



THE ROLE OF PR TECHNOLOGIES IN ENSURING THE SUSTAINABLE DEVELOPMENT OF SOCIETY

Isropilov M. B.

Lecturer at the National University
Uzbekistan named after Mirzo Ulugbek
e-mail: m.isropilov@nuu.uz

Annotation

The article is devoted to the study of the concept and essence of PR technologies. The term Public Relations is defined, the signs and criteria for PR technologies. It is noted that the practical application of PR technologies in Uzbekistan differs significantly from the Western system. The purpose of PR activities is to improve and strengthen on the basis of truth and credibility information of trust relationships between the subject and the object of PR. For To this end, specialists working with youth organizations need to organize and run PR campaigns. The main task of PR technologies is to influence the minds and actions of young people.

Keywords: public opinion, essence, phenomenon, process, opinion, technology, management, influence, activity, communication, information, PR activities, PR technologies, information globalization, information and communication technologies.

РОЛЬ ТЕХНОЛОГИЙ СВЯЗЕЙ С ОБЩЕСТВЕННОСТЬЮ PR В ОБЕСПЕЧЕНИИ УСТОЙЧИВОГО РАЗВИТИЯ ОБЩЕСТВА

Исропилов М.Б.

Преподаватель Национального Университета
Узбекистана имени Мирзо Улугбека
e-mail: m.isropilov@nuu.uz

Аннотация

Статья посвящена исследованию понятия и сущности пиартехнологий. Определен термин Public Relations, проанализированы признаки и критерии пиар-технологий. Отмечено, что практическое применение PRтехнологий в Узбекистане значительно отличается от западной системы. Целью PRдеятельности является улучшение и упрочение на основе правды и достоверной информации доверительных отношений между субъектом и объектом PR. Для этого специалистам работающими с молодёжными





организациями необходимо организовывать и проводить PR-кампании. Основная задача PR-технологий заключается во влиянии на мнения и поступки молодежи.

Ключевые слова: общественное мнение, сущность, явление, процесс, мнение, технология, управление, влияние, деятельность, коммуникация, информация, PR-деятельность, PR-технологии, информационная глобализация, информационно-коммуникационные технологии.

In the era of globalization, it is almost impossible to imagine public relations without telecommuting tools, social networks and the internet. Popularity in social networks, self-expression on the internet and social communication are becoming a key part of the imagination of many people. In turn, wide public relations, the development of mobile Internet technologies allow people to constantly participate in the communication processes taking place. The environment becomes a defining platform for large-scale social innovations and changes, which inevitably leads to the need to use huge information resources. In modern life, the main requirement of a democratic society is the formation of such an open civil society and a system of dialogue with the people on the implementation of democratic transformations. PD-4947 of the President of the Republic of Uzbekistan dated February 7, 2017 "On the strategy of actions for the further development of the Republic of Uzbekistan", PD-5185 of September 8, 2017 "On approval of the concept of administrative reforms in the Republic of Uzbekistan", the decision of PD-5430 of May 4, 2018 "On measures to radically increase the role of civil society institutions in the process of democratic renewal of the country" and the processes of implementation of the tasks set in other regulatory legal acts related to the sphere, in turn, are the reason for further improvement of public relations.

In civil society, all civil servants should take the issue of close cooperation with the media seriously. In today's open civil society, it is impossible to bypass the "bloggers", whose media play a huge role in the formation of the Internet and public opinion. Of course, the deep study of international experience in this sphere, the development of universal aynanas show that the issues of effective use of the achievements of developed countries and the research of methods for further improvement of civil society important. It should be noted that in the formation of public opinion, new mechanisms are being created today. Also, a system of training qualified specialists in PR Technologies is being established around the world. In many countries of the world special PR specialists are trained for example one of them is the US Institute of





Institute research social opinion of Gallup. In today's era of globalization, any flow of information is rapidly moving. In improving the relations of the state and society, one cannot but add one's own character in ensuring a more prosperous life of citizens.

Every year, advertising puts forward new requirements. Advertising a year ago is unsuitable for this year or loses its relevance. For these reasons, it is necessary to follow new trends in the field of advertising and PR every year[1]. We can observe new and new ads every year on one product. For example, if we look at the market relations in our daily life, then by introducing a small change in one product, it is presented to people faster through media vositias. The goal to be observed from this is to attract the attention of buyers to themselves even more in a society where the same product competes. After all, it is difficult to imagine the sustainable development of society without the place of public relations PR in development.

