Bektosh O. Berdiev[1]

Research Article

The Use Of Public Relations Technology In Public Administration And Image Problems

Bektosh O. Berdiev[1]

1 Doctor Of Philosophy In Political Sciences, Phd, International Islamic Academy Of Uzbekistan
Email: Author.Uzb@Mail.Ru

Abstract

This Article Is Devoted To The Issues Of Image-Maker And Public Relations Technologies (Public Relations-Pr), Which Are One Of The Most Important Topics In The Field Of Political Technology. Pr Has Long Been Widely Used In The Organization And Conduct Of Elections Of Developed Countries In Their Experience Of Creating A Positive Opinion And Image Of A Political Party, Group Or Political Leader.

It Is Known That Public Relations – Pr Technologies Are One Of The Most Important Areas Of Every Subject, The Activity, Propaganda Carried Out By Them, Domestic And Foreign Policy Of The Country. It Is A Rapidly Developing And Improving Sphere On A Global Scale. It Is Not A Secret That The Ussr Was Deprived Of Many Opportunities Because Pr Wasn't Developed In The States That Were Part Of It. Political Technologies Were Considered A Bourgeois Style And Method, Etc. Pr Technologies Entered Mainly With The Collapse Of The Ussr And Developed Only In Those Countries Where Conditions And Opportunities Existed. Because, In All States, Political Liberalization Processes, Improving The Electoral System, Leaders, Political Parties, And Forces Wishing To Win In The Electoral Process Increased The Demand For Political Technologies, Including Pr Technologies.

Uzbekistan Wasn't Excluded From These Processes. But Due To The Lack Of Specialists In This Direction, The Organization Of The Elections And Other Political Events By The State, The Demand For Pr Technologies Was Also Little. The Large-Scale Processes Of Political Democracy And Freedom In Uzbekistan Over The Past Five Years Have Further Increased The Need To Apply These Technologies And Methods In The Activities Of State Authorities, Civil Servants Or Deputies, Political Parties And Several Public Organizations. In Increasing The Role Of Political Institutions, Especially Civil Institutions And Gaining Prestige In Society, Problems With The Pr Technologies Are Emerging. Many Heads Of Some Organizations And Departments, Leaders Of Political Parties Do Not Have Enough Experience In Using These Political Technologies. As A Result, The Use Of Pr Technologies In Uzbekistan Is A Highly Perspective Sphere.

Keywords: Public Authorities, Parliament, Deputy, Civil Servant, State And Public Organizations, Political Parties, Civil Institutions, Civil Society, Public Speaking, Image-Maker, Pr, Technology, Advertising.

Introduction

It Is Clear To Every Specialist That The Most Effective Way To Form A Positive Image In The Management Of The State And Society, The Country, The Leader, The Enterprise, The Organization, The Region And The Network Leader, The Political Subject, Not Only Within The Country But Also Internationally Is Using Pr Technologies. Hence, In The Modern World, All Countries Use Various New Methods, Not Only In The Economy, Marketing, Industry, Finance, And Other Spheres But Also In Politics And Management, To Achieve Development And Success From These Technologies.

These Technologies Are Precisely Considered As Instruments That Provide A Great Opportunity For Politicians, Leaders, Countries To Achieve Certain Achievements By Influencing And Forming Public Consciousness. It Is Also The Main Reason Why The State Should Skillfully Use Political Pr To Create A Positive Image. Pr Is An Information Management Process Aimed At Achieving The Main Goal Of Creating A Positive Image.

And Political Goals Are Like A Commodity That Should Be Sold At The Moment. The Main Buyers Are Politicians, Managers And States. And The Result Is Judged By Who Has Done The Pr Campaign Effectively And Has Achieved Particular Successes.

Many People Interpret Political Pr As Propaganda. However, Propaganda Is A Form Of Pr. It Affects Mobilizing The Socio-Political Activity Of The Population. Agitation Is The Process Of Influencing People's Minds To Achieve The Goals Set Forth, With Particular Ideas, Rules And Slogans In The Direction Of The Goal [1].

