



State Authority and Governing the Nation National Identity and State Ideology

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In this essay highlights of forming nation as the largest communications have been analyzed. From the viewpoint of communicativistics the basic criteria for the existence of national identity have been comprehended, features and differences of national states have been defined. The role of ideology as a powerful communication informational systems in the lives of nations has been also revealed, the role of «nation forming» teachings was studied, as well as substantiates the necessity of its own national ideological doctrine, especially for the newly independent state.

Keywords: national identity, intellectuals of the nation, the state ideology, communication study, ideological doctrine.

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The paper deals with the topical issues of national building and state authority. Based on findings of analyzing the mechanism of authority system formation and intra-national relations, the author proposes the integrated system to govern both the state and the nation. The attention is focused on academic and practical issues of state formation and finding out, what is the essence of authority, which are its main features and which is the difference between the state and personal authority. Conceptual elements and mechanisms of state governance and national development are considered, the role and importance of a national leader is emphasized. It is written in the most open manner, hoping for a broad discussion. This paper is the part of the wider scientific treatise, which itself is the logical extension of the "National Unity Doctrine of Kazakhstan", the main text of which has been written by the author earlier.

Keywords: state authority, essence of authority, state governance, national interest, governing the nation, Nation Unity Doctrine of Kazakhstan, managing national interest, national values, leader of the nation.

http://управление.guu.ru/wpcontent/uploads/2015/01/Управление_4_2014.pdf