

Historical Development of Political Counseling

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Abstract: General political counseling is deeply needed to study as newly formed interesting science and a type of business. It does not only study the technologies of preparing specialists who consults the person eager to reach high state rank but forms its own methods of giving advice. Otherwise we are to know the significance of political consultants' responsibility in front of the society. It is known that nowadays the political consultants have power in the society. Today the necessity of such specialists is noticed at presidential administration, cabinets of ministry and political parties of many countries. Their main work is to analyze the current events, to systematize the possible measures of its development, to prepare offers directed to assist them. It is clear the politicians act by political counseling at the age of information.

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1. Introduction

It is not a secret that the significance of giving advice is being increased. Consulting service is very useful in the sphere of taxation and legal service, audit including economic problems, account and audit, all the fields of management and informative technologies. And the place of political consulting is defined by political sciences.

One of the authors of the article M.O. Nassimov investigated the problem research object in detail. His research works were published in the journals "Life science Journal" [1], "Young Scientist" [2], "Sociosfera" [3] and in some international scientific and practical conferences [4]. There were made investigations determining the role of political advertisements [5] and formation of state and city images [6] in the main types of political consulting and also defining its historical source [7]. Besides, scientific articles determining the domination of cinematography [8] and theatre [9], music in consulting were published [10]. We consider the present works valuable because of investigating political situation in the social life is very significant.

We believe the significance of investigating political consulting is that the structure of the new research subject is not enough considered in the political sciences and the subject and content of cognition "political consulting" have not been fully defined yet. Otherwise, this notion is noticed to be paid attention only while elections and consultants' works do not meet the requirements. And also the given cognition is connected with such fields of sciences as Policy studies, Social studies, Economics and Psychology. We are to recognize this cognition is

not enough considered as a separate chapter in applied policy studies of country's political sciences.

2. Material and Methods

Different concepts of systematic and structural, historic-philosophical, institutional and sociological, retrospective and comparative analysis were the basis. Hereby, the methods of comparative policy were used. The objects of scientific research are in general methods of learning.

3. Results and Discussions

The source of the political consulting is deeply rooted. In ancient time the political advisers were shamans, priests, astronomers, philosophers, speakers [Matveychev, 1998], and in Kazakh society we can speak about the role of poets and zhyraus (singers).

According to religion the shamans were the people who can have relation with the super natural forces and spirit. This notion is widely spread out among all languages of the world. In the collection "The Kazakh shamans and fortune –tellers" written by the writer Zh. Daurenbekov and the scientist E. Tursynov: "He gives the spiritual power, exorcise the demons, healer of disjuncting from death, foreteller, psychic, having an ability to cause rain, entice with magic melody, a wizard who works miracles in front of you..." [Daurenbekov, Tursynov, 1993].

The priests are the group of people who study the natural phenomena of the ancient civilization. They were known as judges between people and ghosts. They were appreciated as doctors, scientists, lawyers, philosophers of their society.

Priests are known to be the leaders of world religion such as Buddhism, Christianity and Islam. Nowadays their social signs are kept in some primitive societies of Africa, the South America and the Ocean islands. In general notion is connected with the word “жрѣти” in Slavic language meaning “to sacrifice”. In some versions it is connected with the Russian word “жрец”, the first letter “Ж” means life (жизнь) and speech (речь). Thereby it is the study of life which is closely connected with the notion “өмір сәзі”. Therefore, the basic meaning of this word brings us to the development of religion.

Astrology is the study of the movements of the planets, sun, moon, and stars in the belief that these movements can have an influence on people's lives. An astrologer is a person who uses astrology to try to tell you things about your character and your future. In simple language they are called astronomers. There are still a lot of people who rely on their advice. We can meet a lot of people who follow the zodiacal assumption.

Philosopher is a person engaged or learned in philosophy, especially as an academic discipline (via Latin from Greek philosophos ‘lover of wisdom’, from philein ‘to love’ + sophos ‘wise’). That’s why; every person in this world tries to find absolute truth. In an ancient worldview, each person is a philosopher himself. But a real philosopher is a experienced thinker who deals with the problems of world outlook.

Orators are persona grata who studied the art of speech. The role of orators at their time was considered to be thinkers of the democratic society, like politicians and businessmen of this time. Orating existed in all cultures, but its professional features were possible in democratic countries of Ancient Greece where policy was held in public. At that time the special science about orating, rhetoric was formed. The teacher of orating was called a retour who worked at the institute. They were considered as the representatives of the policy of that time. Orators played an important role in the Kazakh culture. We recognize orating art technologies the main features of leadership, though they have no place in visual culture and suspended from the political sphere.

Poet is specially gifted individual among the Turkic speaking countries of Middle Asia. We can name some poets who influence to the Kazakh traditions and customs, Zhayau Musa Baizhanov, Makhambet Otemisov, Sherniyaz Zharilkasov, Suinbai Aronuly, Birzhan Sal Kozhagululy, Akan Seri Koramsaully, Zhambil Zhabayev, Kenen Azirbayev. The poets of that time arose their worldview by their poems; they served as counselors at Khan Horde as well. For instance, in a book “Bes gasir zhirlaidi (about the history in five centuries)”

we can see the following facts “Asan, the counselor and bii of the Kerei-Zhanibek Khans, was for building horde of Kazakh tribes, he declared the Kazakh settled on the bank of Shu and Sarisu rivers to be strong and well organized. He propagandized to strengthen their Khan’s power of government and defense of the country. He called Zhanibek Khan for thinking stable future of the nation and not to get a swelled head in his success. He considered the problems of customs and traditions, behavior in feudal society. He devoted his poetry to organize the kin tribes to the powerful state. He recognized the nature of difficult times in his poems achieved our time. Even he forecasted that khanates appeared instead of the Golden Horde would be destroyed” [Bes gasyr zhyrlaidy, 1989].

