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ABSTRACT

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ROLE OF INFORMATION-COMMUNICATION TECHNOLOGIES IN THE FORMATION OF POLITICAL CULTURE

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INTRODUCTION

Research issue rationale and development rate. Information and communication technologies, serving as the primary coordinating, driving, and influential force of the modern era, are extensively utilized in political processes and across various aspects of social life. These technologies, which are fundamental tools in political communication and political socialization, play a crucial role in shaping political culture. They not only influence culture and the political environment but also renew and transform political culture. Considering what has been said, the relevance of the topic can be presented as follows:

- Enhancing the efficiency of state activity in the era of digitalization is closely related to the developed political culture of citizens.

- Today, political culture is manifested in the political knowledge, thoughts and behavior of citizens, but its roots originate from ancient culture. In an era of increasing cultural integration in the information society, it is of particular importance to examine the impact of cultural change on it. In this regard, it is important to consider the criteria for changing values individually and collectively.

- The use of information and communication technologies for various purposes in political processes has both positive and negative and unexpected effects on the political morals and behavior of citizens. Over time identification and investigation of these effects creates an opportunity for effective political action.

- In response to modern challenges, further development of digital citizenship in Azerbaijan has become an inevitable requirement.

- To preserve and further strengthen the political unity and political trust that have grown since the Patriotic War, it is essential to fully leverage the opportunities provided by ICT.

- Since the development of e-government in all areas of public administration in Azerbaijan and the transformation of citizens into

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digital citizens require parallel activities, there is a need for extensive research in this area.

Thus, considering the role of political culture in the functioning of the state and political institutions, the influence of global challenges on political culture, and the position of ICT in these processes, the subject is highly relevant and conducting research in this direction is of great importance.

The formation of political culture, the impact of modernization and democratization on political culture, internet management and the impact of various ICT tools on individual components of political culture have been investigated from different positions. Interest in the study of political culture as a separate field began in the 20th century. The first theoretical and empirical studies in this field were conducted by G.Almond and S.Verba[1] in the 1960s. Their "Civil society" was important in terms of defining the components of political culture, understanding the role played by political socialization organizations, as well as culture and historical experience in the formation of political culture on the example of several states. "Civil society" was foundation in the emergence of political culture theories after itself. L.Ditmer[2] explained political culture as a manifestation of society's behavior by connecting it with symbols, while S. Chilton[3] investigated it "as a general social method of relations". Political culture was investigated as a complex system by Russian authors such as E.Y.Batalov, M.V.Medovarov, A.P.Melnikov who criticized the

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[1] Almond G. A. The Civic Culture (Political Attitudes and Democracy in Five Nations) / Verba S. - Newberry Park: Sage Publications, - 1989. - 392 p.

[2] Dittmer L. Political culture and political symbolism: Toward a theoretical synthesis/ Baltimore, MD: John Hopkins University Press, - Vol. 29, – 1977. - p. 552-583

[3] Chilton S. Defining Political Culture: [Electronic resource] / The Western Political Quarterly 41, 3. - Sep., 1988. pp. - 419-445 p.
URL:http://links.jstor.org/sici?sici=00434078%28198809%2941%3A3%3C419%3ADPC%3E2.0.CO%3B2-P

approaches of Western authors and expanded them. [4] As a result of the mentioned studies, it was possible to determine the main structural elements of political culture, its essence and the factors affecting its formation. In general, political culture as a subsystem of the political system from a theoretical point of view has been widely studied at both the micro and macro levels. However, the role played by ICT in its formation has not been comprehensively analyzed in these theories. G.Almond and S. Verba, one of the authors studying political culture, mentioned only the role of the media as an institution of political socialization. Besides, the Russian political scientist M.Grachev, who extensively studied political communication extensively (from the point of view of both in terms of media and electronic government), did not comprehensively examine its impact on political culture. [5]

Fundamental studies on the impact of mass media on public opinion, as well as thoughts and emotions, have been conducted since the beginning of the last century, and certain theories have been formed. The systematization of these theories was carried out by C. Bryant and S. Thompson.[6] Authors such as D.Bell ("The Coming of the Post-Industrial Society: An Initiative in Social Forecasting"), E. Toffler ("The Third Wave"), M.Castells ("The Network Society") tried to connect the impact of the new information environment on societies with the power of knowledge and information.[7] On the other

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[4] Баталов Э.Я. Политическая культура: понятие и феномен // Политика: проблемы теории и практики. - М.: ИНИОН АН, - 1991. 7 (2), - стр. 94–112.; Медоваров М.В. Политическая культура России и зарубежных стран: история и современность: учебно-метод. пособие. - Нижний Новгород: Изд-во ННГУ, - 2019. – 32 с.;Мельников А.П. Политическая культура в жизни общества: учебная пособия / Сокол С.Ф. - Минск, - 2011. – 262 с.

