

**USE OF MEDIA IN PUBLIC RELATIONS MANAGEMENT
SYSTEM**

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Abstract: In this article we will talk about the role of Public Relations in political management. It touched upon a brief history of Public Relations, its role in politics and briefly touched upon the changes that have taken place in this sphere in Uzbekistan.

Keywords: Public relations, PR technology, political management, positive image, brand, openness, information policy.

Introduction (Introduction); Before discussing the role of public relations in political management, let's find an answer to the question of what public relations is. The term "public relations" came into use as a result of translation from the English word "Public relations" (abbreviation PR). The word "public relations" is defined in the Oxford English Dictionary as "the activity of providing information to the public about a particular organization or person in order to create a favorable impression." This phrase was first used by the third president of the United States, Thomas Jefferson. He mentioned this term for the first time in 1807 in his "Seventh Address to Congress". The purpose of this was to raise the relations of the government with the public to the level of the state, to establish scientific and organizational aspects. So, it becomes clear that "the emergence of PR in the United States is a direct product of political processes." A century later, the history of PR, which became a reality as a separate science, originates from the events of that time. Although public relations as a science appeared for the first time in the United States, as a result of the study of historical sources, we can

witness that PR had a special place in the political administration of medieval Eastern countries.

Main part (Main part); While the use of rhetoric and other forms of public relations has always played a role in politics, it has become increasingly systematic. Today's political leaders need PR professionals not only to help them manage their image, but also to help them focus on the more important task of running the country and connecting with the common people. After all, as the Spanish philosopher and publicist Ortega Gasset wrote, "the world is governed by public opinion." PR helps candidates in the political arena get much-needed information. In political management, the leader always feels the need to receive a large amount of information. According to some sources, there is no more effective means of obtaining information in such situations than using PR tactics. A public relations team employed by a political organization is an expert in organizing conferences, political debates, and related organizational conventions. If you are a political candidate, you need a professional to write the speeches you will use in your speeches. In addition, a media person who has good relations with the relevant sources is also necessary, all of which are very important to get the necessary information. It is wrong to interpret PR in politics only as the public visibility of brands or celebrities . As a public relations professional, you will need to think hard, think outside the box, monitor your emotions, and respond carefully. Otherwise, you can put the company or organization you represent at a disadvantage. It is known from world experience that if the subject of political administration is in crisis , the most correct way is to use effective PR tactics. PR tactics are especially effective on social media. Social media is an ideal tool for creating dialogue and conversations with a political party or leader. A political party can broadcast its memorandums and press statements live on platforms such as YouTube. But spreading too much media information through social media can backfire. As a public relations professional working for a candidate or party

organization, you must carefully monitor the content published on social media platforms. In politics, the purpose of PR is to present functions, themes and programs in relation to other subsystems in society. In fact, it involves attracting attention and interest, as well as increasing the level of awareness and image profile of one's position, interests and key players. In politics, PR is used to convey information and shape political opinion. PR specialists should constantly communicate with the main target groups to create and promote a favorable environment for mutual understanding and agreement of interests. Prospects for the development of public relations in the political management processes of Uzbekistan. 203 of the Cabinet of Ministers, adopted on September 22, 2006, "On measures to develop public relations of state and economic management bodies", serves as an important legal basis for organizing information services in organizations for this purpose. The decision stipulates that "Information services should be organized within the total number of employees within the ministries, state committees, agencies, the Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city administrations, economic management bodies (hereinafter referred to as agencies)" and as one of the main tasks of information services, in the formation and implementation of the information policy determined by the management of the office, to cover the current aspects of the office's activities in the national and foreign mass media, the implementation of the unified state policy in the relevant field, as well as the state of social opinion regarding the office's activities and national and foreign media It was decided to analyze the position of mass media and inform the management of the office about them. The adoption of this decision essentially meant that political management was raised to a new level, that is, attention was paid at the government level to creating a positive image by forming effective communication in management, analyzing the information field. It should be said that during the past years, the execution of a number of tasks specified in this decision has been

ensured. For example, information services have been established in all ministries, organizations, institutions and other agencies and their activities have been launched, web resources have been created on the Internet. In this way, until today, information services have been performing certain tasks. Of course, it was difficult to carry out such important tasks without having a legal basis. Decision No. 125 of the Cabinet of Ministers of the Republic of Uzbekistan, published on February 15, 2018, "On measures to further improve the activities of information services of the state and economic management bodies of the Republic of Uzbekistan" is important for the further improvement of the sector. was a step. The Regulation "On information service of state and economic management bodies" was approved by the decision. The decision canceled the previous government decision No. 203. According to the new regulation, information services (press services, public relations services) of state and economic management bodies were organized within the total number of employees of the state and economic management body and were considered a separate independent unit directly subordinated to the head of this body. it has been. The weight of the loaded tasks has increased even more. In particular, the task of ensuring effective and practical cooperation with the Press Service of the President of the Republic of Uzbekistan, information services of other state and economic administration bodies has been added. On June 28, 2019, the President of the Republic of Uzbekistan " Establishment of State Organizations to Ensure Freedom of Mass Media " The Decision No. PF - 4366 on the development of the information service process was adopted. Now it has been determined that the heads of information services will be certified by AOKA. Also, on the side of information services, it is mandatory to implement regular (at least once a month) press conferences and briefings with media representatives, including heads of state and economic management bodies, as well as other modern forms of working with the mass media and the public. A mechanism has been established to quickly respond to statements of critical content through the

official information resources of state bodies and organizations, information services of local government bodies. As a result of this, the state of official response to critical materials by organizations has approached from 10-15 percent to almost 70-80 percent on the scale of the republic.

Conclusion (Conclusion); In conclusion, PR services in organizations have become more active in recent years. He started communicating with people. Reacting to criticism has become a habit. This is a very happy situation, of course. However, the initiative in forming a positive image of the organization and the leader is not always supported. Not all middle and lower level leaders are willing to open up to the public and have a bright image of themselves in society. For this reason, re-training and professional development of PR services does not give the expected result. It is one of the next tasks of the government to create an environment that creates a tendency for this in the middle and lower levels.

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