

FRAGEN DER EFFEKTIVEN NUTZUNG VON PR-TECHNOLOGIEN IM ÖFFENTLICHEN DIENST

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Zusammenfassung: In der letzten Zeit waren die wichtigsten Faktoren von SMI bei der Entwicklung von Verbindungen zur Öffentlichkeit und der Bildung von Kommunikation mit der Öffentlichkeit eine effektive Nutzung von PR-Technologien und eine effektive Nutzung von SMI bei der Schaffung des Images des Führers, Verwendung informationsorientierter PR-Technologiestandards.

Stichworte: Medien, Image, PR, Technik, Fernsehen, Presse, Pressedienst, Blogger, soziale Netzwerke, Leader, Internet, Pressekonferenz, öffentliche Versammlung.

ISSUES OF THE EFFECTIVE USE OF PR TECHNOLOGIES IN THE PUBLIC SERVICE

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Abstract: In the last period, the most important factors of SMI in the development of links with the public and the formation of communication with the public are an effective use of PR technologies and effective use of SMI in the creation of the image of the leader, use of information-oriented PR technologies standards.

Keywords: media, image, PR, technology, television, press, press service, blogger, social networks, leader, internet, press conference, public meeting.

Today, the widespread use of the media is an important factor in the consistent and sustainable development of all spheres of society and state life, building a decent future for the country. Therefore, every leader should be well acquainted with the culture of working with the media, and be assisted by the mechanisms of working with the media throughout his career.

Creating a high level of convenience for journalists, establishing direct and quality communication between the state and society, providing citizens with prompt, objective and complete information on the content and results of reforms, increasing the transparency of state and economic

*"Transparency and freedom of speech
are the demands of the times, they are the
demands of reforms in Uzbekistan."
Sh.Mirziyoev
(From the Address to the Oliy Majlis)*

administration, local government, as well as the effectiveness of their interaction with the public and the activities of information services.

Today, the media has become an integral part of our lives and they play an important role in the system of social relations. It is known that the media is one of the most important factors in shaping public opinion.

First of all, it is necessary to study the experience of Asian countries, where there are cultural, historical, economic and other different approaches to the activities of the media and the use of information technology. The study of such experience is especially important for Central Asian countries, as today they are pursuing a policy of expanding national and regional information space, taking into account the specifics of their development. As an example, the technology of working with the media of the President of the Russian Federation Vladimir Putin and the President of Turkey Recep Tayyip Erdogan should be studied as a foreign experience.

Most leaders do not pay enough attention to its culture when working with the media. For example, it does not invite strong journalists, strong media to press conferences, does not answer questions with clear facts and figures, and divides the questions of media representatives who ask questions. In fact, it is important for the organization and its image to use the media effectively in press conferences, debates, roundtables, to know them as friends of the organization and itself. Each executive staff, together with press secretaries, should develop media strategies for the development of the organization and the image of the leader, and plan to use PR technologies to overcome it in the event of a communicative crisis.

There are different information flows in the information space today that require an analytical approach in managers to understand, separate, and analyze them. This is a very important issue.

The leader must also be alert to news reports. Because at every step, when he reads and hears various fabrications, slanders, fake messages, scandalous lies, biased information or fabricated events that negatively affect the mood of the population, he stands up and responds in his own political position. such as unsubstantiated information.

In order to develop media literacy in our country, it is necessary to teach children what is information in kindergarten, the difference between right and wrong information, to increase their knowledge and skills in this regard from childhood through newspapers and magazines.

The manager is responsible for the information of the organization. This means that in order to ensure information security, a leader must be able to analyze information critically, express his position, and increase the level of awareness of local and foreign information.

First of all, managers should train the representatives of the press service in each organization to create the necessary conditions, demand quality work from them and develop strategies for developing public relations.