Aitys is known as the means of influence of poet’s schools and poets themselves. The aitys contest being of traditional Kazakh folklore and showing Kazakh poets’ quick-wittedness describes the people’s heroism, their love for their country and social inequality in society. In general the aitys is a tradition except in Kazakh in other Arabic Nomads and Turkic speaking countries and the people of India.

Zhyraus (singers) also played a great role in an ancient Kazakh society. For instance, Kaztugan zhyrau wrote about life, motherland, native country and the soldiers; and Dospanbet zhyrau describes Nomadic images of heroes in his works. Poet of Zhoryk Margaska zhyrau was a slogan advancer who praised Esim Khan’s ideas to form powerful feudal state united into one center. Descending from magnate ancestors Zhiembet zhyrau was against to Khanate. In Aktamberdi’s epic songs they were consulted about riding on a horse, fighting against Oirats (a name of a tribe), calling for heroism and being fearless to fight with enemies.

The excellent counselor of his time Bukhar zhyrau served to the Kazakhs spiritual demands. He called the people for faithfulness, humanity, heroism, unity and consulted them to grateful and bright principles of life. Otherwise he praised the formation of Abylay Khan’s political image and his past life in his songs and also was his political counselor. We can notice it in his one of the songs counseling peace propaganda:

Together with Abylai Khan
Bukharbay sings
And what does he sing?
He sings not to fight [Dayit, 1993].

Generally, the Kazakh zhyraus spent their time in Khan Horde and were interested in the state governing, gave advice to the whole people, khans and heroes, wise counselors who forecasted the future. They praised the Khans’ and brave epical

heroes and commanders' heroism in their songs. At war time zhyraus attended the Khans' military counselor and encouraged soldiers. Unlike the poets they were good at keeping chronicles of tribes, heroic epos and historical poems. Before the great battle the zhyraus' works were full of will and trip motif which inspired the troop [Tursynov, 1976].

Some people say that the Great Confucius is the father of giving consultation. Confucius is a Chinese philosopher, ancient Chinese thinker [Tourette-Turgis, 2004]. His studies influenced the life of people in China and East Asia deeply. He made the basis of well-known Confucian philosophical system. In his early twenties he became the first the Celestial Empire experienced advisor and counselor. He influenced on the people's worldview through his own teaching. Consequently, each pedagogue has the characteristics of an advisor.

Political counseling in West started with the name of medieval political philosopher Niccolò di Bernardo dei Machiavelli. He worked as a statesman in Florence at the beginning of the XVI century. His work "The Prince" (1532) advised rulers that the acquisition and effective use of power may necessitate unethical methods.

Machiavelli, as the best supporter of state power, reported the need of using different kinds of methods. On the basis of this method a new phrase was formed such as "political realism" and build on a concept "the end justifies the means". There are two ways of reaching the aim through this concept, law and violence. The first method is appropriate to mankind value judgment; the second one is actions of wildlife. On his opinion, managers have to use these two methods properly (Machiavelli, 2006).

According to some researchers, real political counseling appeared during the formation of American political system in the second half of the XVIII century. In 1758 the Russian scholars E.N. Belyakov and S.V. Ustinkin were the primary members of G. Washington's political counseling in the election of Colonial Assembly [Belyakov, Ustinov, 2003].

According to Russian scholar O.P. Berezkina, ratifying exertion of State Constitution is the first political campaign in the United States of America. Thereby, Thomas Jefferson was the first among the American presidents who appealed to the consultation of a political counselor. He hired John Berkley to hand out 30,000 bulletins and thousands of handbills in Pennsylvania State, which was the first media flashlight in the history of the US in 1796. He was not a good political counselor, but he was an expert of his own profession. As a result, Thomas Jefferson was elected as a president in the

presidential election of the US in 1801 [Berezkina, 2008].

E. Bernie was among the leaders in using new political technology of the XX century. He introduced the basis of society connection with the university into practice and the idea of adopting social questionnaire in policy. He worked in the committee which was responsible for agitation during the World War I. Most people who were in the school of "Aggressive communication" had a lot of opportunities in using their knowledge in peaceful life. He raised the authority of the term "counsel on public relations" for the first time in his work "Crystallizing a social view" [Berezkina, 2008].

4. Conclusion

The interests of modern people in global and informational society are closely connected with the dynamic change of policy of a country. Our country which formed stable political system was also connected with this problem. Nowadays the political event estimation and prognostication function are done by political counselors and research systems. More attention is paid to the above given profession in domestic political counseling market. The development and stabilization of a political research market defines the meaning of a profession.

N. Sakhanov studied a research work according to the problem given approximately more than ten years ago. He gave information about scholars who took part in developing domestic political system and political counseling. On his opinion, the below given indispensable condition hierarchy is in need which is appropriate to political counseling in Kazakhstani market: professional management, highly skilled specialist, up supply base (Sakhanov, 2001).

Nowadays these problems are still actual. Political counseling market is developing. Although, it is not a secret that demarcation in political experiment still exists. It is seen that counselors work is done formally at any office.

In general, political counseling takes the first place in general social relation system in the Republic of Kazakhstan. Its market structure was formed and the basic tendency was defined. The development of democratic process in our country shows the need in consolidating the unity of this profession between society and power.

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