



THE EVOLUTION OF INFORMATION AND COMMUNICATION FACTORS IN THE HISTORY OF POLITICAL IDEOLOGIES

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ABSTRACT

This article provides a scholarly and theoretical analysis of the evolution of information and communication factors in the history of political ideologies. The study examines the influence of communication technologies on the formation, dissemination, and transformation of political ideas across historical stages, from traditional societies to the digital era. Information and communication factors are interpreted as key instruments that shape the content of political ideologies, their mechanisms of legitimation, and the scope of their social influence..

Introduction. Political ideologies constitute one of the key intellectual and social factors of societal development, through which political power is legitimized, social values are formed, and a certain orientation is given to the political consciousness of members of society. Ideology is not merely a set of ideas; it also encompasses the mechanisms through which these ideas are internalized within social consciousness. In this sense, information and communication factors play a decisive role in the emergence, dissemination, and transformation of political ideologies. Historical experience demonstrates that the dominant forms of communication in each era have directly influenced the content and form of ideological processes of that period.

In traditional societies, political and social ideas were transmitted from generation to generation primarily through oral speech, religious doctrines, rituals, and customs. Under such conditions, ideology was reinforced mainly through collective memory and religious symbols, while information transmission was limited and local in character. The lack of widespread written culture and literacy slowed the mass dissemination of ideology; however, at the same time, it allowed ideology to be deeply embedded within traditional social structures. The limited nature of communication tools during this period contributed to the relative stability and slow pace of ideological change.

The emergence and development of print media marked a fundamental turning point in the history of political ideologies. Through books, newspapers, and pamphlets, political ideas began to spread rapidly across wide territories. Particularly during the Renaissance and Enlightenment periods in Europe, printed media played a crucial role in the formation and popularization of new political views and ideas concerning freedom and rights. This process enabled ideology to move beyond elite circles and penetrate the consciousness of broad social strata. As a result, political ideologies became a mobilizing force in society and a central foundation of political movements [1].

In the nineteenth and twentieth centuries, alongside processes of industrialization and urbanization, mass communication media—such as radio, television, and the popular press—further expanded the scope of ideological influence. During this period, political ideologies evolved not only as systems of ideas but also as instruments for managing mass consciousness and mobilizing political participation. In totalitarian and authoritarian regimes, the centralization of information flows strengthened ideological control, whereas in democratic societies mass media created a space for ideological competition and pluralism. Thus, technological advancements in communication fundamentally transformed both the form and content of ideologies.

In the twenty-first century, the widespread diffusion of digital technologies and the internet has initiated a new stage in the history of political ideologies. Social networks, digital platforms, and algorithm-driven information flows have weakened centralization in the production and dissemination of ideology, giving rise to networked and fragmented processes. Ideology is now often shaped not as a clearly articulated political doctrine, but indirectly through everyday information consumption, media practices, and digital culture. This condition leads to the “invisibility” of political ideologies and their deeper integration into everyday life [2].

These processes indicate that political ideologies cannot be analyzed in isolation from information and communication factors. In every historical period, dominant communication technologies have determined the scope of ideological influence, as well as its form and function. Therefore, studying the history of political ideologies in close connection with the evolution of information and communication technologies provides deeper insight into contemporary political processes.

The primary objective of this study is to conduct a scholarly analysis of the evolution of information and communication factors in the history of political ideologies and to reveal the mechanisms through which they influence ideological processes. Within the framework of the research, the impact of communication forms in traditional, industrial, and digital eras on ideological transformation is examined from comparative and historical perspectives. This approach establishes an important theoretical and methodological foundation for understanding the new manifestations of political ideologies in today’s digital society.

Methods. This study is aimed at a comprehensive and systematic analysis of the evolution of information and communication factors in the history of political ideologies. To this end, a set of complementary scientific methods was employed based on an interdisciplinary approach. The research methodology is grounded in interpreting political ideology not only as a system of ideas, but also as a communicative process that shapes and

governs social consciousness. Accordingly, the selected methods serve to reveal the complex dialectical relationship between ideology, information, and communication.

