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MILITARY SERVICE SECURITY AND THE IMAGE OF THE IMAGE OF THE ARMY:INTERDISCIPLINARY PERSPECTIVE

Annotation. The article examines the theoretical and methodological foundations of an interdisciplinary study of military service safety and the image of the Armed Forces. The relevance of analyzing this issue at the intersection of military science, sociology, pedagogy, philosophy, psychology, law, management theory and information and communication studies is substantiated. Military service safety is interpreted as a complex state of protection of military personnel associated with the organization of daily military activities, prevention of incidents, preservation of life and health of personnel, quality of command and the culture of service relations. The image of the Armed Forces is considered as a socially significant perception of the army shaped by the real state of service, public trust, information openness and the effectiveness of educational work. Logic of interdisciplinary analysis that connects military service safety, social stability, pedagogical support, law and order, and information-image policy within a single research framework.

Keywords: Armed Forces, interdisciplinary approach, military pedagogy, military science, military service safety, philosophy, public trust, sociology.

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ӘСКЕРИ ҚЫЗМЕТТІҢ ҚАУІПСІЗДІГІ ЖӘНЕ АРМИЯНЫҢ ИМИДЖІ: ПӘНАРАЛЫҚ БҰРЫШ

Андатпа. Мақалада әскери қызмет қауіпсіздігі мен Қарулы Күштер имиджі проблемаларын пәнаралық зерттеудің теориялық-әдіснамалық негіздері қарастырылады. Бұл мәселені әскери ғылым, социология, педагогика, философия, психология, құқықтану, басқару теориясы және ақпараттық-коммуникациялық зерттеулер тоғысында талдау қажеттілігі негізделеді. Әскери қызмет қауіпсіздігі әскери қызметшілердің қорғалу жай-күйі, әскерлердің күнделікті қызметін ұйымдастыру, оқиғалардың алдын алу, жеке құрамның өмірі мен денсаулығын сақтау, басқару сапасы және қызметтік қатынастар мәдениетімен байланысты кешенді құбылыс ретінде ашылады. Қарулы Күштер имиджі қызметтің нақты жағдайы, қоғамдық сенім, ақпараттық ашықтық және тәрбие жұмысының тиімділігі ықпалымен қалыптасатын армияның әлеуметтік мәні бар бейнесі ретінде сипатталады. Әскери қызмет қауіпсіздігі, әлеуметтік тұрақтылық, педагогикалық сүйемелдеу, құқықтық тәртіп және ақпараттық-имидждік саясат мәселелерін бірыңғай зерттеу шеңберінде байланыстыратын пәнаралық талдау логикасы ұсынылады.

Түйінді сөздер: әскери ғылым, әскери қызмет қауіпсіздігі, әскери педагогика, имидж, Қарулы Күштер, қоғамдық сенім, пәнаралық тәсіл, социология, философия

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БЕЗОПАСНОСТЬ ВОИНСКОЙ СЛУЖБЫ И ИМИДЖ АРМИИ: МЕЖДИСЦИПЛИНАРНЫЙ РАКУРС

Аннотация. В статье рассматриваются теоретико-методологические основания междисциплинарного исследования проблем безопасности воинской службы и имиджа Вооруженных Сил. Обоснована необходимость анализа данной проблематики на стыке военной науки, социологии, педагогики, философии, психологии, правоведения, теории управления и информационно-коммуникационных исследований. Безопасность воинской службы раскрывается как комплексное состояние защищенности военнослужащих, связанное с организацией повседневной деятельности войск, профилактикой происшествий, сохранением жизни и здоровья личного состава, качеством управления и культурой служебных отношений. Имидж Вооруженных Сил рассматривается как социально значимый образ армии, формируемый под влиянием реального состояния службы, общественного доверия, информационной открытости и эффективности воспитательной работы. Предложена логика междисциплинарного анализа, позволяющая связать вопросы безопасности службы, социальной устойчивости, педагогического сопровождения, правопорядка и информационно-имиджевой политики в единую исследовательскую рамку.

***Ключевые слова**:* военная наука, безопасность воинской службы, Вооруженные Силы, имидж армии, междисциплинарный подход, общественное доверие, педагогика, социология, философия.