Every manager should know the culture of working with the media, as a force that develops its image, further enhances the image of the organization. Today, most leaders use the media effectively to create their own image of a leader. Unfortunately,

some leaders are still limited to staying away from the media, distrusting journalists, and knowing that bloggers' openness is wrong. This leads leaders to move away from openness. It is important that journalists or bloggers never allow the media to become a business.

Due to the fact that our country is experiencing a completely new stage of development, the third Renaissance, it is the training of leaders, their management, psychological, spiritual, political capacity and their constant monitoring, public civil service, including open and independent selection of candidates. Great work is being done to establish criteria for assessing the effectiveness and competence of civil servants, the requirements for their professional development.

"In today's globalized and increasingly competitive world, we can lag behind in development if we do not train highly educated people in all fields."

Today's modern leaders need to make an in-depth study of the effective use of the media, the issues of appointment depending on what field they are capable of.

It is necessary to pay attention to the development of cooperation with the media, the practical formation of skills.

In his address, the President noted that in 2021 the legal framework for ensuring

"We have begun to lay the foundations of the Third Renaissance in our homeland. We consider the family, pre-school education, school and higher education, as well as scientific and cultural institutions, to be the most important links of the future Renaissance. That is why we are consistently carrying out radical reforms in these areas. "

Sh.Mirziyoev,

(From the speech of the Youth Forum of

freedom of speech, comprehensive development of the media, freedom of movement of journalists and bloggers will be further strengthened.

Based on the views expressed by the President in his Address to the Oliy Majlis, the biggest

shortcoming in the activities of some leaders today is the lack of skills to work with the media. This means that teaching managers the latest trends in information policy, how to use them effectively and creatively is also emerging as a topical issue today.

The head of our state Sh. Mirziyoyev said that we will continue to create all conditions for the free and impartial work of the representatives of the "Fourth Power" and for the people and the international community to cover the rapid reforms being carried out in our country. I am always ready to support professional journalists in revealing the problems and shortcomings on the ground, in their fair coverage," he said. Because it is no secret that the media, journalists are a mirror of our daily lives.

Of course, today there are representatives of the media, who go to the places where the leaders of the republic, regions, districts and cities do not go, cover the essence of the issue, express their views and suggestions on how to solve problems. Or when bloggers, who are the most active layer of the press, television, radio and today, cover an issue and bring it to the attention of the public and officials, are there few cases where the issue is quickly resolved and found? Or journalists who are trying to inflict injustice on our compatriots and cure them in difficult times.

“Everyone has the right to freedom of religion and expression; this right includes the freedom to exercise one's faith without hindrance and the freedom to seek, receive and impart information and ideas by any means, regardless of national boundaries”.

Today's modern leaders have a thorough knowledge of the principles of the media, their application in practice will serve to increase efficiency. For example, computer literacy refers to the ability to use computer technology, knowledge of the

basics of computer science, while audiovisual literacy and visual literacy refers to the ability to analyze and synthesize audiovisual reality of space and time.

At the first session of the Legislative Chamber of the Oliy Majlis after the elections on January 20, 2020, President Mirziyoyev also said, "Many people do not like journalists, but I like them."

If in the past the worldview was presented by the media, today the information agenda

can be set by anyone as a recipient, distributor and creator of information on a particular topic. This once again exacerbates the issue of media literacy of executives.

Each leader creates his own pages in the world of online journalism (telegram, facebook, Instagram, odnoklassniki), another type of media. Of course, each leader has the traditional types of visual content used in the activities of all active network information users - illustrations, pictures, infographics (graphics, drawings, diagrams, etc.), multimedia content (video, clip, flash animation, slide show, flash presentation) , using modern visual content (selfies). One of the most popular and effective ways to present material in their speeches and reports is to use infographics.

In short, in today's fast-paced information age, it is time for managers to have a good knowledge of the information space, to develop leadership ethics through the media, to be prepared for critical criticism in the media, and to develop mechanisms to address shortcomings. In short, the media enriches the creative, critical thinking, analytical approach of the leading cadres and serves to increase its image.