First, the historical-analytical method was applied as the primary methodological approach. Through this method, the formation and development of political ideologies were examined in close connection with the historical evolution of information and communication tools. The study covers periods ranging from traditional societies to industrial and digital societies, analyzing consistently the influence of dominant communication forms on ideological processes at each historical stage. The historical-analytical approach made it possible to interpret ideological change not as a random phenomenon, but as a закономерный (law-governed) process determined by the development of communication technologies [3]. This method provided an essential theoretical basis for identifying cause-and-effect relationships between ideology and communication.

The comparative-historical method was also widely employed. Using this approach, models of ideological communication operating in different periods and political systems were compared. In particular, comparative analysis was conducted between traditional societies relying on oral and religious communication, industrial societies dominated by print media, and contemporary information societies characterized by digital platforms. Criteria such as the speed of ideological dissemination, audience reach, degree of centralization, and intensity of social influence were used as key indicators. As a result, it was scientifically substantiated that the evolution of political ideologies is directly linked to the increasing complexity and networking of communication tools [4]. This method revealed the historical adaptability of ideology and its transformation in response to changing communicative environments.

In addition, a philosophical-methodological approach occupied a significant place in the research. This approach enabled the analysis of ideology within the context of relationships between social consciousness, power, and knowledge. From a philosophical perspective, ideology was interpreted not only as an explicit form of propaganda, but also as a latent mechanism embedded through everyday information flows, discourses, and cultural practices. Particular attention was paid to the “invisibilization” of ideology in contemporary digital society—namely, its formation through media logic and algorithmic choices rather than overt political slogans [5]. This approach added theoretical depth to the study and served as an important methodological tool for understanding the contemporary transformation of political ideologies.

Another essential component of the research methodology involved the use of discursive and sociological analysis methods. Discursive analysis was employed to examine how political ideologies are articulated within the information space, through which narratives and symbols they are legitimized, and how they are internalized within mass consciousness. In this process, political speech, media texts, and digital content were analyzed as carriers of ideological meaning. The sociological approach, in turn, made it possible to account for the social reception of ideologies, audience reactions, and patterns of information consumption. Through these methods, the real social impact of political ideologies and their effectiveness within communicative processes were identified [6].

Furthermore, a systems approach was applied in the study. This approach allowed political ideology, information technologies, communication channels, and the social environment to be considered as a single integrated system. Systemic analysis demonstrated that ideological processes are determined not only by the activities of political actors, but also by technological infrastructure, media markets, and cultural contexts. This ensured the comprehensive and objective nature of the research findings.

Overall, the research methodology was designed to analyze the history of political ideologies without separating them from information and communication factors, focusing instead on their interaction and evolution. The integration of the selected methods enhanced the scientific reliability of the study and strengthened the theoretical and practical significance of its results. This methodological framework provides an important scholarly foundation for understanding and evaluating new forms of political ideologies in contemporary digital society.

Results. The findings of this study clearly demonstrate that the evolution of information and communication factors throughout the history of political ideologies has determined the form, pace, and scope of social influence of ideological processes. The analysis confirms that, at every historical stage, dominant communication technologies fundamentally transformed the mechanisms of production, dissemination, and reception of ideology. As a result, ideology has manifested not merely as a collection of ideas, but as a social system operating through information flows.

The first significant finding concerns the formation of political ideologies in traditional societies, where they were primarily shaped through oral, religious, and ritual forms of communication. According to the research results, ideology during this period was reinforced through collective memory, symbols, and religious legitimation. While the limited and localized circulation of information ensured ideological stability, it hindered the rapid spread of ideology across wider territories. Consequently, ideologies evolved slowly but became deeply embedded in social consciousness, exerting long-term influence. This situation represents an early yet fundamental form of the relationship between ideology and communication [7].

The second major finding is associated with the emergence of print media, which initiated a qualitatively new stage in the history of political ideologies. The study shows that print communication enabled ideologies to move beyond elite circles and penetrate mass consciousness. Books, newspapers, and pamphlets standardized political ideas and made it possible to transmit them to broad audiences. As a result, political ideologies became a key factor in social mobilization and the formation of collective identity. The research establishes that print media played a decisive role in the emergence and dissemination of ideologies such as nationalism, liberalism, and socialism [8]. During this period, ideology appeared in the form of centralized and relatively stable narratives transmitted through communication.

