

Toshkent davlat sharqshunoslik universiteti



SHARQ MASH'ALI

Jurnal veb sayti:

<https://orientalstudies.uz/index.php/ot>

SHARQ MASH'ALI



SIYOSIY LIDER FAOLIYATIDA SAYLOV OLDI IMIJMEYKING USULLARI

*Muhammadxon Ahmadxojayev**Doktorant**Namangan davlat universiteti**Namangan, O'zbekiston*

MAQOLA HAQIDA

Kalit soʻzlar:

Rezolutsiya, siyosiy lider, umum etirof etilgan qadriyatlar, Erasmus, xalqaro talim standarti (International education degree), gender tenglik, ijtimoiy adolat, demokratik modernizatsiya.

Annotatsiya: Ushbu maqolada Taraqqiyot strategiyasi va uning tadrijiy falsafiy asoslari va bu orqali jamiyat barqarorligiga erishish maqsadida siyosiy liderning faoliyat birliklari ochib beriladi. Ayniqsa jamiyat barqarorligiga erishish uchun uning analitik holatidan kelib chiqib bunda rahbarlik vakolati uning etiketik qarashlari burchga mas'uliyat bilan yondashgan holda jamiyatda inson manfaatlari va uning oliy qadriyatligini dastak qilib olish va jamiyat a'zolarini kapitalistik jarayonda ijtimoiy bo'hronlardan asrash kabi dogmalar maqsadlari ochib beriladi. Davlat, hokimiyat va fuqarolar o'rtasidagi masofani qisqartirish, davlat va xalq manfaatlarini uyg'unlashtirish va ularning umumiylikini ta'minlash uchun siyosiy boshqaruv va siyosiy PR texnologiyalari faoliyatini liberallashtirishni ta'minlashga qaratilgan milliy Qonunchilik bazasini yaratish tavsiya etiladi. Mamlakat media makonidagi demokratik jamiyat, jamoat tashkilotlari, turli ijtimoiy harakatlar, masalan, volontyorlik (ko'ngillilik), ayniqsa, din garchi siyosiy tizimga bevosita ta'sir ko'rsata olmasa-da, ularning faoliyati siyosiy xarakterga ega. Masalan, sekulyar siyosat mavjud bo'lmasa, din siyosatlashadi, davlat va din bir-birlarining ishiga aralashadi, ijtimoiy dilemmaga yo'l ochiladi. Siyosiy PR texnologiyalari bularning barchasiga barham beradi, davlatning, xalqning tanlagan strategik yo'lidan bardavomligini va samaradorligini belgilovchi ishonchli omil bo'lib xizmat qiladi. Shuning uchun "kim axborotga egalik qilsa, dunyoga egalik qiladi", degan ibora qanchalik emotsional bo'lsa, shunchalik ratsional hamdir.

METHODS OF PRE-ELECTION IMAGE MAKING IN POLITICAL LEADER ACTIVITY

Muhammadkhon Akhmadkhojaev

PhD student

Namangan State University

Namangan, Uzbekistan

ABOUT ARTICLE

Key words: Resolution, political leader, universally recognized values, Erasmus, international training standard (international education degree), gender equality, social justice, democratic modernization.

Abstract: In this article, the strategy of development and its gradual philosophical basis and the activity units of the political leader in order to achieve the stability of the society through this will be revealed. the purposes of dogmas such as support and protection of members of society from social crises in the capitalist process are revealed. In order to reduce the distance between the state, authorities and citizens, to harmonize the interests of the state and the people, and to ensure their commonality, it is recommended to create a national legislative framework aimed at ensuring the liberalization of the activities of political management and political PR technologies, an attribute of a democratic society in the country's media space. Public organizations, various social movements such as voluntarism (volunteering), especially religion although cannot directly influence the political system, have a political nature of their activities. For example, in the absence of secular politics, religion is politicized, the state and religion interfere in each other's Affairs, opening the way to a social dilemma. Political PR technologies end all this, serve as a reliable factor determining the sustainability and effectiveness of the state, from the strategic path chosen by the people. Therefore, the more emotional the phrase "Who Owns information, owns the world," the more rational.