[5] Грачев М.Н. Политическая Коммуникация: Теоретические концепции, модели, векторы развития/М.Н. Грачев. – Москва: Прометей, - 2004. – 328 с.

[6] Брайант Дж., Томпсон С. Основы Воздействия СМИ/ пер. с английского В.В. Кулебы и Я.А. Лебедева. - Москва, Санкт-Петербург, Киев: Издателський дом «Вильяме», - 2004. – 425 с.

[7] Ampuja M, Koivisto J. From 'Post-Industrial' to 'Network Society' and Beyond: The Political Conjunctures and Current Crisis of Information Society Theory:

hand, approaches to the impact of technologies on societies, as well as on lifestyles and behaviors, are investigated by I.V.Poel.[8] Besides, B.J.Fogg, on the other hand, studied the impact of technology on human behavior and its potential to change it in various ways.[9]

As it can be seen, there are numerous theories about the impact of different fields of ICT on political-social, cultural-social life in general, and they are separately systematized. The impact of information and communication technologies on political culture as a whole has not been thoroughly investigated from a theoretical point of view.

Authors investigating the impact of modern challenges on political culture have illuminated the problem only from one aspect. We should mention P. Norris' important studies in this field. In her books -"The Virtuous Circle (Political Communications in Post-Industrial Societies)", "Cultural Backlash: Trump, Brexit and Authoritarian Populism", "The Digital Divide: Citizen Participation, Information Poverty and the Global Internet", "Voting and Political Behavior in the Electoral Sphere rules", although not specifically labeled as political culture, she analyzed the effects of the Internet, digitalization, and information abundance on its components.[10]

[Electronic resource] /tripleC, - 12 (2). – July 30, 2014. – p. 447-463. URL: https://www.triple-c.at/index.php/tripleC/article/view/568

[8] Poel I.V. Three philosophical perspectives on the relation between technology and society, and how they affect the current debate about artificial intelligence// Human Affairs, - vol. 30, no. 4, - 2020. - pp. 499-511. URL: https://doi.org/10.1515/humaff-2020-0042

[9] Fogg B. J. Persuasive Technology: Using Computers to Change What We Think and Do. Interactive Technologies / B. J. Fogg. - Stanford: Morgan Kaufman, - 2002. –283 p.

[10] Norris P. A Virtuous Circle (Political Communications In Postindustrial Societies). – New York: Cambridge University Press, - 2000 (Transferred to digital printing 2006). – 398 p.; Norris P. Cultural Backlash: Trump, Brexit, and Authoritarian Populism/ Norris P., Inglehart R. New York: Cambridge University Press, - 2019. –540 p.; Norris P. Digital Divide: Civic Engagement, Information Poverty, and the Internet Worldwide / Norris P. - Cambridge, UK: Cambridge University Press, - 2001. –303 p.; Norris P. Electoral Engineering Voting Rules and Political Behavior. - New York: Cambridge University Press, - 2004. – 375 p.

However, the main subject of research in these works is the problems faced by post-industrial societies in the modern West.

Other authors have conducted research on the socio-political and cultural-social effects of media and e-government technologies. G.Şener, P.Ö.Emre, F.Akyıldız and O.Metin investigated the impact of social media on political socialization and participation in Turkey, and S.Spir investigated the impact of social media on collective action.[11]

Studies in the context of e-government and e-democracy was conducted by M. Kassen (studied e-government as a global value), S. Ksia (wrote about the impact of e-government on political modernization in East Asian countries), M.J. Ahn and S. Bretschneider (they descibed changes in political culture made by e-government systems in South Korea), M. Emmer and M. Kunst (they wrote about e-democracy and various examples of it, morever, citizen initiatives in this regard).

There are research works related to the issues covering a number of aspects of this topic in Azerbaijan, as well. L. Mammadova, A. Bashirli, X. Javadova, S. Izzetli represent the renewal of the media, Y. Imamverdiyev gives details about the social networks from a technical point of view and dangers of it, R. Aliguluyev, R. Mahmudov about the concepts of "information society".[12]

The most important works on Azerbaijan in this field are the information policy carried out in Azerbaijan by Kh. Niyazov and its

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[11] Şener G., Emre P. Ö., Akyıldız F. Türkiye'de Sosyal Medyanın Siyasi Katılıma Etkileri // - Cyprus İnternational University: Folklor/ edebiyat, - 2015/3. № 21 (83). - s. 75-98.; Metin O. Sosyal Medyanın Siyasal Toplumsallaşmaya Etkileri: Bir Alan Araştırması // Afyonkarahisar: Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi, - Aralık 2016. №18 (2), -– s. 221-267.; və başqaları