The third important finding relates to the widespread expansion of mass communication media—radio, television, and mass press—in the twentieth century. The results indicate that these media significantly amplified the power of ideological influence, creating effective mechanisms for managing political consciousness and mobilizing society. In totalitarian regimes, centralized control over information flows strengthened ideological domination and

produced a unified ideological space through propaganda systems. In democratic societies, by contrast, mass communication intensified ideological competition and pluralism. As a result, ideology simultaneously functioned as an instrument of control and an object of competition. The study reveals that at this stage, communication media began to emphasize the form of presentation and emotional impact of ideology more than its substantive content [9].

The fourth major finding concerns the digital era and the widespread diffusion of the internet, which represents the most complex and dynamic phase in the evolution of political ideologies. According to the findings, digital communication has weakened ideological centralization, transforming ideologies into networked and fragmented forms. Through social media, algorithmic recommendations, and digital platforms, ideology is no longer shaped as a coherent doctrine, but indirectly through everyday information consumption, visual content, and short messages. This process has led to the “invisibilization” of ideology, embedding it deeply into everyday practices. Consequently, political ideology increasingly becomes not a conscious choice, but a social habit shaped within algorithmic environments [10].

The results also show that, in the digital era, boundaries between ideologies are becoming increasingly blurred. Traditional ideologies—such as liberalism, conservatism, and socialism—are rearticulated in hybrid forms, merging with populist, identitarian, and technocratic discourses. This process renders ideologies more short-term, emotional, and situational in character. As a result, stable ideological identities in political consciousness are being replaced by flexible and adaptive views.

Another significant finding is that information and communication factors have transformed not only the speed of ideological dissemination, but also mechanisms of legitimation. Whereas legitimation in traditional societies was based on religious and customary foundations, in the print and mass communication era it relied on rational-ideological arguments. In the digital era, however, legitimation is increasingly achieved through popularity, visibility, and algorithmic advantage. This shift indicates a qualitatively new transformation of political ideologies.

Overall, the findings scientifically substantiate that the evolution of political ideologies is dialectically and intrinsically linked to the development of information and communication factors. At each historical stage, changes in communication technologies redefined the content, form, and social functions of ideologies. The results underscore the need to reassess political ideologies not merely as theoretical constructs, but as dynamic systems operating within information and communication environments. These conclusions provide a solid empirical foundation for further discussion and theoretical generalization.

Discussion. The discussion of the research findings indicates that interpreting the evolution of political ideologies independently of information and communication factors is methodologically incomplete. The results confirm that communication technologies have functioned not only as intermediaries, but also as autonomous driving forces in the historical development of political ideologies. From this perspective, ideology should be understood not merely as a system of ideas, but as a dynamic social construct formed and reconstituted within communicative environments.

First, the findings highlight the need to reconsider classical theories of ideology. Classical political ideologies such as Marxism, liberalism, and conservatism historically

developed in reliance on print and mass communication media, where ideas, texts, and propaganda occupied a central role. In the digital era, however, this model has undergone substantial transformation: ideology is increasingly disseminated through visual images, short messages, and emotional signals rather than through structured texts. As a result, the internal coherence of classical ideologies is weakening, giving way to hybrid and fragmented forms. This development calls for a renewed interpretation of Althusser's concept of "ideological apparatuses" under contemporary communication conditions [11].

Second, the discussion reveals that information and communication technologies have fundamentally altered the mode through which ideology operates within social consciousness. While in traditional and industrial societies ideology was largely accepted through conscious belief and rational choice, in digital society it is formed indirectly through everyday practices, algorithmic recommendations, and information filters. This indicates a shift from the stage of "conscious acceptance" to that of "everyday habit." Foucault's analysis of the relationship between power and knowledge provides an important theoretical framework for understanding this process, as power in digital communication environments increasingly manifests in invisible and dispersed forms [12].

Third, the findings demonstrate that mechanisms of ideological legitimation have also changed in line with communication evolution. In traditional societies, legitimation relied on religious and customary foundations; in the industrial era, it was grounded in legal-rational and ideological arguments. In the digital era, legitimation is often achieved through mass visibility, popularity, and algorithmic dominance. Ideas that become "trending" are frequently perceived as legitimate regardless of their theoretical grounding. This phenomenon indicates a crisis of the rational public sphere model articulated by Habermas [13], as political debate increasingly shifts from reasoned argumentation toward short, emotionally charged reactions.