МЕТОДЫ ПРЕДВЫБОРНОГО ИМИДЖИЗИРОВАНИЯ В ДЕЯТЕЛЬНОСТИ ПОЛИТИЧЕСКОГО ЛИДЕРА

Мухаммадхон Ахмадходжаев

Докторант

Наманганский государственный университет

Наманган, Узбекистан

О СТАТЬЕ

Ключевые слова: Резолюция, политический лидер, общепризнанные ценности, Эразм, международный стандарт образования (International education degree), гендерное равенство, социальная справедливость, демократическая модернизация.

Аннотация: В данной статье будут раскрыты стратегия развития и ее поэтапная философская основа, а также подразделения деятельности политического лидера в целях достижения посредством этого стабильности общества, особенно исходя из ситуации Нового Узбекистана, авторитета лидера. , его этические взгляды, ответственное отношение к долгу, интересам человека и его высокая ценность в обществе, раскрываются такие цели догм, как поддержка и защита членов общества от социальных кризисов в капиталистическом процессе. В целях сокращения дистанции между государством, органами власти и

гражданами, гармонизации интересов государства и народа, обеспечения их общности рекомендуется создать национальную законодательную базу, направленную на обеспечение либерализации деятельности. политического менеджмента и политических PR-технологий, атрибута демократического общества в медиапространстве страны. Общественные организации, различные общественные движения, такие как волонтерство (волонтерство), особенно религия хотя они не могут напрямую влиять на политическую систему, их деятельность носит политический характер. Например, при отсутствии светской политики религия становится политизированной, государство и религия вмешиваются в дела друг друга, уступая место социальной дилемме. Политические PR - технологии пошатнут конец всему этому, послужат надежным фактором, определяющим устойчивость и эффективность выбранного государством, народом стратегического пути. Вот почему фраза " Тот, кто владеет информацией, владеет миром " так же рациональна, как и эмоциональна.

INTRODUCTION

This article reveals the development strategy and its evolutionary philosophical foundations, and through it the units of activity of the political leader in order to achieve the stability of society, especially in order to achieve the stability of society based on its analytical state, in which the authority of leadership in its ethical views is revealed the goals of dogmas such as supporting human interests and It is recommended to create a national legislative framework aimed at reducing the distance between the state, authorities and citizens, harmonizing the interests of the state and the people and ensuring their commonality, liberalizing the activities of political management and political PR technologies. democratic society in the country's media space

No matter what country or system exists in the world, the power of a leader or group of people is exercised according to the level of legitimacy and leadership principles of the government based on the legislation and legal mechanism of that country. For this purpose, the principles of political government are implemented with the help of the current state constitution or normative complexes replacing it.

As for the example of modernization in Uzbekistan, the presidential republic is developing more democratically, and this is reflected in the constitution of our main commune. For example, the powers of the president and the role of the prime minister in the potential distribution of power are increasing. For example, the President is the guarantor of the rights and freedoms of citizens, compliance with the Constitution and laws of the Republic of Uzbekistan, the sovereignty, security and territorial integrity of the Republic of Uzbekistan, he takes the necessary measures to implement decisions. on issues of national-state structure, within the country and works on behalf of the Republic of Uzbekistan in international relations, 3) negotiates and signs contracts and agreements of the Republic of Uzbekistan, ensures compliance with concluded treaties, agreements and obligations concluded by the Republic. Accepts credentials and invitations from accredited diplomatic and other representatives, submits to the Senate of the Oliy Majlis of the Republic of Uzbekistan candidates for the position of heads of diplomatic and other missions of the Republic of Uzbekistan in foreign countries and international organizations. Has the right to appeal to the people of the Republic of Uzbekistan

and the Oliy Majlis on the most important issues of implementing the country's domestic and foreign policy, creates and abolishes ministries and other executive authorities of the republic, issues resolutions on these issues. subsequently approved by the Senate of the Oliy Majlis of the Republic of Uzbekistan, the submission of the candidacy of the Chairman of the Senate to the Senate of the Oliy Majlis of the Republic of Uzbekistan is a practical manifestation of the leader's recognition of democracy and diversity of political views.

