

Journalists' concepts of neighbours' power

Naydonova Lyubov

The Institute of Reflective Investigation & Specialization IRIS, Kiev, Ukraine

The institute of social and political psychology, Kiev, Ukraine

ABSTRACT

Analysis of power phenomenon as a characteristic of neighbour relationships in communities was based on bi-aspect concept of power: for regulation and dependence (Vasjutinskyi, V., 2002). Comparison of students' narratives obtained in a training situation with the All-Ukrainian newspapers publications was made. The materials for content analysis were 83 essays of National Institute of Journalism undergraduates written on the "neighbour's power" topic and publications of 5 newspapers during a year term. Two main levels of neighbourhood concepts were revealed - a) within a single co-action; b) between the subgroups, separate groups (families) and c)) between the separate communities (fellowships, nations, countries) . The results of research are useable for developing the psychological availability for social work with territorial communities.

Why we study concepts of neighbourhood?

- The problem is: In what way territorial relations are reflected by the participants of these relations, what representations are there about the neighbours' influence on each other in an every day situation.
- Knowing about concepts of neighbourhood is necessary for social work and community development.

Why we study journalists?

- The most efficient narratives are the natural ones, the professional position.
- The maximal influence is the influence through the mass communication media.

What we mean when we say "neighbourhood"?

Two roles in territorial interaction can be distinguished: a neighbour and a compatriot.

- A compatriot is a form of an identification with a communication partner on the basis of a territorial neighbourhood with him in the past, which occurs in the new staying conditions and in a new territorial environment.
- In understanding the role interaction of the "neighbour" type one can distinguish three levels of the relations realization depending on the scope of interacting parts: a) the individuals' interaction, b) the interaction of separate groups (families) and c) the interaction of separate communities (nations, countries). In each of three main levels there are such characteristics as an own territory and a boundary with a common territory.

Why we study neighbors' power ?

The earlier our research by the method of semantic networks (G.Sensalis, 1999) show that the associations of the words "a power" and "a neighbour" very seldom have common associative contexts. Connection the subject of a narrative as a context of seldom associating words is the way to creative activation.

RESULTS

1 STAGE: the content analysis of press in 2003

The press covers the subjects connected with different levels of the neighbourhood (the item of calculation is an article with word neighbour).

	the individuals' interaction	the interaction of separate groups	the interaction of separate communities/countries
"Facts"	1	16	22
"Voice of Ukraine"	11	34	46
"Day"	1	2	27
"Today"	3	5	29
"Kyiv news"	4	6	48
	7,8%	24,7%	67,5%

2 STAGE: the content analysis of Journalists' essays

The essay have to be reflective investigation, it is **Journalist's** study of stereotypes (concepts, continuities) and the patterns of their overcoming (a self-dependent change) as inadequate ones.

	the individuals' interaction	the interaction of separate groups	the interaction of separate communities
essay	58,9%	10,2%	30,7%

The most concepts of journalist's papers and essays narrative are about **power for dependence:**

	the individuals' interaction	the interaction of separate groups	the interaction of separate communities
In papers	50%	80%	85%
In essays	75%	67%	85%

Fragments of narratives about interpersonal neighbour interaction:

A loss (trouble):

- The girl poisoned herself with mercury through the neighbours' fault.
- The neighbours-"pests". They always forget to turn off the taps and flood the 12,8%

lower neighbours.

A provocation /a manipulation:

- To demonstrate one's own weakness in order to provoke a desire to help.
- To provoke conflict to return communication after isolation.

10,3%

A conflict:

- The neighbours- 'music lovers' (too loud music): The music preferences of neighbours never coincide (especially after 11 p.m.).
- The neighbours - "builders" (a noise of a saw, a hammer, a drill): There are the neighbours who like to repair very much – whatever you like! There is nothing they like better than sawing, spiking or scraping the walls. The exertion – it is wonderful, but to fall asleep and to wake up to the accompaniment of a hammer knocking and the groan of a drill!
- My neighbour wants to learn Japanese in night, when I want to sleep!

61,5%

A shadowing:

- The neighbours- "observers" They are usually elderly ladies. They know everything about everybody: who, with whom and namely in what way. They meet you every day, looking out of their door and it doesn't matter how late you return. It is of no use to wage a struggle with them. All you can do is to find a consensus or to change the address.

7,7%

A help:

- The neighbours rescued from the fire.
- He helped me to understand my way in life.

