

CONDITIONS FOR EFFECTIVENESS OF THE REFERENDUMS IN SOCIOLOGICAL AND SOCIAL-PSYCHOLOGICAL ASPECTS

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ABSTRACT: TO BE EFFECTIVE THE REFERENDUMS MUST MEET CERTAIN OBJECTIVE AND SUBJECTIVE CONDITIONS THAT SOMEWHAT GUARANTEE ITS SUCCESS. THE MOST IMPORTANT AMONG THEM ARE: THE AVAILABILITY OF NECESSARY LEGISLATION, AVAILABILITY OF SUITABLE POLITICAL SITUATION, THE PRESENCE OF SIGNIFICANT SOCIAL PROBLEM THAT PUT PEOPLE TO THE POLLS TO VOTE, ETC. FINALLY, THERE ARE EMOTIONAL AND RATIONAL JUSTIFICATION FOR EACH PARTICIPANT NAV VOTE.

KEY WORDS: REFERENDUM, GOVERNMENT, STATE GOVERNMENT, REGULATIONS, SOCIOLOGICAL RESEARCH, RATIONAL ARGUMENTATION, EMOTIONAL ARGUMENTATION, POLITICAL SITUATION, CONFORMISM, LEGAL AWARENESS, ADEQUATE CITIZENS

To achieve its purpose effectively the referendums must meet except legal and a number of other conditions related to the social reality and the subjective side - the person giving their vote in a certain, specific question of government.

To the objective conditions can be assigned: political situation and problem necessitating a referendum, public opinion research, political marketing and the media situation in the consultation and others.

To subjective conditions must be considered individuals as participants in the referendum and their interaction with the groups to which one way or another belong to their values, motivation, political culture and others.

THE presence of the regulatory framework [3] is the most important objective condition for holding referendums. To a large extent their application depends on how they are institutionalized or not. By referendum will of the people shall be constituted in a common will to solve important issues of public policy or the adoption of regulations. In the Bulgarian Constitution of 1991 and the Law on Referendum of 1996, only certain institutions - the President, Parliament and Council of Ministers have the right to initiate referendum. No Bulgarian citizens are deprived of such a possibility, which in practice could implement corrective against absolute dominion of institutions and elites. So the most democratic means is devoid of democratic spirit and appears under the control of those whose policies should be tested, controlled or corrected by direct vote of the people. In the global political practice there are other examples in this respect: for example, the Constitution of Denmark from 1953

was adopted by referendum and then approved by the King. So the referendum becomes a formality.

THE examples from Bulgaria and Denmark show that it is not enough to institutionalize the referendum legislation. Necessary is to be mentioned more entities that have the right to initiate a referendum and obligatory condition - this is the final sanction of the problem. Otherwise, the referendum is a "paper", devoid of true activism.

IT is important to identify in existing legislation and what majority, a referendum will be valid decision. It is better to be adopted by 2/3 of the votes of the electoral body, as a majority of 1/2 + 1 can be played again polarization in society in question sanctioned by direct vote issue, but it would not to achieve national consensus and to belligerent.

AVAILABILITY of suitable political situation and socially significant problem [3] to impose a referendum is one of the most important objective conditions. Sometimes some members of the elite and their populist moves deliberately keep the discussion in that direction. So here it must be emphasized: a referendum may be submitted for a decision only those political situations and issues that are regulated in the legislative base.

SERIOUS constitutional reforms concerning the modernization of society is also subject to national referendums. Such were in Guatemala in 1999, where voters rejected a package of proposals in this direction. And in April 2000 referendum Ukrainians decided simultaneously four questions perfecting social management.

THE choice of the political situation requiring a referendum must meet the needs and intentions of the whole nation, not just the government. Otherwise, such a referendum is doomed to failure, as was the failure of the Italian referendum 22.V.2000, when the polls appeared only 32% of voters.

THE sociological surveys and opinion polls are an important part of the preparation of a referendum. In a referendum must take into account the current public opinion and public opinion on the proposed issues for discussion. The public opinion whatever it is a great power, but because of its anonymity it is irresponsible form of power and this is very dangerous. The bad propaganda of one group of people can easily harm others.

SOCIOLOGISTS of NCSPO determine when there is a need of polls as follows [5]: According to them, studies of electoral intentions are necessary when launching a new political entity; when there are indications of a sharp reversal in electoral attitudes; when you know that people are disappointed by politicians and not have to register in what direction will pour called. "Protest vote"; when a political force changes principled views on an issue; when a political force change traditional behavior and looking for a new image.

THE sociological surveys and opinion polls are an important indicator of when society is ripe for a referendum. But in no case can replace the referendum because he has constitutive character. 91% of Bulgarians believe that public opinion research is needed because they are the pulse of democracy [6] and give people the opportunity to express his personal opinion publicly important issues. But according to 40.2% of these managers do not respect public opinion in making decisions. The only absolute way that our government would be complied with public opinion is when it is clearly expressed by the constitution of the general will in the decision taken at the referendum.

THE referendum raises questions about political management and marketing. An ad that electorate sees and understands it contributes far more complex than political analysis that

almost no one but professionals do not know "But even critics of political marketing becomes clear that the real political campaigns no longer make for an enlightened minority. For the majority choice to largely random. Political marketing should support this choice, to make it more real and in favor of all - parties, politicians or voters. "- Writes Michel Bongran [1, p.23].

