

**Political consulting: essence, specifics, technologies**

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**Abstract:** The article reveals the importance and place of contemporary political consulting of Kazakhstan as social phenomena. We know century we live as century of informatization. And the basis of consulting is not only commercial activities; it is also social, political, ideological activities too. Realizing concept of the consulting we can determine the importance of consultation in social and political processes of society. In Kazakhstan political consultation an interest to daily occurrence is being actualized: an everyday life, ordinary knowledge, ordinary consciousness, daily speech, daily behavior of the person, culture of ordinary life. Coming of consulting into the life of society gave the opportunity to express opinions which are rich in content. In our changeable world we have to criticize all the life situations and reconsider some of them.

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**1. Introduction**

The consulting is one of the ways in solving appeared problems by giving advices. Chargeable consulting requires a sum of money and is different by it's temporarily and steam. Free of charge consulting has success in every day life in oral form. All the types of consulting brings to appreciate socially-political, cultural, material and spiritual values. It helps to avoid inappropriate conduct and misbehavior, helps to accept orderly conduct.

In common, political consulting is a business which requires deep exploration on the Republic of Kazakhstan. Beside of helping for men whose goal to work in ruling staff of the country, it examines the ways of advising. We should know that the responsibility of political advisors is high.

Professional political advisors own the power in ruling the country. The need in professional political advisors has an effect on president cabinet, minister's cabinet and political parties. The function of professional political advisors is to analyze events, to endeavor economy measures and to make offers in solving political situation. In this information century most of politics act due to political consulting.

Historically, political consulting took place in times of shamans, astrologers, philosophers, "sheshens". In Kazakh society "akyns" and "zhyraus" did the same role now called political advisors. This scientific article about with the history of formation of political consulting. will be the history of formation political consulting.

Counseling, or as we like to call it in today's society Consulting occupies a special position in the social, political, and cultural and social structure. Every day a person is associated with overcoming a

variety of organizational, psychological, moral, and other difficulties. Therefore, the life of modern humanity depends on many factors and is not at all simple.

Some issues in the considered area are reflected in the research by Abbe O. and Herrmson P. (1), Berezkina O.P. (2), Gonsharov V.E. (3), Graber D. (4), Johnson D. and Grefe E. (5), Lake D. and Baum M. (6), Leighton A. (7), Martin J. (8), Magleby D. and Patterson K. (9), Nassimov M.O., Kaldybai K. and Paridinova B.Zh. (10), Peele G. (11).

**2. Material and Methods**

The methodological bases of this study were: quantitative and qualitative content analysis, the dialectical method of learning of social events, also the systemic-structural, comparative, logical-theoretical and separate scientific methods of cognition. In order to achieve the objective results of the study these methods were applied comprehensively. For carrying out our research we used the materials of domestic and foreign scientists.

**3. Results and Discussions**

The word "advice" from the English language and means counseling, pay counseling. At the end of the twentieth century, the concept came into use modern Kazakhstan, but it is also used as advice. On the issue of consulting author has devoted some research in kazakh language (Nassimov, 2011).

Dictionary of Russian S.I. Ozhegov a definition was given: "1. Meeting of experts case or subject. 2. Advice given by a specialist" (Ozhegov, 1989).

By definition, the European Federation of Consultants for Economics and Management (FEACO): «Providing independent advice and assistance to management, including the identification and assessment of problems and/or opportunities, recommendations of appropriate measures and assistance in their implementation" (Klarin, 2002).

The Russian authors V.M. Popov and others define: "Consulting - a term used in current practice to refer to activities aimed at identifying and developing proposals and programs to streamline and optimize the operation of the business, with the executive staff and managers in decision-making literate. ... is a kind of intellectual activity, whose main objective is to analyze, justify the prospects of development and use of scientific and technological, organizational and economic innovations specific to the industry and the client's problems" (Popov et al., 2006).

In the administrative understanding clarifies: "It is important to management consulting in the new economy represented a form of" when (1) consultant shares his experience with the client, rather than trying to keep it for himself, and (2) the customer as possible directly and actively involved in solving the problem, and (3) both parties have spared no effort in order to learn from solving this problem valuable experience" (Prigojine, 1990).

In addition, the author fully agrees with Peter Block: "You do counseling every time you try to change or improve the situation, but not directly managed the ... Most full-time workers, in essence, are consultants, even if they themselves are not officially consultants called" (Prigojine, 1990).

Therefore consulting provides opinions, advice and thinking problems together. Certain types of consulting services include: consultation on biotechnology; consultation on management, medical consultation, environmental consulting, counseling skills; consultation privileges, human resources consulting, information consulting, information technology consultation, the executive consulting, political consulting, public consultation, consultation, and so the test etc.