7,7%

Fig. 1. Different scenarios of neighbours' influence as the base of the power

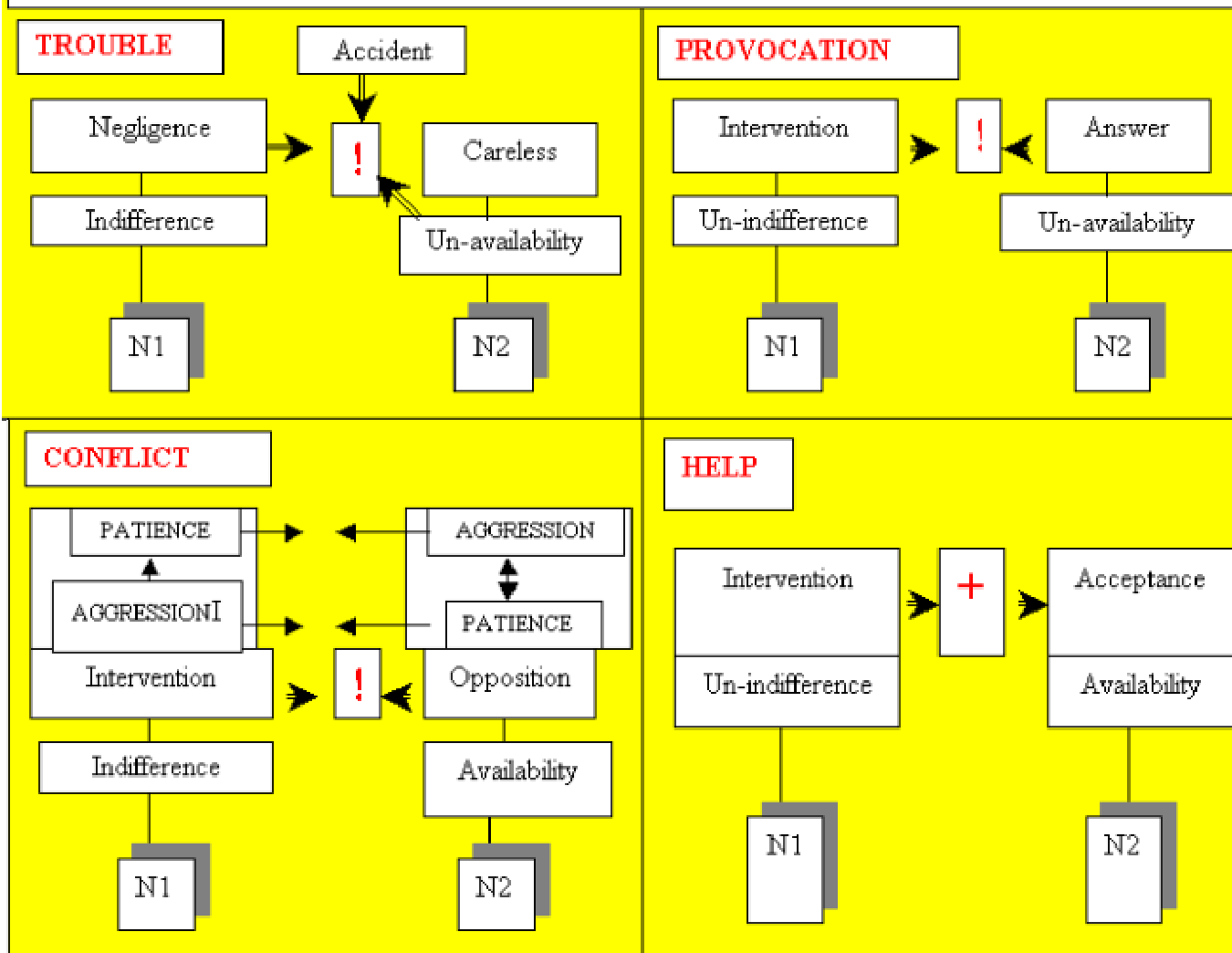
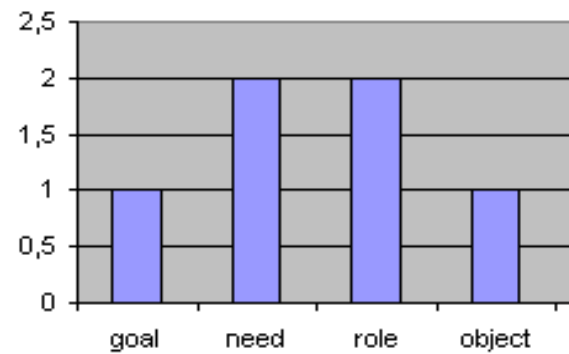
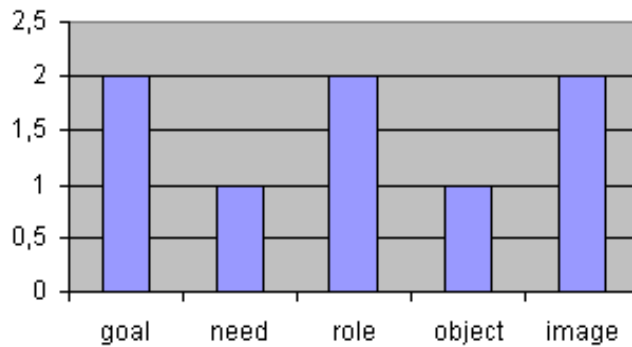


Fig. 2. Different profiles of influence motivation (Raven B.A., 1992) in regulation and subordination (dependence situations for interpersonal and inter-groups **neighbours'** communication)



I
n
c
t
e
r
-
r
o
n
g
r
o
u
p
s



Data of experts' analysis of the essay pools by psychologist s' (n=16)

CONCLUSION

The main continuities discovered in publications and narratives are: "a conflict", "a loss", "a provocation", which have negative emotional context.

The main aspects which determine the modes of the authoritative-dependent relations realization are: "the indifference – un-indifference to the neighbour", "the availability – unavailability to understand the other", "the aggressiveness – the patience".

APPLICATION AND DISCUSSION

We have developed a special course for social worker, which in addition to the traditional informational module, includes the motivational and experiential reflective module guiding students' independent activity in the sphere of social enterprise development on the basis of work with neighbors' interactions.

In consist of the start of the 1st stage of the Project "Development of the territorial communities in Ukraine" (Kyiv, September 2004) **we are interesting in collaboration**

with organisations or persons for exchange experience and discussion about cross-cultural differences in community relations.

If you are interesting, give me your visit card ore address for contact, please!

For contact: p.o.box 65, Kyiv, 04074, Ukraine E-mail: Lyuba@iris-psy.kiev.ua

+380 50 3817607(mob.)+380 44 4106610 (office)