THE longest in the minds of voters remains that knowledge, which is given by way of emotional and rational argumentation, ie, through an emotional change attitudes and by demonstrating arguments, documents, etc. evidence. The specialists related to political marketing during elections or a referendum must always take into account the so-called. "Boomerang effect", ie, that too informational impact in the wrong approach to the electorate may be counterproductive. Unfortunately manipulation, as veiled communication aiming to hide in any case the true intentions of a referendum, is the political management and marketing. The effect on the value system of the individual, it is inculcated and what is the right solution at set before her alternative "for" or "against" in the referendum. Lack of information about its objectives and its significance for the exercise of state power, is also manipulation. Placed in an information vacuum electorate can not choose line of conduct, and the only one he tells of the mass media.

MOREOVER, another question arises: whether referendums were stimulated citizens to become more informed on issues that will be called to vote. Robert Paul Wolff and Joseph La Palombara [8, p.106] data covered for damage California, Oregon and Massachusetts in the United States, which spent about 8 million. dollars brochures sent to the address of each registered voter with detailed information "for" and "against" each issue put to the vote in a referendum. Upon further investigation it turned out that only 13% -14% have used the brochures as a source of information. Other data does show that those who have not used the brochures as a source of information are more informed. Moreover, discovers that even a representative sample of students are not able to understand more than half of the proposals described in the brochure intended for voters in Oregon.

THE power, respectively state power is layered phenomenon that can reveal in different situations. The attitude of the voters to a referendum in practice concerning all the political reality. In this sense can really say that the referendums is palpating the pulse of democracy or that this is the moment of truth for a democracy. That is, they believe the supporters of the referendum. They believe that without a direct expression of the popular vote representative democracies could degrade to management elites.

AS a personal lawsuit is the vote of the citizen can not be excluded and the role of conformism. Conformism preceded and accompanied the preparation and holding of a referendum as part of social reality. More Gustave Le Bon wrote [4, p.129] "Fall into you in a crowd, I repeat, people are always treated and on general issues the vote 40 academics not sit higher than the 40 drawers of water. I do not believe that one of such critical votes by universal suffrage, as the restoration of the Empire would be different if voters were selected exclusively among scholars and educated people. That anyone knows or understands Greek mathematics that is an architect, veterinarian, doctor or lawyer endows him with regard to the feelings special skills ... if crowded with knowledge, people form an independent electoral body, the vote will not come better quality of today. They fought mainly by feelings and the spirit of his party. "

ON the person in the preparation and holding of the referendum play a role public, family and professional environment and media. Social media are a special tool, a social outlet in the structure of society, firm in power distance society and appear during the referendum as one's speakers - of institutions, social groups, political parties and others. Through them, provoke and realize certain social behavior and attitudes, creates emotional background, the basis of which the electorate has to take a decision. James Fishkin correctly notes that [8, p. 144]: "The people misled by any unusual mood, personalities and parties may wish measures alone will eventually reject and condemn with the greatest readiness." He proposes the issue of direct emotional response in such cases to decide in the following ways: by requiring a certain period of calm passions or is repeatable vote prior to the main decisions taken by referendum.

THE problem of motivation remains classic as personal and collective action. Different can be the reasons which lead to the individual making the final decision "for" or "against". But the most important motivator for The people that remains, that their voices change social reality.

SINCE in most cases through referenda solve important issues relating to the law it is important to be examined and the availability of legal awareness in the subject. It allows each person to correctly orient in solving provided alternative and making well reasoned decision. Sociological study of legal consciousness in Bulgaria shows that it is a person in the population. The main conclusions of this ESI were [7]: 1. The accelerated legislative reform forced change of legal consciousness; 2. The generation of the new Constitution knows the basic law of the state.

THE important thing to note is another important relationship - that between values and referendum. In the situation of the consultation to the greatest extent activates cognitive component of values and personality. This is the result of the desire of the individual to decide the question, socially desired light. Under the direct vote values serve as a selection criterion. Their behavioral component is expressed in the function to serve as a motive and direct instigator of the decision. But the value orientation of personality sets out the complex network effects, the most important of which are: immediate social environment - family, formal and informal groups, friends, interest groups; Social membership of a particular professional group, class, political affiliation; act in the public cultural norms - models, ideals, laws; cultural heritage - tradition, religion, historical past and so on. .; intercultural influences and interactions. Through these key areas, which were at the basis of the value system of the person affected very strong the vote "for" or "against" question of referendum [3].

ROBERT DAHL formulate the thesis of "adequate citizens" [2, pp.115-124] proper response to political reality [2, p.117]: "... Such citizens should have strong incentives to contain a sufficient level of knowledge for their own interests and for the most advantageous for their implementation policy choices and sufficiently strong incentives to act with regard to this choice."

FINALLY, SEVERAL IMPORTANT CONCLUSIONS:

THE referendum is not a panacea to solve the country's affairs. His conduct must be caused by a turning point for the country facts or events and meet peak aspirations and ideals in society in order to mobilize the reserves and overall electorate with its emotional, moral and rational sides. Frequent, inadequately reasoned use of the referendum on issues that

Parliament would decide successfully in their daily practice devalue its meaning and devalue it for the people.

DESPITE its legal regulations in Bulgaria in the transformation from a totalitarian to a democratic society it is not appropriate used to solve critical issues nation-wide, which is not enough National Assembly to decide.

IN Bulgaria there are all objective and subjective conditions for the effective conduct of the referendum. It is, however, referred to in the Constitution institutions to move this democratic mechanism, as it believes that citizens are deprived of the right of initiative in this regard.

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