[12] Yeni Media Jurnalistikasi/ Bəşirli A., Cavadova X., İzzətli S.// Avropa Şurası, - 2017. - 66 s.;İmamverdiyev Y.N. Sosial şəbəkələrin analizi: anlayışlar, modellər və tədqiqat // - Bakı: İnformasiya cəmiyyəti problemləri, - 2010. №2, - s. 9–19.;Əliquliyev R., Mahmudov R. İnformasiya cəmiyyətinin formalaşmasının multidistiplinar elmi-nəzəri problemləri// İnformasiya cəmiyyəti problemləri №2, - 2016. - s. 3–18 [Elektron resource:

https://www.researchgate.net/publication/344299094

impact on social and political processes and I. Omarov's research on the role of television in political processes. In terms of the study of political culture, I. Ismayilov ("Political culture of the Azerbaijani people"), R. Aslanova ("XXI century: Integration into the new cultural space"), as well as F. Mammamdov ("Culturology, culture, civilization"), M. Efendiyev and S. Efendiyeva ("Personality-cultural system. Social-philosophical analysis") explain political culture from the context of culture. In addition, the problem of political knowledge in the post-war period was investigated by Mammadzadeh and S. Hasanov.[13]

Thus, the above-mentioned literature and research works include content and analysis on separate parts of the subject under study. However, the approach of the direct and indirect role of ICT in the formation of political culture has not been developed in any literature. In particular, the potential of political culture and ICT to influence the socio-political environment is constantly updated, making it necessary to investigate this problem in a different and more complex way. A new systematic approach to the problem was applied in the presented dissertation with the help of separate researches and using other scientific methods.

Object and subject of research. The object of the research is political culture and information and communication technologies. The subject is the impact of various information and communication technologies on the structural elements of political culture.

Purpose and objectives of the research. The purpose of the research is to determine the role of new media, electronic management technologies, artificial intelligence and blockchain technologies in the formation of political culture facing modern challenges in general and

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[13] Niyazov X. Dövlət İnformasiya Siyasəti (KİV timsalında)/ X. Niyazov. – Bakı: "Elm və təhsil" nəşriyyatı, - 2016. – 324 s.;Niyazov X. İnformasiya cəmiyyəti və elektron hökumət quruculuğu / Cəmiyyət və informasiya: nəzəri-siyasi aspektlər və təcrübə. Elmi məqalələr toplusu. – Bakı: "Elm", - 2019. – 664 s.;Ömərov İ. Azərbaycan Respublikasında siyasi proseslərdə televiziyanın yeri və rolu: / siyasi elmlər üzrə fəlsəfə doktoru dis. / Bakı, 2009. – 143 s.

to analyze it in the case of Azerbaijan. To achieve the goal set in the research work, the following tasks are planned:

- Identify the main components of political culture and the factors influencing its formation.

- Investigate the impact of information and communication technologies on political culture theoretically.

- Review the global challenges and their effects faced by political culture in the modern information and technology environment.

- Investigate ways in which different types of traditional and new media influence political culture.

- Determine the influence directions of e-management technologies, as well as artificial intelligence and blockchain technologies on political culture.

- Study the impact of new media on political culture in Azerbaijan in the context of postmodernist values.

- Analyze the role of e-government technologies in the formation of participatory political culture in Azerbaijan.

Research methods. Both theoretical and empirical scientific research methods were used in the research work. First, a broad theoretical base related to the topic was analyzed and a structural analysis was conducted. Based on this, new theoretical propositions have been put forward. At the same time, various facts and statistical data were analyzed, content analysis of different electronic platforms was conducted. Dissertation research generally involves a systematic approach. The survey method and fact analysis used mainly in the third chapter were also carried out as part of the comparative analysis method used here.

The key theses for defense. The main provisions put forward are as follows:

1. Information and communication technologies affect the formation of political culture through new media and e-government systems, artificial intelligence and blockchain technologies.

2. State-oriented political participation and action is political capital, and ICT influences the increase of political capital with its rich content and technical capabilities.

3. E-government systems can achieve the development of political culture effectively and within the framework of national interests more than new media.

4. Improvement of e-government systems in Azerbaijan and promotion of its use serve more effective political activity of citizens.

Scientific novelty of the research. The scientific innovations put forward in the dissertation are mainly related to the setting of the topic and the systematic approach to the process of ICT participation in the formation of political culture, as well as to the research conducted on the example of Azerbaijan. The following can be attributed to the scientific novelty of the research:

- The theoretical apparatus on the impact of ICT on political culture in contemporary society has been determined.

- In addition to digital mass media and social networks, the potential and consequences of influence of new media on individual components of political culture through e-governance and "blockchain" technologies, artificial intelligence were investigated.

