

**Verbesserung der Ethik der Arbeit mit Informationen und wirksamer
Mechanismen der Kommunikation mit der Öffentlichkeit in öffentlichen
Verwaltungsorganen**

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Zusammenfassung: In dem Artikel werden die wissenschaftlichen Forschungen und Strategien des Autors in Bezug auf die Ethik der Arbeit mit Informationen in öffentlichen Verwaltungsorganen und die Verbesserung wirksamer Mechanismen der Kommunikation mit den Menschen, die Rolle der Massenmedien bei der Schaffung des Images von Führungspersonal und die Die Kultur der Zusammenarbeit mit Bloggern und Journalisten wird hervorgehoben.

Schlüsselwörter: Staat, Information, Blogger, Politik, Journalist, Öffentlichkeit, öffentlicher Dienst, öffentliche Verwaltung, Image, Informationsethik, Kommunikationskrise, Macht

**Improving the ethics of working with information and effective mechanisms of
communication with the public in public administration bodies**

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Abstract: In the article, the author's scientific research and strategies regarding the ethics of working with information in public administration bodies and the improvement of effective mechanisms of communication with the people, the role of mass media in creating the image of leading personnel, and the culture of working with bloggers and journalists are highlighted.

Keywords: State, information, blogger, politics, journalist, public, public service, public administration, image, information ethics, communicative crisis, power

When communicating with the people, civil servants should follow the rules of information ethics, create a mechanism to help the people to please them and create decent conditions for them for human dignity, communication with the people should contribute to the improvement of the population's well-being and the further development of the society, "Person, society and In building a humane state based on the principle of "state", the role of leaders in the communication culture is of great importance.

Leader and public relations

In order to effectively work with the public in the establishment of relations with the public, in the first place, the leading personnel should have the concept of "What is public relations?". In today's world, it is necessary to be able to perceive and understand information policy, the place and power of information. Only then does

the leader begin to understand the place and power of today's mass media and the constant dependence of his image on his work. Today, mass media is the biggest tool that shows the work of leaders and their image in the organization.

What does public relations bring to a leader?

If the leader works effectively with public relations, if he understands it and starts work in a systematic way, it will surely increase the image of his work efficiency and the growth of his audience from the situational, political, legal point of view.

Leader and blogger

Today, executives try to communicate with bloggers or bloggers communicate with executives, avoiding their questions. What is the reason for this? This is caused by bloggers' hook questions, quick, clear and concise questions. Therefore, mutual misunderstandings between the leader and the blogger - the media literacy around the leader, under the leader's control, that is, the information service, the press secretary's failure to fully equip the leader with negative and positive information in time problems arise between such a leader and a blogger. The only solution to this is that the press service can work quickly and ensure the organization's internal and external information security, and the organization's leader can feel responsible for the organization's image.

The leader himself is a blogger

The fact that he opens his pages on social networks, presents his work with short, concise and clear facts, gives clear and clear answers to the questions and promotes his work to the general public, makes this leader a leader. indicates that it is a blogger. Blogging means promoting and sharing one's work and work in one's system to the general public through such social network pages. He is answering the questions sent through these links. These questions can be analytical or critical. The fact that he answers them in detail is that he is sharing information with the public, increasing his media literacy and his positive image. serves to increase. From this we can see the blogging nature of sahar.

The role of the leader in communication with the people

Today, leaders play a very important role in communicating with the people and pleasing the people. The head of our state clearly revealed this with many examples, assignments and reforms. Based on this, before establishing a dialogue with the people, the leaders should find answers to their constant problems, find solutions to them, and find solutions even when holding press conferences and meeting with them, by fully understanding the pain and problems of the people. it will be possible to get these parts clearly and focus on the problems that serve the interests of the people and find a solution to their problem with clear, real facts. Only then will the problem of the people be properly formed, and people will trust and follow the leader.

Bloggers "People are in pain"

A new service, a new concept, a blogger, has appeared in today's information space. Bloggers sometimes do what journalists and press secretaries do. As an example, the speed of bloggers in highlighting people's pain to the mass media and

raising issues is very useful. But there is another side of the matter. Information is a right. Information educates people, guides society, controls society, and has the power to dissolve it when the time comes. Legal literacy is often lacking in the information distributed by bloggers. There are a lot of aspects that make people judge clear and unclear information in a hurry in order to spread information quickly and create a sensation. Therefore, the fake causes the increase of information, the decrease of people's culture of information consumption, and the weakening of trust in the state and society. Some bloggers work diligently for the sake of the people, and some work for their own interests based on "orders". Today, in the process of exchanging information with the blogger, the leaders will have to work on the basis of popular and realistic facts. Otherwise, it can be the cause of critical analysis, becoming "famous" to the public. To put it simply, it is called "dropping a melon".