Literature review

In the research, not only foreign, but local Uzbek sociological achievements were used in their place. In particular, political scientist A. Mominov's monograph "Uzbekistan: towards an information society", N. Oripov's "Information and communication technologies in public administration: general concepts, world experience, prospects for implementation in Uzbekistan", S. Atamurodov's monograph "Globalization and national-spiritual security" , J. Mavlonov's monograph "Kommunikativnye osnovy deyatelnosti institutov grajdanskogo obshchestvo: tendentsii i innovatsii", R. Davletov's monograph "Razvivaya dialog mejdru gosudarstvom i grajdanimi", O. Abduazimov's monograph "Civil society and mass media" and others actual political, legal, sociological, philosophical, psychological problems of society, government and civil society in the process of establishing a civil society are highlighted¹. The political analysis of local literature showed that, although the existing scientific literature is close to the research topic, the problem of political management and PR technologies, especially their role and importance in ensuring the stability of society, has not been systematically and purposefully worked out. After all, although the legal basis for the democratization and liberalization of the mass media has been created, the legal framework for the legitimization of political management and political PR institutions has not yet been formed. The Laws of the Republic of Uzbekistan "On Social Partnership" and "On Public Control" are the first steps in this direction.

Let's start the context analysis not with the person of the political leader, but with the social majority – the people, the public, with whom he wants to get in touch. Because, according to the wise opinion of the people, "every people deserve their ruler," that is, to what extent the culture and consciousness of the people are, the choice and quality of it will suit. This is an undeniable axiom. According to this axiom, an important problem in the management of society is related to the minority and the majority. Even in developed democratic societies, this problem does not disappear completely. After all, power is the rule of the minority, which represents the interests of the majority .

Such a chrestomatic axiom has existed since time immemorial. For example, the ancient Chinese philosopher Confucius had two bases of society, the ruling elite (fiery individuals) and the black people (lower class). If the former (fiery individuals) operate on duty and rule, and the latter (black people) always know how to achieve well-being

Has the right to appeal to the people of the Republic of Uzbekistan and the Oliy Majlis on the most important issues of implementing the country's domestic and foreign policy, creates and abolishes ministries and other executive authorities of the republic, issues resolutions on these issues. subsequently approved by the Senate of the Oliy Majlis of the Republic of Uzbekistan, the submission of the candidacy of the Chairman of the Senate to the Senate of the Oliy Majlis of the Republic of Uzbekistan is a practical manifestation of the leader's recognition of democracy and diversity of political views. It is known that there is no experience in political marketing and performance in Uzbekistan, especially in its democratic form, that election campaigns would be controlled "from above" by 2017 and., would ensure that malum would not be out of the current". In December 2019, in the popular, truly democratic elections to the councils of people's Deputies of the Senate, legislative chamber, province, district and city of the

¹ Қалқонов Н. Ёшлар сиёсий имижини шакллантиришда фуқаролик жамияти институтларининг фаолияти // Ҳаракатлар стратегияси: демократик жамият қуриш ва маънавий хавфсизлик муаммолари (Илмий-амалий анжуман материаллари). 4 декабрь 2019 йил. – Т., 2019. 55-57 бетлар.

House of Commons, 5 political parties for the first time applied to the Institute of political advertising and formed an initial experience. The electorate of the parties became interested in this process, they were observed to be politically active. The contribution of unbiased, independent political-cultural bloggers has also been significant in this process. Candidates knew in practice that they were able to freely describe and politically assess the ways and means of realising and finding a solution to social problems that could not be touched by the holy "language"². A large number of foreign and international carriers that the elections were held in a democratic status

The voting person must find his or her "hero" within the candidates in an alternative election, with the political platform he or she is presenting visionary until Election Day. This is very important, because the victory of this candidate in the elections will be guaranteed and if people before the election adopt the image of one or another candidate. Pre-election one or two at the meeting, it is difficult for a candidate to "like" all voters. In addition, not all voters are physically covered by any candidate.