In an informed society, advertising campaigns are often updated, but the question of how often they succeed remains open. Today, consumers are tired of the ubiquitous advertising that does not satisfy their needs. "In the new technology, it is necessary to have forms of personal identification, data anonymous. Given the amount of personal data of third parties, and the variety of ways to use them, unpredictable social consequences can lead to this trend" [2] it is for this reason that the demand for local advertising is now increasing, which allows companies to attract consumer attention to their product. It is worth noting that the information that is being thrown into the center of public attention by "third parties" today should provide their anonymity. It is no secret to whom in turn be one of the signs of a free democratic prosperous societyntng. We can talk a lot about public relations. However, the problem is that in every person in our society PR management should be a persuasion and culture of using the means of social advertising, internet and various telecomunicis.

More and more new technologies are entering our lives, and we can no longer imagine life without them. The main reason for this is that PR on the one hand to ensure the formation of a new culture and on the other we can observe the mood of consent in society. The issue of PR technologies remains one of the most pressing issues for science, and for the practice of public relations. To influence the public, it can be applied in the form of advertising, fairs, exhibitions, presentations, rumors and hackos. The real social processes taking place today in any complex society are diverse. All social relations can be expressed as a set of specific problems that require the conduct of government bodies and public groups, the implementation of their corresponding targeted actions, the use of specific tools and resources. But the situation will change significantly if the relationship in the social sphere is





transformed into the interdependence of aloxida structures, the specific actions and feelings of the actors committed in a particular place and in real time.

According to experts, there are about five hundred definitions that describe the essence of public relations. The ambiguity of the term indicates the richness of the content aspects of public relations and the incompleteness of the development process of this phenomenon and its scientific substantiation. So what is public relations? their essence allows not only to see the differences in the understanding of the phenomenon itself, but also to find something in common that provides consistency in the interpretation of public relations. Established in the UK in February 1948, the Institute for public relations (IPR) adopted the definition of PR, which is still in force today, although some additions were made in November 1987. A number of definitions have been given to PR by domestic scientists: public relations-managerial activity aimed at establishing mutually beneficial, harmonious relations between the organization and the public, on which the success of the organization's activities depends. Public relations encourages people to believe in the sincere, respectful goals of the Corporation, shows how corporations strive for trust and trusting relationships with the public, with the public. Sam Black, the most famous expert in the CIS, author of a book on PR, Sam Black offers the following definition: "public relations is the establishment of a two-way connection to identify common ideas or common interests and achieve mutual understanding"[3]. About truth, knowledge and full awareness. Edward Bernays, one of the first PR professionals in America, describes PR as "an area of action designed to resolve interactions between an individual, a group, an idea, or any other community connected to it." Dr. Rex Harlow, a senior PR specialist in San Francisco, studied 472 different definitions of PR and developed his own personal definitions based on them, which is one of the functions of PR management, helping to establish and support interaction [4]. Understanding, location and cooperation between the organization and its community. It involves solving various problems: provides the management of the organization with information about public opinion and helps to develop response measures to it: ensures the functioning of management in the interests of society; keeps it in a state ready for various changes by anticipating trends; uses research and open communication as the main means of action. Thus, different authors agree on one thing: the nature of public relations is the creation of favorable conditions for the activities of organizations. The statement of this fact is important, but it is not enough to understand this phenomenon as a whole, in all important relationships inherent in public relations. In addition, in the interpretation of this phenomenon, a clear shift in meanings is manifested: after all, "building mutually beneficial, harmonious relationships", "establishing bilateral ties", "creating





trust relations with the people" are only tools and only a tool that is not inherent in public relations (analogies exist in education, work, art, etc.). Such a state, the structure and functioning of which corresponds to the will of the people, the generally recognized rights and freedoms of man and citizen, should be recognized as a democratic state. Popular sovereignty is the source of power and legality of the activities of state bodies. Hence, the democratization of power, in particular, its organization itself, is expressed in the fact that it allows citizens to influence the content of public administration decisions, participate in the management of public affairs, and create conditions for the implementation of the interests of society. In this regard, it is worthwhile to clarify what the term "management of state affairs" means. The maturity of civil society as an important factor in the development of PR, in modern conditions there is a need to expand the opportunities for citizens to participate in the management of state affairs, including. areas of legislative, executive and judicial power of their activities.