- Methods, strategies and mechanisms of the impact of information, means of communication, technologies with different structures on political culture were studied in the context of modern challenges;

- The role of ICT in the development of political culture in Azerbaijan was comparatively investigated based on the analysis of experiences in foreign countries, and the positive aspects of these experiences were revealed.

- The characteristics of the political culture in Azerbaijan were analyzed in the context of values specific to the information society, the main functions in the direction of e-government, as well as the development levels of different types of political participation.

- Emphasizing that the new political participation created on the basis of social capital in the postmodern era has the potential to ensure

political development, it was concluded that it will turn into "political capital".

Theoretical and practical significance of research. The theoretical importance of the study is related to the fact that it serves as a base for future research in this direction. From a practical point of view, the proposals made in the research and the models mentioned as examples of e-governance can be used to increase the e-participation of citizens in local self-government bodies in Azerbaijan, during the creation of e-platforms, design layout and defining functions. The proposed proposals and recommendations allow us to take advantage of the potential of new media in the development of political culture. The research paper may also be important as a textbook for students in the field, as well as a conference topic.

Approbation and implementation. Various articles and theses of the author related to the research work have been published in scientific publications abroad and in Azerbaijan. In addition, certain parts of the research are included in the subject program.

The name of the organisation where the dissertation was conducted. The dissertation was completed at the Institute of Law and Human Rights of the Azerbaijan National Academy of Sciences.

The total volume of the dissertation's structural sections separately and the general volume. The dissertation consists of an introduction, three chapters (8 subchapters), a conclusion and a list of references. Introduction contains 16823 characters, first chapter 70184 characters, second chapter 83225 characters, third chapter 65919 characters and conclusion 12585 characters. The total volume of the dissertation consists of 248736 characters.

BASIC CONTENT OF THE DISSERTATION

The **"Introduction"** section of the dissertation describes the research rationale and initial investigation, the aims and objectives of the research, the research methods, the basic theses for defence, the scientific novelty of the research, the theoretical and practical significance of the research, and the name of the organization where the dissertation was conducted. The name and volume of the dissertation's structural units are indicated separately, and the dissertation's total volume is indicated with a symbol count.

In the first chapter of the dissertation called "**Conceptual overview of the basics of political culture and information and communication technologies**", a theoretical and structural base of political culture is analyzed, the main factors that shape political culture are determined, and theoretical approaches about the impact of information and communication technologies on the socio-political and cultural-social environment are investigated.

In the first paragraph, called "**Theoretical structural analysis of political culture**", the concept of "political culture", its essence, micro and macro levels, research methods of political culture are explained, as well as behavioral and symbolic approaches to political culture are compared. G. Almond and S. Verba's theory of "Citizen culture" (1963) is the first theory about political culture, as well as the first example of the political behavior approach. The essence of the theory is that the political behavior and political attitudes of individuals are the embodiment of the political culture of the society. In theory, civic culture is characterized as a unity of three political cultures. In addition, the paragraph analyzed political culture from a structural point of view, and identified its main components. Political knowledge, political emotions, political belief, as well as political position, which are included in political tendencies, were investigated, and the classification of political behaviors was given.

At the same time, it was concluded that political participation becomes political capital. Political trust is based on mutual trust

between citizens and the government. Social capital expresses social trust between citizens and creates conditions for political participation. Because it conditions political development, rational political participation can also be called "political capital". Because rational political participation is one of the absolute conditions for political development.

The political and non-political factors influencing the formation of political culture were investigated in the **"Factors determining the formation of political culture"** section of the first chapter. The history, geopolitical situation and culture of the state are attributed to non-political factors. In particular, the impact of culture change on political culture is enormous. The role of culture in the formation of political culture can be evaluated both in the context of the change of values and the development of the existing political culture. The change of values occurs due to the influence of the macro environment on the micro environment, that is, the society renews the political culture of the individual. Shalom Schwarz and Anat Bardi, researchers of primary cultural values, noted in their research that cultural change is possible *"in two ways - "adaptation" and "replacement". In the first case, people realize that the previous values are not compatible with the changed life conditions. New cultural values are accepted in politically updated life conditions. In the second case, the society is critical of the limited values that create danger and tries to replace them."*[14]

With the development of an individual's political culture, a change occurs in the political culture of society. Since cultural change is a gradual and natural process, it is the responsibility of the state to facilitate and encourage this evolution through various mean. Political factors that play an important role in the formation of political culture include the structure of the state, political regime and management model, political institutions, and political leaders. Political myths,

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[14] Renshon S., Duckitt J. Cultural and Cross-Cultural Political Psychology: Toward the Development of a New Subfield // Political Psychology, - 1997, Vol. 18, No. 2, - p. 236.

stereotypes, ideologies, "symbolic politics" implemented by the elite can be examples of the main methods used in the formation of political culture.

