



CONCEPTUAL APPROACHES TO THE DEFINITION OF PUBLIC RELATIONS AND ITS INTERACTION WITH MASS MEDIA

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| Article history: | Abstract: |
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| Received: 20 th August 2023 Accepted: 20 th September 2023 Published: 23 rd October 2023 | The article theoretically comprehends conceptual approaches to the definition of "public relations", identifies the transformation of the functions of this area, systematizes the practical manifestations of PR, and analyzes the factors influencing public relations models in the modern information space. The author reveals the role of the media in the processes of public relations, in promoting the organization, and justifies promotion strategies. The publication examines the points of contact between the spheres of public relations and the media, identifies problem areas in interaction, and suggests ways to optimize information partnerships. The main conclusion of the publication is the proposition that the full implementation of public relations is possible only with close interaction with the media, which the author defines as one of the main tools of public relations. |
| Keywords: public relations (PR), public relations, promotion, interests of the organization, image, media. | |

INTRODUCTION

In market conditions, when competition and defending one's own interests dominate, the most important problem is establishing mutual trust between people. Mutual trust is a condition for efficiency in any sphere of human life, and especially in the market, because constant reliable connections with consumers, clients, suppliers, and employees form the basis of activity. The trust factor is of particular importance in the media industry, in particular in the press, where the activity itself is directly related to the audience. Consequently, every communicator should be familiar with public relations ("public relations" - PR), which translated from English means public relations.

MATERIALS AND METHODS

There are several approaches to defining the concept of PR. We can consider three main approaches to defining the concept of PR.

1. Altruistic Approach.

The author of the approach is Sam Black. In this approach, the concept of PR is understood as the art and science of achieving social harmony through mutual understanding based on truth and full information. In the altruistic approach, the main task is to serve society, and the interests of one's enterprise fade into the background. This approach is most often used in European countries.

2. Pragmatic Approach.

This approach is the opposite of the altruistic one, and public relations defines the organization of public opinion, in order to ensure the most successful functioning of the enterprise and increase its reputation, if possible carried out through the media. Consequently, the commercial interests of an enterprise are the root causes of PR activities. This approach is referred to as the American school of PR.

3. Compromise Approach.

The author of this approach is Edward Bernays. In this approach, public relations are viewed as efforts that are aimed at harmonizing the activities of an enterprise in accordance with the interests of the public. This approach is the most common in modern PR practice, since it takes into account the interests of both the enterprise and the public (Korolko, 2001).

Summarizing the essence of approaches to defining PR, we can define that public relations is an activity that is aimed not only at creating a positive image of the organization, but also, mainly, at establishing and maintaining favorable and long-term relationships with various public groups.

Some researchers, when defining the goals and functions of PR, they consider the main mission of public relations in achieving a favorable image of an enterprise or organization, however, an analysis of the practice of PR activities of the world's leading PR services shows that public relations is not limited only to the goal of forming a certain image, reputation of a company or fund, she has other goals and objectives.

The general goal of PR is to promote the achieved success of the organization in society. This leads to other objectives of public relations, such as:

- a) positioning of a PR object (from the English position - position, location) is the creation and maintenance of a favorable and understandable public image, the image of the organization and the establishment of trust in it;
- b) improving the image - these are actions aimed at forming a certain circle of friends and well-wishers of the enterprise among authoritative, influential public figures, representatives of power structures, as well as the cultural elite of entrepreneurs and politicians;
- c) anti-advertising, i.e. reduction of image (black PR) - these are actions directed against competitors, including the spread of unwanted rumors, drawing attention to the mistakes and failures of competitors;
- d) differentiation from competitors is an activity aimed at enhancing the image of one enterprise by reducing the image of another enterprise. The detuning can be obvious and hidden;
- e) counter-advertising (restoration of reputation) is an activity aimed at restoring an accidentally reduced image and consists of refuting dishonest (deliberately false) information. This goal serves to eliminate the negative consequences of unfair advertising (Cutlip, 2015).

PR functions can be defined based on its general goals:

1. Analytical and pragmatic. Consists of developing informed policies, includes assessing public opinion, preparing an array of analytical data and analyzing specific situations;
2. Organizational and technological. Involves conducting and organizing PR campaigns, PR events.
3. Information and communication. Includes the dissemination of information when performing PR activities aimed at internal and external public;
4. Advisory and methodological. Involves consultations on organizing and establishing relations with the public and developing a model of cooperation and social partnership (Kalieva, 2013).

In recent years, there has been a tendency to study public relations in the relationship between the development of business strategies and communication schemes. Thus, E.N. Grinberg correlates production-oriented and market-oriented business models with practical PR models. He notes that for a production-oriented business model, characteristic of markets with weak competition and high volume, the main parameters of communication are the dosage of information, laconic and dry language of communication. The PR model of publicity, a one-sided manipulative approach to the public, logically fits into the context of this approach to communication. He compares the market-oriented business model with the public relations model of public information. In this model, more emphasis is given on the truthfulness of messages, but the communication process is one-way. The scientist notes that with the development of markets, a client-oriented business model is being formed, characterized by increasingly segmented and personally oriented communication (Grinberg, 2008).