Materials And Methods

In The Article, The Authors Widely Used The Methods Of Scientific Analysis, Constructivism And Logic. Also, Empirical Observation, Social Analysis And Comparative Methods Were Used. The Relevance Of The Topic, The Issues Of Increasing Political Research On The Promotion Of The International Image Of Uzbekistan, The Experiences Of The Leading Countries Were Examined Based On Historicity And Systematic Analysis. Based On Scientific Observations, Conclusions And Proposals Were Developed.

Results

When We Talk About The Realities Of Today, The Application Of Pr Technologies In Political Processes And The Management Of The State And Society Is Not Enough. And The Main Reasons For This Can Be Seen In The Following:

First Of All, Uzbekistan Lacks Specialists In The Field Of Modern Public Relations (Pr);

Secondly, Problems Are Solved In Administrative Or Bureaucratic Ways;

Thirdly, Many Leaders Do Not Know How To Use The Channels And Styles Of Modern Pr Technologies, And As A Result, There Is No A Great Need For These Technologies;

Fourthly, Pr Has Not Been Deeply Understood By The Leaders Or Political Entities; Its Essence, The Efficiency, The Tool Of Influence.

It Is Still Used The Pr Technologies Of The Last Century By The Leaders Of Many Organizations, Political Parties, Leaders Of Various Levels Of Public Organizations, And Managers Of Various Public Administration Levels. In Some Cases, The Fact That They Do Not Use These Technologies Should Be Noted As The Biggest Problem.

Not Only The Usual Activities Of Civil Institutions And Political Parties But Also Pre-Election Propaganda Activities Do Not Meet Today's Requirements. Sh. Mirziyoyev, The President Of The Republic Of Uzbekistan, Emphasized That **"...The Interaction Of Political Parties With The Population, Propaganda Work, Cooperation With The Mass Media Can Not Be Considered Sufficient"** [2] On July 13, 2017, In Oliy Majlis. But Political Parties And Officials Have Not Been Using Modern Pr Technologies Yet. The Situation Shows The Weakness Of The Heads Of State Bodies, Deputies, Political Parties In Responding To The Demands Of A Society That Is Increasingly Developing In The Region. It Means That Modern Pr Technologies To Ensure A Healthy Political Environment And Competition In The Country Have Become One Of Our Top Priorities.

Let's Look At The Experience Of Foreign Countries That Reached Development. Pr, Which Is Considered An Important Technological Part Of Any Political System, Is Used In All Spheres. In Its Essence, It Performs The Task Of Influencing Public Consciousness In The Forms Of Political Pr, Political Communication, Propaganda, Its Management, Ensuring Communication Between The Object And The Subject. Especially The Political System Itself Can Not Exist Without Information. There Is A Concept That Is Formed And Is Becoming More Common In Western Societies, Which Means That "In Modern Society, The Exchange Of Information Between Political Entities, Subjects Of Politics, Groups, Individuals And Public Structures Is Vitally Important." [3].

If We Look At Several Decades Of The Previous History, The Situation In The Late 80s Of The Last Century And The Beginning Of The 90s Was A Period Of Penetration And Rapid Development Of Pr Technologies. It Began To Be Used In Technologies That Were Characteristic Of That Era, Associated With Influencing Public Consciousness, Its Management. These Cases Had Become Performances That Reflected In Themselves The Reasons For The Collapse Of The Ussr.

However, Later, Due To The Policy Introduced By The Majority Of The Former Union Countries In The Field Of Information, Management, The Use Of Information In The Interests Of The State And The Authorities,

Bektosh O. Berdiev[1]

Subordination Of Public Opinion To Their Interests, Pr Technologies Began To Gradually "Move Away From Politics." It Was Widely Absorbed In The Activities Of Business Structures, Social Life. It Has Its Own Negative And Positive Sides. We Can Also Cite The Fact That Pr Technologies Are Often Widely Used Both By The Destabilizing Forces Of The Country And Society As A Reason That Many Violations, Riots, Mass Riots Arose.

Also, As We Have Already Said Above, We Can Show The Original Reasons For The "Alienation From Politics" Of Pr Technologies, The Absence Of Their Application Area. Civil Society Institutions Were Engaged In Executing The Instructions Given Above, While They Did Not Feel The Need For "Excessive Action" In Most Cases.