In the paragraph, at the same time, political socialization, which is an important factor in the formation of political culture, its transmission from generation to generation, and its renewal, is widely discussed. The nature of political communication, which is the basis of political socialization, is revealed, the influence of various political socialization institutions on political culture is analyzed. The possibilities and directions of election campaigns with different contents (bridging - connecting and bonding - closing) of the parties, which are the main actors of political socialization, are presented, and the traditional and modern influence potential of the media, which affects all political socialization institutions in the modern era, is explained. On this basis, the role played by public opinion as an important factor in the renewal of political culture is determined in the context of both rational choice and socialization theories.

The third paragraph of the first chapter entitled **"Theoretical Approaches to the Impact of ICT on the Social-Political and Cultural-Social Environment"** examines theories about the impact of information and communication technologies on society from various aspects. "Information society" concepts have mainly sought to explore information and power issues, in which the information environment has created a new way of life, new management, institutions and relationships. The main problem in these concepts is to relate the changes in the society with new knowledge and those who have information. Media influence, mediation and mediatization theories try to understand the mechanisms and methods of media influence on people and society. Technological determinists, or those who try to explain the relationship between technology and society in terms of a social constructivist approach, as well as technological approaches that emphasize the coexistence of technology and society, although at first glance do not reveal any ideas about behavior, the considerations of the concepts emphasize that technology has

unintended consequences or that people use them purposefully, stating that they created with a certain intention can explain that they have the opportunity to form certain behaviors. Morever, since technology is a tool, it is used to create certain behavior and shape activities. In the paragraph, the following provisions are put forward regarding the role of ICT in the formation of political culture:

1. The new information environment and the media create the basis for the renewal and formation of political knowledge, which are the main components of political culture.

2. Media tools, communication methods and strategies create a communication process and direct them by influencing emotions, thoughts and feelings. This process, which covers the cultural-psychological as well as the social sphere, also determines the political mood.

3. Technologies and the technological structure of the media make it more possible to change behavior. A technological tool is applied to the purpose that changes people's behavior (as well as politics) often without their conscious awareness.

The second chapter of the dissertation is called **"The impact of ICT on political culture in the context of modern challenges"**. In this chapter, the manifestation of global challenges in the political culture in the modern era, the impact of various mass communication tools, as well as social media on political tendencies and behaviors, the potential impact of modern electronic management technologies, artificial intelligence and blockchain technologies on political culture are investigated.

In the first paragraph, which is called **"Global challenges and political culture in the modern era"**, the impact of modernization and post-modernization, democratization, political development trends, innovations brought by technological convergence, internet governance, as well as value changes on the political culture of societies is thoroughly studied.

The new post-materialist values - "self-expression" and "secular-rational" values put forward by Ronald Inglehart and

Christian Welzel are explained based on the world cultural map. The influence of these values on political knowledge, thinking and behavior is tried to be shown separately. It is believed that the secular-rational values that prevail in industrial societies, which ensure the increase of citizens' demands and political participation, develop in post-industrial societies and are replaced by the values of moral freedom and self-expression. This gives rise to new types of individual political participation rather than mass political participation. These values, which in its turn promote the expansion of liberal democracy, have different consequences in different societies. From this point of view, understanding the essence of democracy is the main condition for building successful democratic societies.[15]

In addition, political development is analyzed in the context of "Good governance" and electronic governance, which are modern global trends. As political development requires changes in management models and political institutions, democratization requires liberalization of both political institutions and values, modernization requires the management, application of technologies, spread of post-materialist values in lifestyle, global internet and media open awareness, free internet, and modern technologies require changes in culture, different components of political culture are subject to multiple effects.

Societies with different political cultures have different responses and outcomes to global challenges.

With the influence of information and communication technologies, modern global challenges already have the opportunity to intervene in the political cultures of individuals and societies without the participation of the state. Modernization of society, along with free internet and access to information – both essential pillars of democracy - are the main factors that ensure this.

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[15] The civic culture transformed: from allegiant to assertive citizens / edited by Dalton R. J., Welzel C. - New York: Cambridge University Press, - 2014. – p.92.

The second paragraph, called **"The influence of mass media and social media on political attitudes and behaviors"**, contains ideas about the potential of traditional and modern media types to change political knowledge, political emotions and behavior separately, and examples of the use of new media types in various political processes.

The influence of modern mass media on political culture is related to persuasion and attraction in both political and non-political communication. Today, newspapers, radio and television are differentiated and individualized. However, their mass characteristic is still used in directing the mass consciousness. Mass influence is usually manipulative. In addition to the formatting method, in modern times this function is performed by the digital press using the influence tools of social media, with the reporter conducting the radio political program, the politician's speech or the language of the story, and the television, as in previous times, with audiovisual opportunities, content choices, and at the same time with the opportunities provided by digitization (with interactivity, personalization and expansion of coverage).

