Prospects Of Using Public Relations Technology In The Activities Of Political Parties

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ABSTRACT

Before analyzing public relations for political parties in modern Uzbekistan, it is necessary to briefly focus on the universal concepts of political science, namely, the concepts of civil society, the rule of law, political parties and socio-political movements. Public relations – PR – is known worldwide as an important element of business relations.

Introduction.

In the century, the media and mass communication form a person's opinion about the world, their place in it and, of course, about politics as a means of organizing this world. Therefore, every actor who exists in politics exists in the media space, thus entering into communication with the public and gaining his political thinking.

Political parties are political organizations that represent the interests of social groups, uniting their most active representatives. Political parties are an autonomous part of the political system of society, they participate in determining the political direction of the state, form representative and executive institutions of government.

Political parties are voluntary, stable public organizations that unite citizens with common interests and (or) views and aim to participate in the exercise of political power, seeking to use state power to solve political problems in accordance with their ideas and concepts.

Today we can talk about PR as a new kind of activity that plays an important role in expanding the boundaries of management, in the work of governments and public services.

Literature review.

Today, the term «civil society» is one of the most widespread not only in scientific publications, but also in journalism. Moreover, in everyday life, in colloquial speech, people have already become accustomed to using this phrase. And this should not be surprising, since the presence of a civil society with its diversity of institutions, values, interests and needs of people is one of the signs of a modern post-industrial society. Civil society has several «dimensions».

Firstly, it acts as a set of non-governmental public relations and institutions that limit and restrain the state's monopoly on power and balance state power with the power of non-governmental organizations and institutions. Thus, civil society guarantees a person protection from state arbitrariness and dictatorship.

Secondly, civil society is a sphere of realization of the diversity of interests of individuals and social groups. Individuals and

social groups through civil society institutions (parties, associations, etc.) have the opportunity to express their interests, bypassing state institutions.

The relationship between public authorities and civil society institutions is bilateral. On the one hand, relations in civil society are regulated by the state, and on the other hand, civil society itself influences the state through its political institutions, primarily through political parties and socio-political organizations.

The established civil society with its political institutions usually affects the state body in such a way that it takes the form of a rule of law state. «Civil society» and «rule of law» are concepts that are organically and inextricably linked. A State governed by the rule of law can exist and develop only together and simultaneously with civil society. A State governed by the rule of law usually means a historical type of State in which natural and inalienable human rights serve as the basis of legislation. The main institutional characteristic of the rule of law is the existence of a real separation of powers into legislative, executive and judicial powers and the functioning of the mechanism of «checks and balances».

The social base of civil society and the rule of law is the so-called middle class, which in Western countries practically makes up two thirds of the amateur population and is rightfully considered the most mobile, proactive and promising segment of society. It is representatives of the middle class, educated and well-off people, who are able to participate most actively in the activities of socio-political organizations, have free time and material resources for such activities.

A very important institution of civil society in political terms is the mass media (mass media). It was with the help of the media that the Communist Party managed for a long time to legitimize the totalitarian political system quite effectively. However, in modern society, a monopoly on the media is practically unattainable. Freedom of information is one of the prerequisites for the successful development of civil society and the rule of law.

The modern understanding of politics and the system of its basic concepts can serve as tools for analyzing, synthesizing and forecasting political processes and events.

In its modern form of a political institution operating in the mass environment, political parties appeared in Western countries only after the victory of the bourgeois revolutions and the spread of political rights to the general population. England was the first to follow this path, which the British are rightfully very proud of; in most European countries, parties were actively involved in political life in the second half of the XIX century. There are many different opinions about the essence of the party. Some see it as the embodiment of the interests of various social, ethnic or religious strata. However, with the pluralism of the interests of individuals of any of the mentioned strata, it is not possible to associate the party with only one of such strata, no matter how the party calls itself - workers, peasants, Catholic, Arab, Islamic, etc. It is clear that the party unites people not by social status, race, ethnicity, class or religious affiliation, but according to their political interests, which even people of the same stratum, the same profession, even living and working together, are very different.

First of all, each party determines and corrects its ideological and political orientation. It relies on already known political ideas or puts forward its own, more or less original ones. Orientation towards political ideals - liberalism, socialism, democracy, authoritarianism or any other - defines the principles of the party. They can be used to judge the basic values of the party and its attitude to progress. This allows us to divide the parties into three main groups: parties seeking to narrow the possibilities of personal development (reactionary), seeking to keep the existing unchanged (conservative) and advocating the expansion of these opportunities (progressive).

The modern understanding of PR is more focused on the consumer and the voter, on establishing good relations with the public. The development of modern technology makes it possible to deal not with a specific object, but with systems.

Another distinctive feature of modern PR is their acquisition of a global character. A state whose PR does not have such a character will not be able to successfully compete in the economic sphere and have a proper political image.

And finally, an important feature of modern PR has become their importance in the political life of countries. Image makers and public relations specialists not only take an active part in election campaigns, but also participate in the daily activities of political leaders, sometimes determining the adoption of a particular political decision.

In general, it is still necessary to form and debug the mechanism of the daily activities of the PR service in public authorities, where the work of specialists will become effective only when public authorities, receiving full information about public opinion, use it as an organically integrated part both in the process of making public decisions and in the activities of public authorities.

Result and analysis.

Today, public relations specialists use various technologies in their work. These are, first of all, technologies aimed at avoiding deception and falsification of facts, establishing feedback links between the "sender" and the "recipient" of information.

Basic principles of PR technologies:

- openness of information;

- mutual benefit of the "sender" and the "recipient";

- reliance on public opinion, respect for society.