Discussion

Today, The Demand For Pr Technologies Is Also Increasing In The Conditions Of The Rapid Development Of The Era, The Wide Opening Of The Way Of Public Policy To The Political And Social Activity Of Citizens, The Role And Importance Of Civil Society Institutions In The Life Of The State And Society. The Possibilities For Applying These Technologies Are Increasing In The Elections To The Parliament And The Presidency, In The Activities Of The Bodies Of State And Public Organizations. Today, Every Organization Is Intensifying Its Efforts To Promote Its Activities With The Help Of Various Pr Technologies And Methods. Among Such Institutions Can Include Political Parties, Public Associations, Trade Unions, The Media. They Should Strive To Be Leaders In Providing Information To The Population, Electorate, Supporters, For A Particular Audience, Through Modern Propaganda And Pr Technologies To Advertise Themselves And Promote Public Consciousness In A Particular Direction.

But It Should Also Be Noted That Modern Pr Technologies In Today's Demand Also Dictate Certain Conditions And Opportunities. For This, Legal And Political Conditions, Civil Society Institutions, Mass Media, Modern Platforms Of Influence On Public Opinion, Etc., Should Be In Any Society. But At The Same Time, The State's Monopoly On Information Dissemination Or Administrative Superiority In The Organization Of Elections, In Most Cases, Undermines Competition And Objectivity In The Application Of Pr Technologies. Therefore, To What Extent The Democratic Spirit, The Principles Are Improved In The Life Of Society And The State, It Is Possible To Make Effective Use Of Such Technologies Even For Institutions Of Civil Society.

Just As There Are Problems, Shortcomings, Development Trends, Stages Of Development, Motivation For Improvement And Modernization Of Each Activity, There Are Problems, Solutions And Prospects For Applying Modern Pr Technologies In Our Country. Today, The Most Significant Demand Is Developing Accurate Analyzes, Forecasts, Pr Technologies, Image-Maker Services, Etc.

Especially When We Look At The Activities Of Civil Society Institutions, We Can Witness That There Are Considerable Problems In This Regard. Many Employees And Personnel Of The Parties Are Far From Pr Technologies. We Should Not Forget That The Training Of Specialists In The Field Of Pr In Uzbekistan And Further Improving Its Quality, In-Depth Study Of Foreign Experience In This Regard, Involvement Of Specialists In Uzbekistan, Training Courses, Master Classes, "Round Tables", Organization Of Conferences By Them At Different Levels. Conducting Scientific Research On This Problem Remains Today's Demand.

Based On Our Observations And Studies, It Should Be Noted That The Issues Of More Intensive Assimilation Of Modern Methods Of Party Image Formation Remain Relevant, Noting That The Press Of The Parties Gradually Adapts To Today's Demand. After All, As A Great Politician And Statesman, Thomas Jefferson, One Of The Us Presidents Whose Name Has Remained In History, Says: "If They Ask Me Whether I Prefer A Government Or Gazettes, I Would Say Gazettes Without Hesitation." [4].

Also, The Application Of Pr Technologies In The Activities Of Government Agencies And Organizations Is Not Satisfactory. In The Conditions Of Increasing The Prestige Of Uzbekistan On A Global Scale, We Must Admit That Many Leading Personnel Do Not Know These Technologies, And Even The Effectiveness Of Using Modern Media And Social Networks Is Maintained At A Very Low Level. We Should Also Not Deny That Many Leadership Personnel Are Low In Performing Strategic Tasks Such As Raising Their Image, Forming Positive Opinions About The Team, Organization, Company, Political Party Or State Through A Strong Impact On Public Consciousness.

Conclusion

The Fact That Many Discussions In Social Networks About The Problems And Shortcomings In Several Organizations Is Evidence Of Our Views Mentioned Above. Every Leader Or Organization Must Consider The Following Features Of The Modern World Because It Is Today's Demand:

- Take Into Account The Global Processes Of The World;
- Be Constantly Aware Of The Realities That Are Taking Place In The Information Space;
- To Be Aware Of Information Contrary To The Interests Of The State, Society, People And Be Able To Respond To Them With High Qualification And Thought;
- To Be Able To Constantly Resist False And Biased Information, Which Affects The Country's Reputation, Causes Instability Of Society, Violates Its Peace.