Social networks are the most relevant types of new media today. With its content and technical capabilities, social media can use people's political decisions and behavior for their own purposes. Incomplete or distorted fake information, sensationalized information that distorts the information of the mainstream media ("fake news"), purposeful manipulative information based on video and graphic images ("deep-fake"), memes that affect people's feelings through laughter, negative fake critical troll stuff that instills ideas of similiar nature. Manipulative content affects political culture by shaping public opinion. The main technical traps used in social networks for the purpose of political manipulation are the following:

1. Micro-targeting and psychographic profiling
2. Social media algorithms based on audience demand and attention

3. Automated bots[16]

Both mass media and social media penetrate the components of political culture individually or as a whole and direct them in required direction. Strategic methods and technologies are being developed to influence political knowledge and attitudes as well as emotions. Society members are encouraged to participate in a certain way according to their political knowledge and thoughts. False and limited information is used to artificially influence political knowledge, emotional content is used to influence emotions and feelings, and technical structures and simulations are used to influence direct behavior.

If traditional and modern digital mass media have mainly cognitive and emotional influence, social networks have a greater impact on citizens' political behavior and participation with their technological capabilities.

The third paragraph called **"The role of modern electronic management technologies and artificial intelligence in the formation of participatory political culture"** is related to the analysis of another direction of influence of information and communication technologies on political culture. Here, the use of e-government, e-democracy, W(e)-democracy, citizen-initiated electronic applications is investigated. The paragraph analyzes the functions of e-government such as open data, online service and e-participation.

One of the authors conducting research on e-government, M. Kassen, states *e-government as a project covering national priority issues; economic as a tool that increases the efficiency of public administration; global as an agenda of international cooperation; it has political dimensions as a universal tool for democratization*.[17]

[16] Neudert L. M. and Marchal N. Polarisation and the use of technology in political campaigns and communication // Brussels: Scientific Foresight Unit (STOA), EPRS, - PE 634.414 – March, - 2019. – p. 22.
[17] Kassen M. E-Government as a Universal Political Value. In: Understanding Systems of e-Government // New York: Rowman & Littlefield, - 2015. – p. 9

Here, the national dimension is more related to national interest and existing political culture, the economic dimension is related to the values of capitalism as well as international economic competitiveness, the global dimension is related to structural convergence (implementation of e-governance in all states), and the political dimension is related to the values of democratization. As these criteria are also related to political modernization, political development and democratization, they allow us to determine the role that e-government plays in the state's response to these challenges.

Talking about the impact of e-government on modernization, researcher S. Xia considered the impact of e-government on political modernization at three different levels (transparency of governments, offline political participation, freedom).[18] Each of these includes democratization. As the author states, while open data are the main indicators affecting the transparency of governments, offline political participation and the level of freedom are more related to e-participation. [19]

On the one hand, e-democracy is possible thanks to the participation of citizens on the websites and electronic applications of parliaments, parties, and local executive authorities.

E-governance, which is a new type of political communication, has the opportunity to solve its problems more efficiently by being organized in accordance with state policy and the morality of society. The difference between e-governance and global media is that e-governance does not rely on harmful liberal values and does not have unlimited free speech and participation opportunities characteristic of social networks.

It has been determined that the applications used in e-democracy directed by both the government and citizens, as well as, artificial intelligence and "blockchain" technologies affect the political culture

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[18] Xia S. E-Governance and Political Modernization: An Empirical Study Based on Asia from 2003 to 2014, - Basel: Administrative Science, 7 (25), - 2017. - p. 5
[19] Xia S. E-Governance and Political Modernization: An Empirical Study Based on Asia from 2003 to 2014, - Basel: Administrative Science, 7 (25), - 2017. - p. 11

more, by weakening of informal institutions (bribery, social distrust), narrowing of the distance between the government and the governed, and the political participation of citizens, as well as increasing confidence in the system and performance, can influence by ensuring the formation of their correct political knowledge, political position and decisions.

The third chapter of the dissertation work is called **"The role of information and communication technologies in the development of political culture in the Republic of Azerbaijan"**. In this chapter, the role of information and communication technologies in the renewal of political culture in Azerbaijan has been studied and the available opportunities for its effective development have been determined.

In the first section of the third chapter called **"The influence of mass media on the development of political culture"**, a brief history of the role played by the mass media in Azerbaijan was reviewed, and then the modern effects of digital and social media on society, as well as on political culture, were examined.

In modern times, globalized digital media play an important role in promoting postmodern values (secular-rational: political awareness, political literacy, secular values, tolerance; self-expression: moral freedom, freedom of speech, political participation) with their content and structure. As a part of global integration and development it is impossible to avoid it in Azerbaijan. Morever, since secular-rational and self-expression values are considered as the main factor determining the development of political culture in many states, the problem was studied in this context. The data based on the World Values Survey, which was organized by R. Inglehart and conducted in Azerbaijan twice (2011, 2018), was used.