Political Consulting as a global phenomenon and the institute of contemporary politics are interested in contemporary political science. "Political consultants - it's not just institute brings together experts in the field of political communication, but also a talented and effective management of political campaigns" (Yukhanov, 2008).

The American scientist D. Nimmo thought political consulting with professional services in the field of election campaigns (Nimmo, 1999).

According to scientists, A.P. Sitnikov and E.G. Morozova political consulting - a "Professional activities on the intellectual and organizational support political campaigns through the creation and implementation of high technologies" (Sitnikov and Morozova, 2002). In the understanding of the famous Russian explorer of political management G.V. Pushkareva, political consulting is - "professional assistance to practicing politicians in confronting certain political objectives" (Pushkareva, 2002).

Fundamentally we can differentiate between two forms of political consulting: the consulting of political decision makers, groups and parties, the consulting of decision makers, organisations and businesses which operate within the political sphere. Political consulting thus takes on a function of dual mediation. On the one hand, political consulting mediates between politics, business and the public. On the other hand, political consulting builds bridges between science and political practice.

Political Consulting suggests a particularly high textual and analytical competence, as well as relevant academic qualifications. Political consultations intensive mediator between science and political practice. Strategic and operational concepts formulated on the basis of empirical and scientific analysis of the political field. Political consulting is thus based on knowledge of the state strategy, design, implementation, coordination and evaluation of policy programs.

On this occasion the German Association of Political Consultants identify such instruments of political consulting: fundraising, image management, governance, political, IT-consulting, lobbying, monitoring, strategic consulting, strategic research, knowledge transfer (German Association of Political Consultants, 2006).

The functions of political consulting can be defined as follows: a study of the political situation (by category of its manifestations: from the image of the individual research subject political situation before elective studies History Society), forecasting the political situation (by category of its manifestations), implementation of the marketing aspects (positioning in the political situation, the development of strategic plans and program, image formation, etc.), the creation and transformation of the structures that are the subjects of the political situation or affecting it; evaluation of projects and activities designed to in some way influence the current political situation, implementation of the strategic and tactical plans, the impact on the political situation, rapid response to changes in the political situation (strategic and tactical) (Sitnikov et al., 2004).

The concept of consulting means to give advice. In today's experiment is carried out according to consulting so directed, expert activities, activities of the customer to verify the work of the client to participate (strategic planning, the amount of questions to decide, information system, to prepare information system etc). Therefore, giving advice has such kind of types as: 1) giving advice according to pay tax with branches of law; 2) auditing, accounting, checking services; 3) verification activities in the industry control board; 4) IT-consulting; 5) political consulting.

Nowadays Political Consulting performs basic operations below:

- to associate the ropes well-known phenomenon of one political, social, and conduct research;
- the states of social political diagnosis;
- to explore the precise social demographic characteristics values;
- to demonstrate various monitoring;
- to demonstrate pre-election;
- to analyze pre-election;
- to prepare the strategy of candidate selection campaign;
- to establish headquarters of the election form, operate and manage the system on a territorial council staff;
- to unite the mass media;
- to prepare informational and promotional materials;
- to give an advice of the image of the candidate;
- to organize candidates meeting with voters;
- to unite under special project work on (kontropropoganda, gossip system, misinformation, preparation of measure).

That is why we can point out such the main work disciplines of political consulting as:

- to prepare suggestions concerning political responsibility;
- to develop the image of the majority;
- the reputation consulting;
- to prepare reports based on the information of the customer, the account of the program;
- to prepare the ideology of the known program;
- the methods of working agitation with people;
- a politic, a candidate, to organize psychological analyze of image of the party;
- to have the competitive analyze among competitors;

- to analyze the influence of psychological methods electorate;
- to destroy destructive political technologies;
- features of mass political actions;
- features of individual social categories of (youth, senior citizens and etc);
- a system of work that the target audience and the negative creed stereotyping wins;
- to research mass media, programs party head specifically examine texts;
- to prepare materials, political texts of reports and psychological examination, speechwriting;
- political technologies;
- the management of election;
- to organize information security;
- to prepare expert materials;
- to prepare the political structure of the policy;
- to prepare the image of a long-term program.

#### 4. Conclusion

In Kazakhstan Republic political consulting is a major service among social diplomatic relations. The exchange constituent became formed, the main developing tendencies has defined. Democratic development of the country means that the consulting has a role of bridge between society and government.

On the political consulting the Republic of Kazakhstan mainly priority market raze political content deeply discuss the major players in the policy actions of the ability to model, predict the development of the event is the flock of conclusions that are named on our mind, will assess different description of the phenomenon.

Unfortunately, the scope of this article does not allow to characterize all the issues and problems of theoretical and conceptual foundations of consulting in modern political science. In our opinion referred to the wording of the problem is determined descriptive term "consulting" as an object of science.

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