Hence, A Few Centuries Ago, As The Poet Statesman Alisher Navoi Said, "As Long As You Are Conscious, You Are King".

Considering The Information Is Becoming Very Powerful, As A Result Of Which All Countries And Societies Face Collapse, It Is Required That Leaders Should Implement All Tasks And Contribute To Improving The Reputation And International Image Of The State And Society In The World Arena.

Conflict Of Interests And Contribution Of Authors

The Authors Declare The Absence Of Apparent And Potential Conflicts Of Interest Related To This Article's Publication And Report On Each Author's Contribution.

Source Of Financing

No Funding Was Required For This Research.

List Of References

1. Cook T. Governing With The News: The News Media As A Political Institution Chicago: University Of Chicago Press, 2008. 328 P. C.298

2. Президент Шавкат Мирзиёевнинг Олий Мажлис Палаталари, Сиёсий Партиялар Ҳамда Ўзбекистон Экологик Ҳаракати Вакиллари Билан Видеоселектор Йиғилишидаги Маърузаси. 13.07.2017. Https://President.Uz/Uz/Lists/View/781

3. Agranoff R. The Management Of Election Campaigns. Boston: Holbrook Press, 2014. 384 P.

4. Betts, Edwin M., Ed. Thomas Jefferson's Garden Book, 1766-1824: With Relevant Extracts From His Other Writings, 1944. Rep. 1999.

5. Sobirov, J. (2020). International Relations Between Turkic Speaking States. The American Journal Of Political Science Law And Criminology, 2(12), 144-149. Https://Doi.Org/10.37547/Tajpslc/Volume02issue12-22

6. Sobirov, J. Participation Of Uzbekistan In The Cooperation Council Of Turkic Speaking States. Scientific Collection «Interconf», (39): With The Proceedings Of The 8th International Scientific And Practical Conference «Science And Practice: Implementation To Modern Society» (December 26-28, 2020). Manchester, Great Britain: Peal Press Ltd., 2020. 1851

7. Quysinova Fazilat Oripovna. The Role And Political Image Of The Organization Of The Islamic Conference In The International Relations System //Bulletin Social-Economic And Humanitarian Research. – 2019. – №. 2.

8. Quysinova Fazilat Oripovna. Arabian Consolidation And Organization Of Islamic Conference In The 70-S Of The Xx Century. Https://Www.Rroij.Com/Peer-Reviewed/Arabian-Consolidation-And-Organization-Of-Islamicrnconference-In-The-70s-Of-The-Xx-Century-87510.Html

9. Quysinova Fazilat Oripovna. The Organisation Of Islamic Cooperation And Arab World: Processes. The American Journal Of Political Science Law And Criminology Of Events Article Published:24 November 2020 | Articles | Pages- 33-40

10. Nazirov, M., Mukhammadsidiqov, M. (2020). Central Asia: Involvement Of Afghanistan In Regional Development Processes. The American Journal Of Social Science And Education Innovations, 2(12), 266-272. Available At: Https://Doi.Org/10.37547/Tajssei/Volume02issue12-47

Bektosh O. Berdiev[1]

11. Назиров, М.М. (2014). О Концептуальных Вопросах Политических Исследований. In Современные Подходы К Трансформации Концепций Государственного Регулирования И Управления В Социально-Экономических Системах, Курск (Pp. 243-246). Available At: Https://Www.Elibrary.Ru/Item.Asp?Id=21546286

12. Nazirov, M. (2020). Processes Of Forming New Centers Of Power In The Sco Space. The American Journal Of Political Science, Law And Criminology. Vol 2, 11, 26-32.

13. Pulatkhodjayev, Z. (2020). Japan And Processes Of Regionalization In Central Asia. The American Journal Of Political Science Law And Criminology, 2(12), 22-26.