Modern internet media provides freedom of thought and speech on the basis of self-expression values, and also promotes new approaches to lifestyle and new ways of thinking. Along with the positive aspects of this process, there are also negative consequences. Negative results are more common in entertaining content, as well as

emotional content. From this point of view, political culture in the information age is faced with two contradictory challenges: Self-expression values and sometimes the encouragement to give up one's own values. In this context, the local media has a crucial role in carefully adressing new challenges.

In the paragraph, based on the results of the World Values Survey on Azerbaijan, it is determined that Azerbaijan has high indicators in terms of faith in democracy, patriotism, and secularism. In addition, traditional values prevail in society. A rational approach to traditional values in Azerbaijan also manifests itself as a response to global challenges threatening national identity. It is also related to the value of self-expression, and the ideology of Azerbaijanism has a great role in that process.

As a result of the research, it is determined that the role of social networks in providing political knowledge in Azerbaijan is great. Educating citizens with political interest, creating conditions for effective participation, such as online discussions, putting forward proposals by citizens, conveying the truths of Azerbaijan to the world, is an indicator of the formation of a democratic political culture. The influence of social networks on political participation in Azerbaijan is mainly related to state-oriented activities. At the same time, it is noted that social media is not used enough to increase participation, especially in municipal elections.

The author points out that online political participation increased especially during and after the Patriotic War. President Ilham Aliyev highly appreciated the activity of young people in social networks during this period: "*During the Civil War, our young people became very active in social networks, and I can say that we won the information war during the war as a whole. I think that the activity on social networks was very successful during the war, and as a whole, now social networks have a very big role to convey the truths of Azerbaijan to the world.*"[20]

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[20] https://t.me/s/operativmm

In addition, the role played by the new media in glorifying positive qualities such as patriotism, Azerbaijanism, promotion of national and moral values, and tolerance is also revealed. Also, the role played by mass communication media in the formation of political culture during the 44-day war and post-war period is investigated. In this period, the 2021 report of the Center for Social Research, which tries to determine the trust index, is used. In the post-war period, the importance of the broadcast of interviews given by the head of the country, Ilham Aliyev, to various foreign and local media channels is emphasized in the increase of citizens' political confidence and national self-confidence.

In order to analyze the impact of information and communication technologies on the political culture of citizens in modern Azerbaijan, the paragraph also presents the results of a small-scale survey (consisting of 212 people mainly representing the private sector and the youth) conducted in the context of three components of political culture (political knowledge, political thought and political behavior). It is concluded that the influence of social networks on the political interests of the survey participants (citizens' existing approaches have either not changed at all or their position has become stronger) and activity is positive, and this is related to their being educated and engaged citizens. In addition to noting a number of shortcomings of the survey, the author states that in general, the role played by social media in political education and the formation of political emotions and feelings is greater than the influence on political behavior.

In the section **"Political culture in the context of e-government"**, which is the second paragraph of the third chapter, the legislation on the development of e-government in Azerbaijan was examined, along with this, the level of functionality of the three main functions of e-government in our country was determined. Back in August 1993, in his speech at the opening of the satellite communication system, which created a direct connection between Azerbaijan and the American continent, National leader H. Aliyev

said: "*The future of Azerbaijan depends on the development of science and technology, their application in the realization of national interests, and the unlimited possibilities of telecommunications.*"[21]

The main innovations in management and the development of political culture are related to the creation of "Electronic Government". In the paragraph, information is given about the adopted normative-legal acts, legislative framework, established institutions related to e-government, and the position of "ASAN service", which has important performance indicators in this field, is examined in the context of electronic services. The work of the platforms of "ASAN service" such as "ASAN pay", "ASAN payment", ASAN radio, "ASAN signature", "Government Services Portal" was explained. It was emphasized that this service, as one of the most unique electronic service platforms, is part of the policy aimed at increasing citizen responsibility and trust in the political system, and increasing its political participation.

In terms of e-services, the creation of a mobile government platform ("myGov") in the eGov2.0 version to achieve online political participation of citizens, joining the Open Government Partnership of the Republic of Azerbaijan in 2011 was noted, and their potential impact on political culture was investigated. Legislation, implemented measures, future projects, public opinion polls, etc. are available on the open data portal and electronic government portal, as well as on the websites of various state bodies and institutions. Since the information about them is posted, citizens can get the information they need from these sources at any time, and this is an important indicator in providing political knowledge. In addition, the level of accessibility of online services to citizens was investigated, and for this purpose, the survey results posted on the "Digital Azerbaijan" platform were used. It was determined that the type of online participation and the

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[21] Баба-заде В. М. Виртуальная цивилизация в современном мире нравственных ценностей и убеждений. Азербайджан: прошлое, настоящее, будущее // Бакинский Международный Гуманитарный Форум: «XXI век: надежды и вызовы» - Баку, - 4-5 октябр, - 2012 года. - с. 318-321.

use of e-services is increasing among citizens. This accelerates the growth of citizens' electronic and technical knowledge and skills, resulting in higher expectations. Electronic portals and e-services have a positive impact on political culture by providing transparency and openness, increase online political participation, and create new relationships between citizens and government by regulating democracy and ensuring control.