The hypothesis of "Tamaddun overlap", advanced by the futurologist scholar Samuel Huntington in the 80s, is partially corroborating. This is an impressive product of technologies in the field of geopolitics. Imijmeiking technologies in electoral processes have their own significance. The election campaign is a competitive process, the participants of which try to take a place from the top of the political hierarchy, legal-norms are adopted that govern them so that this competition does not turn into intolerance, struggle and sharp contradictions, and the electoral process is carried out in a legal manner. Obviously, all the actions of the participants in the campaign struggle cannot always be brought under control through the law. However, although this is the case, there is always a "legal circle" designed to regulate pre-election exits. Proportion to the participant who has come out of this framework (for example, encourage the electorate to vote by means of money or other service) Speaking about the election in the previous sections of the study, the leader of the Russian LDPR V. We have made an example of Zhirinovskiy's image. The electorate knows by heart the image of this maximalist political figure, but in presidential elections it is clear that he will never win. Because, it is seen as representing the attitude of the minority, not the majority, but the political evaluator of extraordinary events in one way or another. This was described in the political language as " with the yellow church

METHODS

Theoretically, stepping from one political system to another is a kind of "transition", and from the point of view of political science, it requires a transit process. In Uzbekistan, from the first years of independence, from the old administrative command-based state administration to a democratic type of society and state administration, the First President I. A. On the basis of the principle of step-by-step reforms put forward by Karimov, a new national statehood was established. Admittedly, the principle "Don't destroy the old one before building a new one" has historically justified itself - economic, political, legal, cultural and educational reforms are being carried out with Eastern calmness and restraint, without sharp excuses and riots. This process and the chosen strategy of the current President Sh. M. Actively continued by Mirziyoev on the basis of succession, since 2017, this process has accelerated - a strategy of rapid development, not only "catching up" with developed countries, but also striving for leadership based on a completely new policy, was revealed. This process was also reflected in the "Strategy of Actions" on five priority areas of development of the Republic of Uzbekistan in 2017-2021.

The main subject (actor) of political processes is, on the one hand, the people, on the other hand, the political leader, the political party or the political elite. At the beginning of this study, politics was comparable to theater, with a focus on theories of political performance (public performance, role-playing on stage, performance, etc. When expressed in the language of sociology, esa was taken as the basis for the analysis of the concept of social roles.

² Саидов С. Ижтимоий капитал – фуқаролик жамиятининг муҳим мезони. – Тошкент, 2019. – Б. 174.

On the basis of the political analysis carried out above, it should be noted that the units of activity, political management or political marketing in the pre-election debates of any political leader ultimately go back to the personality of the political participant, or rather, the talent, culture, ability and endurance of the leader. The effectiveness of the activities of a political leader or leader in many cases is also associated with the person of a political adviser (state adviser in the Uzbek context) who assists him. However, in our view Leaving aside the negative evil that has entered the political sphere from literature and art - flattery and praise of the political leader, it can be objectively and rationally noted that this development is the result of the "Strategy of Actions" by the well-known statesman and political scientist N. In Joraev's words, it deserves to be evaluated as a "call to civilization" in the literal sense. N, as each event is the object and subject of the subject. As Joraev rightly pointed out, the political leader and the head of the state also have their unique qualities.

In this case, they are manifested by:

- First, the fact that the leader has a firm and unchanging political position;
- secondly, the high quality characteristic of a determined and far-seeing statesman to finish what he started;
- thirdly, to achieve unity of work with the word that defines the entire prestige and political image of the head of state;
- fourthly, a high level of consistency and coherence in political views and strict demands for their implementation;
- fifthly, the ability to control all spheres of society and all aspects of social life in one way due to the great power of memory and inner willpower;
- sixth, achieving the timely completion of the issues raised and assigned tasks;
- seventhly, a high degree of manifestation of oriental management culture and leadership ethics³.

These characteristics and qualities can meet the requirements for the spirituality of a ruler or head of state in the works of Abu Nasr Farabi, such as "Politics of Madaniya", "On the Attainment of Happiness", especially "Book on the Views of the People of the Virtuous City". If Abu Nasr Farabi talked about the 12 qualities necessary for a ruler, Kaikovus, Zahiri, Nizamulmulk, Amir Temur, Maulana Muhammad Qazi and other scholars also stated that it is obligatory to fulfill these duties while expressing their opinion about the duties of governors to the people.

