



POLITICAL COMMUNICATION AND ITS INNOVATIVE ROLE IN THE LIFE OF SOCIETY

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Article history:	Abstract:
<p>Received: May 24th 2023 Accepted: June 26th 2023 Published: July 24th 2023</p>	<p>This scientific article analyzes the category of political communication, its theoretical and practical aspects. Different stages, directions and methods of manifestation of political communication are revealed. Separately, the role of communication skills in the conditions of political modernization in the life of society and the state has been studied. Based on the collected and analyzed sources, scientifically substantiated conclusions are made.</p>

Keywords: Political communication, societies, social development, dialogue with the people, Uzbekistan, theoretical and applied research.

In communication science today there are many definitions of political communication. The broadest and most general definition of political communication is given by R.-J. Schwarzenberg, understanding by it the processes of transmission of political information both within the political system and outside it, that is, between the political and social systems[1]. L. Pye argues that political communication is not limited to the one-sided, direct informational impact of elites on the masses, but includes the most diverse range of informal information transfer processes, thereby he draws attention to the important role of informal sources of information transfer in political communication[2]. Finally, L. Posiker reduces political communication to verbal communication, defining political communication as a process of circulation of political texts within a political system[3].

As you can see, none of the above definitions is universal, each of them focuses only on one of the features of political communication, without fixing its specifics as a whole.

In order to give such a universal definition, let us designate the essential properties of political communication. First, political communication is specialized. It exists within a certain sphere of public life - the political system of society, designed to ensure its functioning and influence this system. It is thanks to political communication that interaction is carried out within the political system, that is, between its elements, and outside - between the political system and society as a whole. Finally, its content is defined as the informational interaction of "managers" and "managed". Between such elements of the political system as the elite, the bureaucracy and the masses, there is a continuous information exchange, and the elites always construct and transmit "downward" information that would strengthen their own legitimacy (K. Sainne, L. S. Sanisteban).

According to G. Almond, such management of public opinion in favor of the ruling elite is necessary to maintain and strengthen the existing political system and effectively carry out its functions. Consequently, vertical, top-down communications predominate in political communication[4]. This is most visibly observed in the process of election campaigns, such fairly common communication forms as meetings of a politician with voters, television addresses, political slogans, etc. But in the modern information society, the horizontal level of the exchange of political information flows, the pairing of the dominant communication flow initiated by the state with the information needs and priorities of civil society, which are formed on a broader value basis, is beginning to acquire great importance.

The development of new information transmission channels (e-mail, telefax, mobile phones) allows individuals not only to communicate with each other, which contributes to the strengthening of interpersonal interaction, but also to receive, depending on their desire or needs, the necessary political information from any data bank, which greatly weakens the control of the ruling elite over the political information circulating in society. Within the framework of political communications, these changes have brought to life such a phenomenon as "electronic democracy".

The concepts of "e-democracy" refer to theories that consider computers or computer networks as the most important tool in the operation of a democratic political system. An "e-democracy" is any democratic political system in which computers and computer networks are used to carry out the essential functions of the democratic process, such as the dissemination of information and communication, the unification of citizens' interests, and decision-making (by deliberation and voting). These concepts differ from each other in the possibility of using a direct or representative form of democratic government and in the degree of activity of citizens in the state[5]. What these

concepts have in common is the belief that the various features of the new media, such as interactivity, faster ways to communicate information, the ability to connect large numbers of users to each other, an abundance of information, and new user control over processes, can positively influence democratic political system. In many Western studies, the main goal of "electronic democracy" is declared to increase the level of political participation.

It should be noted that mass political participation is only one of the many key functions of politics carried out through new channels of information transmission. Equally important functions of the new means of communication that can strengthen the institutions of representative democracy are: providing conditions for the competition of parties and competition of candidates, the activation and involvement of civil society, ensuring transparency and increasing accountability in the decision-making process, as well as their effective communication from power structures to citizens. For Uzbekistan, these functions are even more important than the level of mass participation.

The development of electronic, computer-mediated communications should contribute to:

- providing minority parties with more suitable means of interaction in political campaigns than the traditional mass media (newspapers, radio, television);
- providing wider one-time access to information for journalists, to official documents and current legislative initiatives and proposals;
- strengthening the internal organization of parties and the interaction of party members, etc.