In general, it was determined that although participation in the use of e-services in Azerbaijan is increasing day by day, there is a need to expand the conditions for citizens' online participation in decision-making and putting forward their suggestions. Although education and campaigning are the main issues in this field, the preparation of the society in terms of political, moral and technological literacy is also an important factor. The author mentions the "Online public control" platform created in 2021 as one of the steps towards citizen initiatives and describes the opportunities provided by that platform.

At the same time, the author analyzing the online platforms of the Milli Majlis, parties, local executive authorities, especially municipalities in Azerbaijan from the perspective of ensuring political participation, emphasizes that these platforms can be further developed by taking advantage of foreign experiences. She explains that this will create conditions for citizens to participate in the process of making political decisions, and for e-participation to be widely ensured.

In the **Conclusion** part of the dissertation, the main provisions obtained as a result of the current research are summarized and the results are reflected.

The dissertation's main points were published in scientific publications and conference materials as scientific article and theses:

1. Dövlətin idarə olunmasında siyasi mədəniyyətin rolu// "Müasir dövrdə effektiv idarəetmənin problemlər" mövzusunda V

Respublika elmi-praktik konfransının materialları. - Bakı: Azərbaycan Turizm və Menecment Universiteti, - 2019, – s. 213-216.

2. Siyasi mədəniyyətin mahiyyəti və nəzəri-metodoloji təhlili// - Bakı: Tarix və onun problemləri. Elmi-nəzəri jurnal, - 2021. № 2, - s. 205-210.

3. Siyasi mədəniyyətin formalaşmasına təsir edən ənənəvi və müasir amillər// - Bakı: AMEA Məruzələr. Elmi-nəzəri jurnal, - 2021. № 1-2 (77), - s. 79-87.

4. Yeni medianın Azərbaycanda siyasi mədəniyyətin formalaşmasına təsiri// - Bakı: Geostrategiya. İctimai-siyasi, elmi-nəzəri jurnal, - 2021. № 5 (65), - s. 38-45.

5. Azərbaycanda siyasi mədəniyyətin inkişafına tarixi baxış// "Elm tarixi və elmşünaslıq: fənlərarası tədqiqatlar" mövzusunda II Beynəlxalq elmi konfransın materialları. – Bakı: AMEA, Elm və Tarix İnstitutu, – 2021, – s. 270-277.

6. Yeni media ilə siyasi mədəniyyətə strateji təsir üsulları// - Bakı: Pedaqoji Universitetin xəbərləri. Humanitar, ictimai, pedaqoji-psixoloji elmlər seriyası, - 2021. № 3 (69), – s. 42-50.

7. Sosial şəbəkələrin siyasi mədəniyyətə təsiri// - Bakı: Dövlət idarəçiliyi: nəzəriyyə və təcrübə, - 2021. № 2 (74), - s. 279-293.

8. Directions of information and communication technologies affecting political culture// - 5.Uluslararası 19 Mayıs Yenilikçi Bilimsel Yaklaşımlar Kongresi. - Samsun, Türkiye. – 2021. - s. 329-330.

9. Современные вызовы, стоящие перед политической культурой// - Одеса: Науковый журнал «Політикус», - 2021. № 3, - с. 102-108.

10. Possibilities of using modern e-management technologies and artificial intelligence for development of political culture// - 5th İnternationale Black Sea Modern Scientific Research Congress. – Rize, Turkiye, 2023. – s. 291.

11. İnformasiya-kommunikasiya texnologiyaları və siyasi mədəniyyətin yenilənməsi: nəzəri yanaşmaların təhlili// - Bakı: Dövlət idarəçiliyi: nəzəriyyə və təcrübə. Elmi-nəzəri jurnal, - 2023. № 4 (84), - s. 291-299.

12. İnformasiya əsrinin qlobal çağırışları və post-müharibə dövründə Azərbaycanda siyasi mədəniyyətə təsir// - "Cənubi Qafqaz yeni qlobal çağırışlar kontekstində" mövzusunda beynəlxalq konfransın materialları. – Bakı: Azərbaycan Universiteti, 2024. – səh. 28-31.

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(www.dia.edu.az/en/).

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