In the practice of public relations, the effectiveness of using the media as a powerful means of influencing and manipulating public opinion has been repeatedly proven. According to statistics, in world practice, about 65% of public relations implementation occurs through the media (Sadullaeva, 2013).

The feasibility of interaction between public relations and the media is due to the fact that PR promotion is important for the media industry, like for no other business sector. The emergence of the concept of "promotion" in journalism was largely facilitated by marketing research, the activities of public relations and advertising, which have recently been used in this area. It was they who gave birth to the new concept of "promotion", which translated from English means "advancement".

The Dictionary of Business Terms defines promotion as:

1. Development assistance, encouragement, support.
2. Promotion of sales of goods, services, etc., associated with direct contact of promoters with the maximum number of potential consumers.
3. Advertising, advertising campaign, advertising and propaganda activities to promote goods and services to the market.

It should immediately be noted that the question of this concept, both in domestic and foreign modern literature, is one of the controversial ones. There is no single interpretation of the term, since the appeal of researchers to this area in our country, as well as in other states of the post-Soviet space, has only just begun to intensify. In the West, there is a special term "promotion", but even there, like Russian and domestic researchers in the field of marketing, promotion is considered in relation to the market of goods and services. Researcher T. Berkutova presents the concept of "promotion" as a system for promoting a product to the market and denotes its five components, such as advertising, public relations, direct marketing, sales promotion and participation in exhibitions and fairs. Promotion is marketing communications (Berkutova, 2015).

British scholar R. Terry Elmore interprets promotion as follows: "Methods and techniques designed to attract and retain listeners, viewers, readers, etc. to one of the media outlets by demonstrating the difference and advantage of a given station or print outlet over a competitor" (Elmore, 1992).

Most experts in the field of public relations are inclined to believe that promotion is "one of the marketing tools, a set of actions to promote a product (consolidating a previous image or acquiring a new one, presenting a new design, a new program, a new printed publication, a reminder of the benefits and advantages of the product and etc.) (Elmore, 1992). The goal of promotion can be defined as expanding the circle of consumers of media products through the formation of a bright and recognizable brand, the competent use of advertising and sales promotion.

The concept of "promotion" came to us relatively recently; however, both this concept and the mechanisms of its impact on the consumer have become firmly established in domestic practice.

RESULTS AND DISCUSSIONS

An important principle of PR activities is an integrated approach. In the context of the media, it manifests itself in using the press, radio, television, and the Internet consistently and purposefully. An article in a popular publication with a huge circulation can have a much greater PR impact than a speech at a rally or meeting. Moreover, the point here is not only in the scale of audience coverage, but also in the variety of PR technologies and means used.

There are many reasons for using PR technologies in the media. The main ones are the struggle for audiences and advertisers between publications, channels, and competing sites. Another equally important reason is maintaining trust in the media.

The tasks of public relations in the media are:

- promotion of a media product;
- conflict resolution;
- creation and maintenance of a communication system in a crisis situation;
- increasing your relevance based on audience awareness;
- improving and maintaining image;
- development of relationships within the company;
- strengthening external positions (with partners, advertisers, government officials, sponsors).

Forming and maintaining a positive image of an organization through the press is one of the tasks of PR specialists. The most advantageous in this regard are newspapers, especially specialized publications. Firstly, newspapers, and most of them are published every day, have the opportunity to quickly convey information about an organization, enterprise, or company to the audience. Secondly, publications, in particular their specialized segment, are aimed at a specific narrow audience, and this greatly increases the effectiveness of the content they transmit. Magazines in this regard, although more colorful in printing, are less efficient. Although they also have considerable communication capabilities: thanks to the expressiveness of the illustrative material, they achieve a greater effect of receptivity and trust on the part of recipients.

The practice of PR structures in Uzbekistan shows that the larger the organization, the more regularly and carefully it has to work with the media. The work of PR people with the media should be flexible. Information transmitted to the media must always be reliable and reliable. It is also important when working with the media to fairly distribute information between different (even competitive) publications, stations, channels, and websites. At the same time, it is no less important that the exclusivity of the transmitted information is maintained, and when choosing media, its format features are taken into account.

Today it is not enough to have an idea of the media, its focus, personnel appointments within individual publications and channels, changes in editorial policy, specialization of employees, etc. – you need to be able to communicate with the journalists representing them. It is unacceptable to give vent to feelings. We should always remember that a PR specialist is the face of the organization.

The development of convergence in journalism predetermined the need for PR specialists to master the skills of photography and video shooting, preparing materials of various types and orientations, and the ability to post ready-made PR materials on various digital platforms.

CONCLUSION

In conclusion, it should be said that when defending the interests of their organization in relations with the media, PR people should strive to maintain two-way interaction. Interest in information partnership should be mutual and, if possible, long-term. Because without the active work of the media, changes in the consciousness of citizens are impossible, and without value orientations it is impossible to achieve public opinion's support for the ongoing social transformations. This seems especially relevant today, when our country is experiencing a new stage of national development - the construction of a New Uzbekistan.

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