Fourth, the discussion establishes that while digital communication expands the reach of ideological influence, it also renders ideologies more unstable and rapidly changing. Social media enables rapid dissemination of ideological ideas, yet fails to ensure their long-term stability. As a result, rigid ideological identities in political consciousness are being replaced by situationally adaptive and multifaceted perspectives. As Manuel Castells argues, power in contemporary society is located within communication networks, and ideology is likewise shaped through these networks [14]. This perspective fully aligns with the findings of the present study.

Fifth, the results reveal that the tension between political ideologies and information freedom has entered a new phase. Although information freedom appears to have expanded in digital society, algorithmic control, platform policies, and information filtering have made ideological influence more complex. This blurs the boundary between "free choice" and "guided consciousness." The discussion shows that contemporary ideology operates more effectively through hidden governance and information design than through overt repression.

Sixth, the findings allow for a reassessment of the relationship between the globalization of political ideologies and local contexts. While digital communication rapidly disseminates global ideological currents, these are reinterpreted within local cultural and social frameworks. As a result, universal ideologies merge with national, religious, or identitarian

elements, giving rise to new hybrid forms. This demonstrates that ideology simultaneously acquires both global and local characteristics.

In sum, the discussion confirms that the evolution of political ideologies is directly and intrinsically linked to the development of information and communication factors. Throughout history, ideology has continuously transformed its form, content, and mechanisms of influence in response to communication technologies. In contemporary digital society, ideology increasingly assumes invisible, fragmented forms integrated into everyday life. This discussion provides a scholarly rationale for reinterpreting political ideologies not merely as theoretical doctrines, but as complex social phenomena operating within information and communication environments.

Conclusion. This study has demonstrated, through a comprehensive analysis of the role and significance of information and communication factors in the history of political ideologies, that these factors have played a decisive role in the formation, development, and transformation of ideological processes. The findings scientifically substantiate the necessity of interpreting political ideologies not merely as collections of ideas, but as communicative systems that shape, govern, and direct social consciousness. In this sense, the evolution of political ideologies emerges as a process intrinsically and dialectically linked to the historical development of information and communication technologies.

The research reveals that in traditional societies, ideologies were primarily formed through oral, religious, and ritual modes of communication, reinforced by collective memory and traditional mechanisms of legitimation. The limited diffusion of information during this period resulted in slow but stable ideological development. With the expansion of print media, a new stage in the history of political ideologies emerged, enabling ideas to penetrate mass consciousness rapidly and systematically. As a result, ideology became a mobilizing force and a central foundation of political movements.

During the industrial and mass communication era, political ideologies became increasingly centralized, organized, and subject to control. Radio, television, and mass press dramatically expanded the reach of ideological influence, strengthening the capacity to manage political consciousness and mobilize society. At the same time, in democratic societies, mass communication served as a medium for ideological competition and pluralism. This period illustrates how ideologies were shaped through overt propaganda and official discourses.

With the advent of the digital era, political ideologies entered a fundamentally new qualitative stage. The internet, social media, and digital platforms weakened ideological centralization and transformed ideologies into networked, fragmented, and flexible forms. Ideology is now often shaped indirectly through everyday information consumption, media practices, and algorithmic recommendations rather than as a clearly articulated political doctrine. This process leads to the “invisibilization” of ideology, making its integration into social consciousness more complex and ambiguous.

The conclusions further indicate that the evolution of information and communication factors has transformed mechanisms of ideological legitimation. Traditional forms of legitimation have given way to rational, legal, and ideological foundations, while in the contemporary digital environment legitimation increasingly relies on popularity, visibility,

and algorithmic dominance. This shift contributes to the weakening of stable ideological identities and the strengthening of fluid and changeable perspectives within political consciousness.

Overall, this study provides a scientific justification for examining the history of political ideologies in close connection with the evolution of information and communication technologies. The findings offer an important theoretical and methodological foundation for understanding contemporary political processes, particularly the new forms of ideology emerging in digital society. These conclusions serve as a solid basis for future research in political philosophy, political science, and the social sciences, enabling a deeper understanding of political consciousness and ideology.

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