At the same time, a developed system of electronic, computer-mediated communications carries serious dangers and risks:

- danger of manipulation of voting and election data due to lack of sufficient data protection;
- the danger of dividing society into those who own information and those who do not (digital division), and, as a result, infringement of the principle of democracy of choice;
- the danger of propaganda by criminal and extremist groups and their influence especially on the younger generation.

So, political communication is mass communication carried out in such a specific area of society as politics. It is a set of processes of information exchange, the transfer of political information, structuring political activity and giving it a new meaning. Election campaigns are the main type of political communications. Communication technologies used in politics are propaganda, political advertising, political PR and political image-making.

HUMANISTIC TECHNOLOGIES IN POLITICAL COMMUNICATIONS

Humanistic technologies in political communications are understood as the rejection of manipulative methods of influencing the target audience during election campaigns and the transition to stimulating citizens to participate in solving problems that are relevant to them, combined with the presentation of a candidate and a political party as a spokesman for the social interests of certain groups. Humanistic technologies in politics are applicable in the context of long-term prospects, when a particular politician or political party sets itself the goal of carrying out political activities for a long time. It is then that there is a need for strategic planning and the transition from propaganda technologies aimed at manipulating public opinion to communicative humanistic technologies – painstaking work with local activists, which allows simultaneously solving the problem of increasing the civil and political activity of the population and involving a more open, interactive mode of communication[6].

Thus, the fundamental principles of the humanistic method in politics are: the dialogue mode of communication; orientation to work with non-professional communicators (voluntary or semi-voluntary asset, primarily at the district and municipal levels); long-term nature of the tasks set. In a more detailed and technological reflection, the above steps may look like this.

1st stage. Diagnostic. At this stage, the following is carried out: analysis of issues related to the main socio-economic characteristics of the territory (current and long-term problems of the city and the region; the state of cultural, educational, social spheres; the state of the housing stock); collection of data on the results of previous election campaigns of various levels, sociological surveys of a similar nature, referendums; collection of information on the socio-demographic composition of the population of the territory; monitoring of local media. This stage ends with the development of a preliminary program of the candidate based on "problem" ratings and his image, taking into account education, professional experience and political position, social status, behavioral style, age of the candidate, as well as preparing scenarios for working with target groups, local programs and initiatives of the candidate, related, for example, to the development of mechanisms for resolving conflicts in the local community and between different levels of government with its participation (public hearings, conciliation commissions).

2nd stage. Communicative. Its purpose is to form support groups with the help of training seminars for current participants, organize meetings with the population, prepare and publish information messages on identified topical problems of the territory, in which both the candidate and residents are interested in solving. This stage ends with focus groups to assess the effectiveness of the strategy as a whole.

3rd stage. Interactive. The purpose of this stage is the development of the created communicative microenvironment, that is, the organization of interaction between support groups and a candidate in solving urgent socially significant problems of a given territory (issues of improvement, security, legal and political culture, control over the work of utilities, etc.). It is implemented through joint actions of the candidate and residents, such as: helping the elderly and the poor in distress; organization of leisure centers for "problem" youth; organization of classes in schools to improve the legal and political culture; implementation of a program to ensure the safety of

residents in homes; holding subbotniks; holding actions "for" or "against" on a particular problematic issue at the level of a house, microdistrict, district, district, city. During such events, the communicative space expands by attracting people and forming new active support groups. The real practice of joint actions to solve local and urban problems should have a wide information support in the form of explanatory work on a wide range of topical socially significant problems of a given territory; media coverage.

So, humanistic technologies in political communications are aimed at creating a communicative space, that is, support groups, local communities, through joint activities to solve socially significant problems and thereby attract reliable and conscious supporters. These technologies are designed for the long term[7].

To optimize political communications, they begin to actively use diagnostics (a complex characteristic of the object under study). The task of diagnostics is to determine the structure of the communication system, including ranking elements, options for the reaction of structure elements under various external influences.

Political communication, on the one hand, obeys the general laws of communication, on the other hand, it has a specific conditionality to its subject, i.e. its political basis. Any political communications fit into the general communication formula. Political communication is a set of information exchange processes, the transfer of political information, structuring political activity and giving it a new meaning. Political communication acts as a kind of social and information field of politics. Its role in the political life of society is comparable, according to the figurative expression of the French political scientist J.M. Cottre, with the importance of blood circulation for the human body.

The development of means of political communication allows to increase the number of users, as well as to increase the political subjects of their political competitiveness. Policy actors are beginning to use polls more widely to manage political communications.

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