Communication skills and literacy of the leader

Communication culture plays a leading role in the leader. The power and power of the word and the mastery of the word in the process of communication play a key role in management. A leader is a speaker, a leader is a psychologist, a leader is a leader, a leader is a blogger. In the workplace, the leader should be a role model with his authority. He should know his native language well, speak clearly and fluently, avoid generalizations, refrain from parasitic words and refrain from giving repeated examples. A leader should have a good understanding of media literacy, be the owner of information at work or in a team, ensure information security, eliminate conflicts that arise in the process of communication, maintain balance and create comfortable conditions.

Effectiveness of communication in the way of public service

The world is made of words. The greatest blessing in the world we live in is the word. There is also a source that says, "Where communication stops one day, cannons start firing the next day." Today's disagreements between countries and nations on the world stage indicate the ineffectiveness of mutual dialogue. When the word begins to lose its power, it is replaced by fakes, evil and evil. The result is chaos. As a result, the distance between people and affection is also caused by the weakening of communication. Today, our respected head of state also came up with a big initiative to please the people. In order to find out people's problems, their pains and concerns, in the "Mahallabay", "Konadonbay", "Fuqarobay" project, the leader goes to the lower-level neighborhood, identifies the house with problems from the neighborhood, and meets with the citizen face-to-face. He sees the way of life of a citizen with his own eyes. He begins to understand the pain that torments people, the "ohh" in their hearts. Then the effectiveness of communication in the way of public service will be achieved. Leader - citizen - problem - solution.

Society is driven by information

Today, with its global network, information has its influence on the thinking and management of the world. Today, information rules society, information leads society, information has the power to dissolve society when it is in a negative state.

For this reason, information is described as stronger than nuclear weapons. Because every piece of information is a weapon, it affects the human mind and thinking, and if it is positive, it will have a positive effect, and if it is negative, it will affect the society. Today, the scope of information in world civilization is expanding. As the quality of these negative and positive attitudes increases, it begins to have a negative impact on people's thinking and on their management culture, values and attitudes.

Confidence in information

Today, young people's interest in information, viewing of informative programs, and slavish thinking about social networks cause this information to increase its negative scope. Today, mostly young people live in information and receive and consume information and are educated by the culture and influence of information. That is why we can see the points of weakness in the scientific thinking of many young people, because we encounter situations such as not being able to set a specific goal, not striving for a specific goal, not being able to live with the present, and not be able to imagine the future. Because today's short-length visual information on social networks, the influence process in it, transfers its negative conditions to the mental thinking of young people, and gradually starts to distance them from national values, national traditions and customs, and their goals.

For example, the emergence of a new way of thinking among some young people and the introduction of unusual behavior and unusual situations, the introduction of habits that are not compatible with our mentality, which causes young people to distance themselves from themselves.

Vigilance in information

Information should make a person politically aware. It educates to be vigilant and legally literate. If we see the broadest layer of media literacy in the social network, we begin to see its influence on the psyche, consumer culture and information onslaught. Because ownership of information is ownership of society, management of information is equal to management of society and management of the world. Today, as information expands, so do its consumers. Consumer culture is divided into two categories: 1.Negative 2.Positive As information increases, people start to become jealous, unloving, rude. As positive information increases in the networks, people's feelings such as kindness and sincerity, ariat, health, faith, honesty and purity begin to grow and praise his beautiful human qualities. You can see the education of information here.

Negative consequences of information

Today, I observe the negative effects of information on young people more often. Seeing the circumstances that have a negative impact on his thinking, I begin to imagine tragedies in society, in the next life, and in the future. Sometimes I get scared in this place. Because it is difficult and difficult to understand the present without knowing the past and without a good understanding of history, and to perceive and imagine tomorrow, to foresee it, is certainly the greatest factor and the greatest goal of a person. Man was given to this world not only for eating, drinking, dressing, pleasures and pleasures, but to pass the great blessing given in the world. A person should connect his life with information and dreams. It is necessary to capture

the leadership of this information. It is necessary not to be a slave to information, but to manage information by entering information. Today, young people who manage information are serving the development of the society, the development of the state and the nation in management with their intellectual potential in large areas. However, most of the young people feel that they are unable to find their place in life by interpreting and thinking in their lives, embodying the negative effects of information.

Information educates people. Today, the number and scope of information in social networks is expanding, which causes the formation of two different categories of people. The first is the layer formed by education of negative information. The second is the critical and analytical layer following positive information. The more false information and the more fake information is transmitted, it will lead to the education of the society and haste in the society, and the loss of trust in some executive authorities in the society, and the loss of the reputation of the leading personnel and the loss of subordination. Today, such situations are found in social networks. It is no exaggeration to say that some bloggers are creating such a layer by spreading malicious or harmful information. For this, it is necessary to expand the quality and scope of positive information. Today, whether people receive, consume or read visual information on social networks, it should be of good quality. Information is like food. If the food is of good quality, tasty, healthy, it will be pleasant to the person and will not be absorbed by the body and will not poison the person. That's why we compare information to food.