Introduction. For the Republic of Kazakhstan, the issues related to the safety of military service and enhancing the image of the Armed Forces of the Republic of Kazakhstan (AF RK) are of particular relevance due to the changing nature of international and regional security, the growing hybrid threats, the increasing complexity of the information environment, the heightened public sensitivity to incidents within the armed forces, and the need to strengthen citizens' trust in the state's military organization. After all, the safety of military service cannot be reduced to compliance with safety requirements or monitoring the implementation of individual instructions. It encompasses the legal protection of military personnel, the prevention of deaths and injuries, the state of compliance with regulations, the quality of educational and ideological work, psychological support, medical care, social support, information transparency, and the training of commanders and sergeants to work with personnel. The image of the Armed Forces is also not limited to external information support. It is formed based on the real experience of military personnel, the attitude of families towards the conditions of service, the quality of communication between the army and society, the openness of official information, the effectiveness of responses to problematic issues, the state of law and order, and the level of trust in military institutions. A positive public perception of the army has practical significance for the recruitment of troops, the military-patriotic upbringing of young people, the strengthening of the authority of military service, and the consolidation of society around the tasks of defending the state.

Undoubtedly, studying the issues related to the safety of military service and the image of the Armed Forces of the Republic of Kazakhstan requires an interdisciplinary approach. From the perspective of military science, this issue is addressed through the lens of combat readiness, troop command and control, organization of daily activities, maintenance of discipline, and prevention of incidents. Sociology allows us to study public trust in the army, citizens' social expectations, young people's perception of military service, and the influence of the family and social environment on attitudes towards service. Pedagogy provides tools for fostering a culture of safety, developing commanders' responsibility, training personnel, and improving educational work. Philosophy allows us to comprehend the value-based foundations of military service, the concepts of duty, honour, responsibility, trust, and the public good. Psychology reveals the mechanisms of adaptation of military personnel, the prevention of stress-related conditions, the avoidance of deviant behaviour, and the maintenance of moral and psychological resilience. Legal studies define the regulatory framework for the status of military personnel, disciplinary liability, social protection, and the rule of law in the military sphere. Management theory

and information and communication studies make it possible to view service safety and the army's image as managed processes that require monitoring, data analysis, coordination of actions, and feedback. In this logic, the interdisciplinary approach serves as a methodological foundation that makes it possible to combine various research perspectives into a holistic system.

The purpose of the study is to describe the interdisciplinary foundations for researching the issues related to the safety of military service and the image of the army.

Materials and research methods. The methodological basis of the study consisted of interdisciplinary, systemic, activity-based, sociocultural, military-pedagogical, philosophical-axiological, legal, and information-communication approaches. The interdisciplinary approach made it possible to consider the safety of military service and the image of the Armed Forces as a complex scientific problem at the intersection of several fields of knowledge. The systemic approach was applied to analyze the interrelationship of legal, organizational, pedagogical, psychological, social, and informational components. The activity-based approach was used to examine the functions of military command bodies, commanders, and officials in educational, psychological, medical, legal, and information structures. The sociocultural approach made it possible to reveal the connection between the army and society, as well as the influence of societal expectations, the youth environment, family perception, and public trust on the image of the Armed Forces. Scientific publications on issues related to military security, pedagogical support for the safety of military service, public trust, and the image of the army [1-3] were also examined.

The military-pedagogical approach was applied to analyze educational work, the formation of a safety culture, the training of officials, and the development of responsible behavior among military personnel. The philosophical-axiological approach was used to examine the value-based foundations of military service, duty, honor, responsibility, legality, and trust. The legal approach provided an analysis of the regulatory conditions for military service, the status of military personnel, disciplinary liability, and the legal protection of personnel. The information and communication approach was applied to assess the role of open communication, digital services, public feedback, and information and image-related work.

During the research, methods of analysis, synthesis, generalization, comparative analysis, structuring, interpretation, content analysis, and project modeling were used. These methods made it possible to identify the main scientific perspectives for studying the safety of military service and the image of the Armed Forces, to determine their interrelationship, to clarify the applied significance of the interdisciplinary approach, and to substantiate its use in the development of strategic and methodological documents

within the framework of a scientific project.

The research results and their discussion. The analysis shows that the safety of military service and the image of the Armed Forces should be considered as interrelated scientific and practical categories. They are united by a common object of influence – the servicemember, the military team, the military organization of the state, and the social environment in which citizens' attitudes towards the army are formed. In an interdisciplinary logic, the safety of military service is understood as the state of protection of military personnel from factors that could harm their lives, health, mental state, rights, service motivation, and professional resilience. Under this understanding, the field of analysis includes the organization of the troops' daily activities, the level of discipline, the prevention of injuries and loss of personnel, the state of statutory relationships, the psychological resilience of military personnel, medical support, social support, legal culture, and the quality of command work.

The image of the Armed Forces is a socially significant image of the army, shaped by the actual state of service, public trust, informational openness, the attitude of military families, the perception of young people, the content of military-patriotic work, and the practice of the military department's response to problematic issues. Therefore, the army's image has practical significance for military development: it affects the prestige of military service, the motivation of young people, the stability of recruitment, the authority of the command, and the level of public support for the army.

