pp. 23-26. [in Russian].
2. Ermakov P.N., Brizhak Z.I. Vysshee obrazovanie i sistema protivodeistviia ideologii terrorizma [Higher education and the system of counteraction to the ideology of



- terrorism]. Rossiiskii psikhologicheskii zhurnal - Russian psychological journal, 2010, V. 7, no. 5-6. pp. 68-75. [in Russian].
3. Ilyin E.P. Aktual'nye problemy protivodeistviia vovlecheniu molodezhi v terroristicheskuiu deiatel'nost' [Actual problems of counteraction to youth involvement in terrorist activity]. Materialy nauchno-prakticheskoi konferentsii «Protivodeistvie ideologii ekstremizma i terrorizma v ramkakh realizatsii gosudarstvennoi molodezhnoi politiki», Rostov-na-Donu, 12–14 oktiabria 2009 g [Proc. Scientific and Practical Conference «Counteraction to the ideology of extremism and terrorism within realization of the public youth policy», Rostov-on-Don, October 12-14, 2009. Moscow, 2009. pp. 13-22. [in Russian].
 4. Manilova V.L. Natsional'naia bezopasnost': tsennosti, interesy, tseli [National security: values, interests, purposes]. Voennaia mysl' - Military thought, 1995, no 6. pp. 40. [in Russian].
 5. Natsional'nye tsennosti, interesy i tseli Rossii: sushchnost' i sodержanie (National values, interests and purposes of Russia: essence and content) Available at: <http://www.plan-konspekt.ru/ogp/ogp111001.htm> [in Russian]
 6. Ovrutsky A.V. and Tascheva A.I. Sotsial'naia reklama kak sposob protivodeistviia ideologii terrorizma i ekstremizma [Public service advertisement as a way of counteraction to the ideology of terrorism and extremism]. Materialy nauchno-prakticheskoi konferentsii «Protivodeistvie ideologii ekstremizma i terrorizma v ramkakh realizatsii gosudarstvennoi molodezhnoi politiki», Rostov-na-Donu, 12–14 oktiabria 2009 g [Proc. Scientific and Practical Conference «Counteraction to the ideology of extremism and terrorism within realization of the public youth policy», Rostov-on-Don, October 12-14, 2009. Moscow, 2009. pp. 188-190. [in Russian].
 7. Perendzhiev A.N. Antiterroristicheskaia politika sovremennogo Rossiiskogo gosudarstva. Diss. dokt. polit. nauk [The anti-terrorist policy of the modern Russian state. Dr. polit. sci. diss.]. Moscow, 2007. 24 p. [in Russian].
 8. Perendzhiev A.N. Tsennostnyi faktor v antiterroristicheskoi politike Rossii do 2020 goda: postanovka problemy (Value factor in the anti-terrorist policy of Russia till 2020: the problem statement) Available at: <http://www.lawinrussia.ru/> [in Russian]
 9. Pravo kak tsennost' (Right as a value) Available at: http://www.e-ng.ru/pravo/pravo_kak_cennost.html [in Russian]
 10. Strategiiia natsional'noi bezopasnosti Rossiiskoi federatsii do 2020 goda (The strategy of national security of the Russian Federation till 2020) Available at: <http://www.scrf.gov.ru/documents/99.html> [in Russian]
 11. Federal'nyi zakon No 38-FZ «O reklame» ot 13 marta 2006 goda (The federal law no 38-FL «On advertising» from March 13, 2006) Available at: <http://www.consultant.ru/popular/advert/> [in Russian]
 12. Chelovek i obshchestvo: kratkii entsiklopedicheskii slovar'-spravochnik (politologiiia) [The person and society: brief encyclopedic dictionary and reference book (political science)]. Rostov-on-Don, Phenix Publ., 1997. 556 p. [in Russian].