Public relations services contribute to the involvement of citizens in public administration as an institution providing dialogue between the state and society. This demonstrates the new goals, objectives and new status of public relations services of state bodies. However, this new status of public relations services should be supported by legislation, that is, the thematic legislation of the state should regulate the right of citizens to participate in public administration, which gives them a real opportunity to influence not only the formation, but also the activities of state authorities and governing bodies, respectively F.A.Homenok represents this category in the socio-political and state activities of citizens, considers them through a complex of legal and urgent opportunities for the development of initiative and amateur activities. Undoubtedly, one of the moments that determines this category of subjective rights is the nature and nature of the relationship between the individual and the state.

Thus, to solve a particular problem means to develop specific ways to apply it in practice. In general, the technological solution to a problem means not only understanding what it is, but also determining how to implement a particular situation[5]. Indeed, the analytical method of forming technologies in the public relations system involves the assessment and description of specific participants in social relations, their functional role and existing social norms and rules of activity in interpersonal relations. Scientists distinguish two main methods for the formation of technologies in the public relations system. The first is based mainly on a subjective approach, which common sense standards provide the basis for the practical experience of people, for the compilation of an optimal sequence of actions with





traditions and stereotypes [6]. Consequently, any social advertising that sees the face of the public through the RR serves as a "pure" delivery to the general public. It is not for nothing that any process serves the development of society, that people live and function in a prosperous society, and that at a time when technological progress is developing with rapid forces, deep attention is paid to the issue of the "human factor". The reason is that all the work done, the progress made in technical progress, everything that is being created by humanity as a whole should serve for the benefit of man. Therefore, the role of public relations PR technologies in all aspects of society is immeasurable. Hence, one of the main issues is the further improvement of public communication technologies in ensuring the sustainable life of society in modern societies.

References:

1. Тростинская И.Р. Тенденции развития рынка интернет-рекламы в России // Технологии PR и рекламы в современном обществе Материалы XII Всероссийской научнопрактической конференции с международным участием. СПб.: Изд-во Политехн. 2017. – С. 195-199.
2. Обухова Ю.О., Евсеева Л.И., Танова А.Г. Новые технологии коммуникации в восприятии современного человека // Теория и практика общественного развития. 2017. № 12. С. 43-47. DOI: 10.24158/tipor. 2017.12.9
3. Sem Blek . Indroduction to Public Relations-1996. – В. 8.
4. Reks Harlou. American Council on Public Relations- 1945 Public Relations Journal.
5. Белов А.А . Теория и практика связей с общественностью-Ростов н/д: "Феникс", 2005. – С. 205.
6. Кузкецов В.Ф.Связи и общественностью.-«Аспект Пресс», 2006. – С. 300.
7. Bahodir o'g'li I. M. Yoshlarining Ijtimoiy Faolligini Oshirish Jamiyat Rivojlanishining Omili Sifatida //Miasto Przyszłości. – 2022. – Т. 24. – С. 521-523.https://scholar.google.com/citations?view_op=view_citation&hl=ru&user=9ZnjrKMAAAAJ&citation_for_view=9ZnjrKMAAAAJ:d1gkVwhDploC
8. M Bekmurodov, F Akhmedova, K Kadirova. Study the process of harmonization formation of personal and professional qualities at students - International Journal of Psychosocial Rehabilitation, 2020
9. Zaitov E. K., Jusubaliev A. R. ORPHANHOOD AS A COMPLEX SOCIAL PHENOMENON THAT IS CAUSING CONTROVERSY IN THE WORLD OF SCIENCE. – 2023. https://scholar.google.ru/citations?view_op=view_citation&hl=ru&user=sXnsX1UAAAAJ&citation_for_view=sXnsX1UAAAAJ:YOwf2qJgpHMC





10. A'zamxonov S.X TA'LIM JARAYONIDA O'QITUVCHI FAOLIYATINING O'ZIGA XOS XUSUSIYATLARI

<https://bestpublication.org/index.php/iq/article/view/1106/1058>

11. Хайринисо Тайировна Хусанова АҲОЛИНИ ИЖТИМОЙ ҲИМОЯЛАШ – ИНСОН КАПИТАЛИНИ РИВОЖЛАНТИРИШ ОМИЛИ СИФАТИДА // Academic research in educational sciences. 2022. №NUU Conference
<https://cyberleninka.ru/article/n/a-olini-izhtimoiy-imoyalash-inson-kapitalini-rivozhlantirish-omili-sifatida>

12. Сабирова У. Ф. СОЦИОЛОГИЯ ФАҚАТ ИЖОБИЙЛИККА ХИЗМАТ ҚИЛАДИ //ЖУРНАЛ СОЦИАЛЬНЫХ ИССЛЕДОВАНИЙ. – 2020. – Т. 3. – №. 2.