Let us examine the issue under study from various interdisciplinary perspectives.

From the perspective of *military science*, the safety of military service is part of the overall system of a state's military security. Its state is linked to combat readiness, the manageability of troops, the preservation of personnel potential, the state of discipline, and the quality of the day-to-day organization of service. In scientific literature, the military security of the Republic of Kazakhstan is regarded as one of the key areas of state policy, requiring consideration of external and internal threats, the development of the state's military organization, and the continuous adaptation of the defence system to the changing environment [3, p. 52]. In this regard, the safety of military service serves as an internal foundation for the stability of the state's military organization.

Military-scientific analysis makes it possible to identify several key problems. The first is related to risk management in the daily activities of troops. Death, injuries, violations of statutory rules governing relationships, offenses, suicidal behavior, low level of compliance, and errors in the operation of weapons and military equipment reduce the resilience of units. The second problem concerns the quality of command-led preventive measures. Commanders and officials must be proficient in tools for early risk detection, analysis of the causes of incidents, planning of preventive measures, and assessment of

their effectiveness. The third problem is related to the interdepartmental nature of service security, as ensuring it requires coordinated efforts by the command, as well as educational, psychological, medical, legal, personnel, information, and logistical structures.

From a *sociological* perspective, the image of the Armed Forces depends on the nature of the interaction between the army and society. The army is perceived by citizens as one of the key state institutions ensuring the country's defence, stability, order, and security. This perception is shaped by personal service experience, family histories, societal expectations, media publications, official communications, high-profile incidents, and the quality of the response of government bodies to citizens' appeals. Scientific works on the image of the armed forces draw attention to the fact that the image of the army has a social nature and is formed in the mass consciousness under the influence of information and psychological factors [4].

A sociological perspective allows us to view the image of the army as the result of the constant interaction of three groups of factors. The first group includes the real conditions of military service: safety, discipline, living conditions, the attitude of commanders towards subordinates, and the social protection of military personnel and their family members. The second group comprises informational factors: the openness of official sources, the availability of explanations, the content of publications, the work of press services, and the quality of digital communication. The third group includes the value-based expectations of society: fairness, legality, respect for the individuality of the military personnel, patriotism, and the state's willingness to protect those who serve.

In studies devoted to discussions about the image of the army, special attention is paid to the army's relationship with society, the youth environment, social policy, legal protection, and public communication [5]. In the Kazakh context, this means that strengthening the image of the Armed Forces should be based on real improvements in the quality of service, the development of preventive work, clear feedback mechanisms, and systematic work with young people. Information work achieves a sustainable effect when there is demonstrable practice: preserving the lives and health of personnel, conducting fair investigations of incidents, and providing timely assistance to military personnel and their families.

The *pedagogical* perspective is related to the formation of a culture of safety in military service. Safe behavior of a military personnel is developed through training, upbringing, the personal example of commanders, daily supervision, methodological preparation, and practical practice of action algorithms in difficult situations. The military-pedagogical approach reveals service safety as the result of purposeful work with personnel, where knowledge, skills, attitudes, responsibility, discipline, and the ability of a military personnel

to consciously comply with safety requirements are important.

In domestic research on the pedagogical support of military service safety, several areas are identified: pedagogical monitoring of the state of work to ensure service safety, methodological training of officials, fostering a culture of safety in military work, and socio-pedagogical risk forecasting in units and subunits [6]. These areas are directly relevant to the Strategy being developed, as they shift the issue of safety from a reactive mode to a systematic preventive mode.

Pedagogical monitoring makes it possible to record the state of work in units, identify typical shortcomings, assess the readiness of commanders and sergeants for preventive activities, and determine the level at which military personnel have mastered safety requirements. Methodological training of officials ensures a unified approach to conducting classes, briefings, educational activities, incident analyses, and preventive conversations. Fostering a culture of safety instills in military personnel a stable understanding of personal responsibility for their own behavior, the lives of their fellow servicemen, and the safety of weapons and military equipment. Socio-pedagogical forecasting makes it possible to identify in advance the factors that may lead to conflicts, injuries, disciplinary violations, or a decline in moral and psychological resilience.

The *psychological* perspective is necessary for analyzing the internal state of a military personnel and the military collective. Military service involves adaptation to new conditions, a change in lifestyle, strict regulation, compliance with the requirements of the regulations, physical exertion, emotional stress, and the need to perform tasks as part of a team. Under these conditions, the importance of psychological support, early detection of crisis states, prevention of suicidal behavior, conflict prevention, and the development of resilience to stress factors increases.