In accordance with these principles, we will highlight the main directions of PR technologies:

- maintenance of relations with government agencies, public organizations;

- creation of a favorable political image of a candidate, party, organization;

- managing the process of perception of messages and the audience;

- work with the staff of research centers, mass media;

- public expertise;

- support for investor relations, etc.

In recent years, sophisticated research techniques have been developed to penetrate the hidden motives of consumer behavior of a political "commodity". Firms conduct a motivational analysis of the causes and conditions that determine consumer and voter behavior. Knowledge of the complex of motives, based on which the buyer makes a choice in favor of a certain candidate, allows you to avoid possible mistakes in PR activities.

It should be noted that with the advent of new global computer technologies, the PR toolkit has changed significantly. For example, the law "National Information Initiative" has been in force in the United States for several years, according to which all US government agencies are required to have a web page on the Internet.

Naturally, all parties strive to improve the quality of their political force - to make it more organized, stable and mobile, capable of regrouping and maneuvers. This is ensured by political communications within it - the speed, volume and content of political information transmitted from bottom to top and from top to bottom, as well as horizontally. Only effective communications allow the party to achieve the superiority of its forces in a decisive place and at a decisive hour, without which serious success is impossible.

Political communication is a particular manifestation of social communication and focuses mainly on the issue of the impact and management of social systems through the implementation of information strategies for the influence of political actors on society, acting as a kind of socio-information field of politics. Political communication is a set of processes of information exchange, transmission of political information structuring political activity.

Political consulting is currently an integral technological link and a mechanism for ensuring a number of political processes. The intensification of competitive political struggle in elections and the need for political leaders to constantly interact effectively with their voters have created a demand in the political environment for managers and advisers who are able to carefully plan political campaigns, seeking increased interdependence and

understanding between the government and society.

Thus, it can be confidently stated that the essential side of political and communication processes is the transfer, movement, circulation of political information, the information that is exchanged between information sources and its consumers - interacting social groups in the process of specific social and practical activities. Political communication is a semantic aspect of the interaction of political actors through the exchange of information in the process of power struggle. It is known that two main types of political messages are transmitted through communication:

a) motivational, aimed at persuasion;

b) informative, using real or virtual information to form a holistic picture of events and phenomena in order to establish and maintain contact between political actors.

The analysis shows that a well-made web page ultimately solves several problems:

- eliminates duplication of the same activity by different departments; information about the work of each department becomes known to the entire organization, so it is easier to coordinate work;

- reduces the time spent searching for the necessary information and, ultimately, increases the efficiency of the service;

- carries out public relations and dramatically improves people's attitude towards the organization, as it becomes clear to them what it does, why it is needed and where an ordinary citizen can turn if necessary;

- forms the image of the organization in a multimillion-dollar space, helps to find foreign partners, promotes the organization's entry into the world community as an equal partner. Therefore, it is extremely important to prepare the necessary information to put it on the page. But so far, with very few exceptions, web pages are not created and function under the supervision of public relations specialists

Discussion.

The social and political essence of parties is expressed in their various functions. There are different ideas in the scientific and educational literature about the functions common to all parties. As a rule, the compilers of such lists limited themselves to generalizing the features of only one type of party or parties of only certain regions, overlooking others. Such shortcomings can be overcome by a comparative analysis of the functions of all known parties on a global scale. Such an analysis will allow us to say for sure that the main functions of all parties are almost the same everywhere today.

Since the formation of mass political parties, this phenomenon has immediately attracted the attention of scientists. There was even an entire discipline within political science dealing with the study of parties — party science. However, within the framework of this science, there has not yet been a single definition of the concept of «political party». Every major scientist develops his own definition, but most scientists identify a certain number of fictions and signs of political parties. The signs usually include the following:

- the presence of a minimum formal organization;

- availability of a joint activity program;

- participation in the formation and functioning of government mechanisms;

- participation in elections;

- the special position of the link between the state and society.

Computer technologies make it possible to use the principle of not only one-line, but also multifunctional, interactive communication, creating new opportunities for participation in political and information exchange. A number of information and analytical centers of executive bodies use the following technologies: spreadsheets of questions are sent via modem communication to the regions of interest; The answers of the respondents in the same way get into the computers of the research center, are processed and can serve as a basis for the formation of appropriate approaches on the part of management structures in relation to certain subjects of management, electoral policy, study, formation and manipulation of public opinion.

By most parties, goals and means are determined taking into account the specific conditions of the country's development and

their strengths and capabilities, calculated for various periods. Politicians who tend to use military vocabulary often refer to the long-term goals and means of the parties as strategic, and the immediate ones as tactical. An organic part of strategy and tactics is the development of priorities and options for solving private and general political problems - adjustments or radical changes in management and even power, as well as ways to implement them - methods of struggle. The totality of goals, means of achieving them, priorities and options for solving political problems constitute the content of the political course of the party.

Conclusion.

It is revealed that the key features that determine the content and nature of PR activities in the political sphere are that (a) the purpose and content of the activities of political forces (parties and individual leaders) is the struggle for power, (b) any political force is a carrier and «propagandist» of a certain ideology, views and approaches to solving various problems of society and the state, (c) PR activities in the political sphere have a «seasonal» character, (d) the political sphere is definitely personalized.

Based on the previous one, the features of electronic PR in the political sphere are highlighted and it is proved that the Internet is the means of mass communication that most fully allows you to implement the key tasks of public relations facing political parties and leaders within the framework of information and reference, information and explanatory, image and media directions.

The system of electronic PR tools of a political party includes a party website, personal websites of political leaders associated with the party, special websites (aimed at certain audiences, dedicated to certain topics, etc.), as well as party pages on social networks and pages (channels) on social media (services microblogging, photo and video hosting).

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