It is revealed that the new communicative innovations required by the strategy of modernization and development of society in Uzbekistan - political management and public relations technologies (PR) as a means of interaction between the state and the people are a factor of ensuring the stability of the society;

in order to further strengthen the effectiveness of relations between the state and the people, it is revealed that it is a social necessity to develop a system of effective use of the intellectual and innovative possibilities of media education with the active participation of civil society institutions;

it is scientifically based on the need to establish "public service", "political management", "political PR" and "political advertising" specializations for the state administration system in higher education institutions based on the experience of foreign countries;

socio-political advertising is based on the establishment of dialogue between political subjects and citizens, to satisfy the needs of society members for information in the political field;

in the process of democratization of society, it is revealed that it is necessary to improve the electoral system in order to create an environment of inter-party competition, and to establish

³ Schechner R. Performance Theory. – N. Y.: Plenum, 1988. Page 12-16

a permanent and purposeful communication of political parties with the public based on the "party and citizen", "party and NGO", "party and neighborhood" system.

Appoints and dismisses the Prime Minister of the Republic of Uzbekistan, members of the Cabinet of Ministers of the Republic of Uzbekistan after approval of the Legislative Chamber of the Oliy Majlis of the Republic of Uzbekistan, and also appoints heads of committees, institutions and other government bodies. Appoints and dismisses the Prosecutor General of the Republic of Uzbekistan, the Chairman of the Accounts Chamber of the Republic of Uzbekistan after approval by the Senate of the Oliy Majlis of the Republic of Uzbekistan, after consultations with the Senate of the Oliy Majlis of the Republic of Uzbekistan. Appoints and dismisses the chairman of the State Security Service of the Republic of Uzbekistan. Appoints and dismisses the chairman of the State Security Service of the Republic of Uzbekistan.⁴

Candidates for the Senate of the Oliy Majlis of the Republic of Uzbekistan, the Constitutional Court of the Republic of Uzbekistan, the Supreme Court of the Republic of Uzbekistan, the Supreme Council of Judges of the Republic of Uzbekistan, as well as the chairman of the Candidacy for the position of head of the opposition body are represented by the board of the Central Bank of the Republic of Uzbekistan, the head of the republican anti-corruption body and the republican monopoly. On the recommendation of the Supreme Council of Judges of the Republic of Uzbekistan, appoints and dismisses the chairmen and deputy chairmen of regional and Tashkent city courts, the chairman of the Military Court of the Republic of Uzbekistan.

Appoints and dismisses regional akims and the mayor of Tashkent. The President of the Republic of Uzbekistan has the right to dismiss akims of districts and cities who have violated the Constitution, laws or committed actions that have tarnished the honor and dignity of the akim, and this is an important step in ensuring the rule of law.

The issue of law enforcement is the most pressing issue of any state, and the legal order makes it the area in which this system has a clear effect. suspends and cancels the validity of documents of the executive branch and governors of the republic, has the right to preside at meetings of the Cabinet of Ministers of the Republic of Uzbekistan, signs and promulgates the laws of the Republic of Uzbekistan; has the right to return the law with its objections to the Oliy Majlis of the Republic of Uzbekistan for re-discussion and voting.

CONCLUSION

Today, scientific research is being carried out in priority areas such as the role of PR technologies in ensuring the sustainable development of society, including the role of socio-political advertising in the formation of public opinion, modern methods of influencing public opinion during election processes, increasing the effectiveness and efficiency of socio-political PR technologies (M.V. Moscow State University named after Lomonosov, Institute of International Economics and Business, University of Public Administration, Omsk State University named after F.M. Dostoevsky, Presidential Academy of National Economy and Public Service). Based on the research results, scientific and methodological articles on various issues of PR technologies are being published in official magazines ("Sovetnik", "Sostav.ru", "Advertology.ru", "Novosti SMI", "Press-sljba")⁵.

In the event of an attack on the Republic of Uzbekistan or the need to fulfill the obligations of the concluded treaty on mutual defense against aggression, declares a state of war, general or partial mobilization and submits its decision for approval. chambers of the Oliy Majlis of the Republic of Uzbekistan within three days.

⁴ Писка́тор Э. Политический театр / Авторизованный перевод с нем. М. Зельдович. – М., 1934. – С. 216.

⁵ Кузнецов В. Ф. Связи с общественностью: теория и технологии. – М.: Аспект Пресс, 2005; Гавра Д. П. Основы теории коммуникации / Учебное пособие. Стандарт третьего поколения. – СПб.: Питер, 2011; Филатова О. Г. Технологии и методы PR – продвижения информационных ресурсов. – СПб.: НОИУ ИТМО, 2012. С- 346-349

In special cases (real external danger, riots, major disaster, natural disaster, epidemic), in order to ensure the safety of citizens, a state of emergency is introduced throughout the territory of the Republic of Uzbekistan or in its individual parts of areas and tasks.