The connection between the psychological state of personnel and the image of the army is manifested through public assessment of how capable the military organization is of caring for military personnel, responding in a timely manner to adaptation difficulties, protecting individual dignity, and creating a healthy moral and psychological atmosphere. For the families of military personnel, the safety of service is perceived through the confidence that the service member is in a controlled, fair, and professionally organized environment. Therefore, psychological work is important for the internal stability of the unit and for external trust in the army.

The *philosophical* perspective reveals the value-based foundations of the problem under consideration. Military service is based on the categories of duty, honour, responsibility, loyalty to the oath, and service to the state and society. In this logic, the safety of service means a respectful attitude towards the life and dignity of the servicemember as the bearer of military duty. The image of the army is shaped through

public perception of how well the real practices of the military organisation align with the stated values: legality, justice, patriotism, discipline, professionalism, and the responsibility of commanders.

Philosophical and axiological analysis helps to avoid a simplistic understanding of image as an external informational shell. The image of the army becomes stable when it is linked to the value-based identity of society. The army is perceived as an institution protecting the state if its activities align with citizens' ideas about justice, order, security, and the public good. In this sense, the safety of military service is a moral and social obligation of the state towards the servicemember, their family, and society.

The *legal* perspective defines the regulatory boundaries for the safety of military service and the image of the army. Military service is governed by a system of laws, decrees, general military regulations, departmental acts, and other regulatory documents. Legal framework establishes the status of a military personnel member, their rights and obligations, the procedure for performing service, the responsibility of officials, discipline requirements, the procedure for responding to offenses, and mechanisms of social protection. Compliance with the law and the established order is a basic condition for trust in the army.

The practical significance of the legal approach lies in the fact that incident prevention must be linked to clear powers of officials, transparent procedures, documentation of decisions made, protection of the rights of military personnel, timely consideration of appeals, and uniform application of legal requirements. For the image of the Armed Forces, it is especially important that society sees a predictable and fair response from the military organization to violations, incidents, and socially sensitive situations.

The practical value of an interdisciplinary approach lies in the ability to build a Strategy for the Security of Military Service and Strengthening the Image of the Armed Forces as a managed cycle. Its key elements are: diagnosing the state of service, identifying risks, training officials, providing pedagogical and psychological support, legal support, social support, digital communication, public feedback, and assessing the results achieved. This cycle makes it possible to move from individual preventive measures to a holistic system aimed at reducing risks, preserving the lives and health of military personnel, strengthening discipline, increasing trust in the army, and enhancing the prestige of military service.

The obtained results make it possible to identify several areas for further scientific work. The first area is related to the development of a criterion-based assessment framework for the safety of military service, which includes indicators of injuries, incidents, offences, the moral and psychological climate, the level of preventive work, and the readiness of officials. The second area is focused on measuring the image of the Armed

Forces through indicators of public trust, young people's attitude towards service, assessment of military personnel's families, the nature of the information agenda, and the dynamics of citizens' appeals. The third area is related to the implementation of digital analysis tools, including the ARMIA.KZ service, monitoring of open data, processing of appeals, and the formulation of management recommendations.

Conclusion. The study shows that the issues related to the safety of military service and the image of the Armed Forces require interdisciplinary analysis, as they lie at the intersection of military science, sociology, pedagogy, philosophy, psychology, law, management theory, and information and communication studies. Each of these fields reveals a separate aspect of the problem under consideration, and their combination makes it possible to form a holistic understanding of the factors influencing the safety of service, the stability of military units, and public trust in the army.

From the perspective of military science, the safety of military service is a condition for combat readiness, the manageability of troops, and the preservation of personnel potential. The sociological perspective allows us to examine the image of the army through the lens of public trust, young people's attitude towards service, family perception, and public assessment of the military organization's activities. The pedagogical approach reveals the importance of educational work, a culture of safety, and the training of commanders and sergeants in risk prevention. Philosophical analysis sets out the value-based foundations of military service, associated with duty, honour, responsibility, legality, and the public good.

The results obtained confirm that the image of the Armed Forces is shaped not by declarative information measures, but by the actual state of military service, the quality of management, the level of law and order, the preservation of the lives and health of military personnel, the openness of communication, and the readiness of the military organization to respond to socially sensitive issues. In this regard, the safety of military service can be considered a substantive basis for strengthening citizens' trust in the army.

The practical significance of an interdisciplinary approach lies in the possibility of developing a comprehensive Strategy for the safety of military service and strengthening the image of the Armed Forces, other troops, and military formations. Such a Strategy should include risk assessment, pedagogical and psychological support, legal support, social support, digital communication, monitoring of public opinion, and assessment of the effectiveness of the measures taken.

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