We believe that it is of practical importance to put forward the following suggestions and recommendations regarding the researched issue.

1. In order to reduce the distance between the state, authorities and citizens, to harmonize the interests of the state and the people, and to ensure their commonality, it is recommended to create a national legislative framework aimed at ensuring the liberalization of the activities of political management and political PR technologies, an attribute of a democratic society in the country's media space.

2. In order to modernize the public administration system based on the requirements of the Action Strategy, it is appropriate to establish PR agencies and services based on the principle of mutual competition, to rely on foreign experience in this work, and to improve the implementation of international legal norms in the free information space.

3. In order to ensure the sustainability of the state policy aimed at the development of communication with the people, which was launched in 2017 on the initiative of the President, it is recommended to increase the influence of the media of Uzbekistan, local mass media, and materials that reveal modern PR technologies and their manifestations, and highlight the importance of ensuring the stability of society, civil solidarity and mutual harmony. will be done.

After all, any advanced and effective idea is as significant as any innovative technology. Centralized, or rather, election processes run from the "Center" are usually funded by this "center", which conducts propaganda work based on a specific ideology. And today there is a completely different political reality, in which open competition, open dialogue, alternative, precognition of election results, anonymity, equality and other norms become real. Democratism is not only the cornerstone and foundation of today's electoral processes. Knowledge and thought compete in the election. So, the need for modern election tools – election management, political marketing, lobbying, spin-master, Image Maker, political advertising specialists-will increase more and more.

Independent image makers-bloggers also today have the opportunity to form alternative images to public policy. Especially in the elections and campaigns of international experts.

For example, "when we say Lenin, we mean Party, and when we say party, we mean Lenin!" had been coined. Well, historical falsehood also confirms that the ideas that image and image-making Technologies appeared in today's political literature allegedly in the second half of the 20th century did not have sufficient basis. N. Calls by Khrushchev against "cult of personality" in the 50s of the 20th century prove this once again. In this paragraph, not overemphasizing the historical aspects of the issue, it should be noted that the similarity or commonality between agitation-propaganda and meetings and appeals between political leaders makes them visible in the Office of social thought, encouraging certain behavior and activity by persuading it, having an ideological influence on the audience, society .

Before talking about the image, image, or technologies of its formation, it is logical to dwell on such conceptual foundations as "technology", "political propaganda technology.

REFERENCES

1. Report of the President of the Republic of Uzbekistan Shavkat Mirziyoyev at an expanded meeting of the Cabinet of Ministers on the main results of the socio-economic development of our country in 2016 and the most important priorities of the economic program for 2017.

2. Speech by President Shavkat Mirziyoyev at the IV Congress of the youth social movement "Kamolot".

3. Speech by President Shavkat Mirziyoyev at a video conference meeting with representatives of the chambers of the Oliy Majlis, political parties and the Environmental Movement of Uzbekistan

4. Atamuratov M. U. The process of modernization of management personnel system in Uzbekistan. - Abstract of the Doctor of Philosophy (PhD) monograph on political sciences. - Tashkent, 2018.

5. Inoyatov M. B. The place and role of leaders in achieving independence and strengthening it in Uzbekistan. Doctor of Philosophy (PhD) monograph on political science. - Tashkent, 2019.

6. Norboev T. Conceptual and methodological issues in the development of civil society in Uzbekistan. Doctor of Political Science (DSc) Dissertation Abstract. - Tashkent, 2021.

7. Ravshanov F. Basis of selection of leading personnel in the Republic of Uzbekistan. A monograph written for the degree of Doctor of Political Science (DSc). - Tashkent, 2009.

8. Yusupov A. B. Improving the system of evaluating the effectiveness of public administration of Uzbekistan. Doctor of Philosophy (PhD) monograph on political science. - Tashkent, 2019.

Sociological research and other information:

9. <https://president.uz/uz/3119> // The Constitution and the rule of law are the most important criteria of a legal democratic state and civil society // President Shavkat Mirziyoyev's speech at the solemn ceremony dedicated to the 27th anniversary of the adoption of the Constitution of the Republic of Uzbekistan.

10. <http://prezident.uz/ru//list/view1370>.