Political Communications As A Factor Of Sustainable Development In The Context Of Globalization

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ABSTRACT

This article reveals the impact of political communications on the stability of the state and society in the context of globalization. Based on the analysis of various elements of political communication, the author proposes mechanisms to increase the effectiveness of the dialogue between the state and society.

KEYWORDS

Globalization, democratization, modernization, integration, information and communication technologies, political communication, political agent, media democracy, manipulation, political marketing.

INTRODUCTION

The impact of globalisation processes includes democratization, modernization and integration of the modern world, changes in political times and space. Because, the politician-scientist S. Otamuratov pointed out:"Globalism " is the fact that the pieces are being torn, in one whole state. Even more precisely, under the strong pressure of highly

developed countries, it is an expression of the appearance, manifestation of the existence of a single whole in all spheres of Nations, countries and Regions" [1;19]. Under the influence of the factors formed in the political sphere in the global sphere, large-scale changes are taking place, such as tries to unite the political systems of different states in a single political communication scheme. Therefore, the researcher B.Omonov said: "As a result of the rapid development of the Internet Network, a new era has begun in the construction of fast-paced globalisation and interregional integration States. In fact, globalisation has accelerated the process of modernization, so it would not be a mistake to say. Because of that globalism is a common, more precisely, Western Association around a common idea" [2;112].

In the context of globalisation, the formation of a political culture in connection with the evolution of Information Technology and the possibility of communication, the political consciousness and self-awareness and socialization of an individual, the transformation of political activity of a broad masses, the creation of a positive image in politics, the popularization of the political sphere, the decline in the role. These factors lead to a change in the positions and roles of political communications and its main participants. Now in the political system, political communication is increased only vertically, that is, between the management and the personal, because of democratization, political communication is horizontal, that is, the number and directions of vectors of political communication increase. This means that the scale and level of political communication is one of the most important indicators that also indicates the level of

democratization of society. Therefore, the Russian oli M.Delyagin describes this process as "The process of development based on the superiority of new and computer technologies of a single global financial and Economic Space" [3;51].

As the communication environment becomes denser in the global environment, more and more information becomes available to the recipient, confirming their authenticity becomes a daunting task. To simplify the flow of information, a person uses special internal rules for sorting information, an algorithm that ensures the stability of his thoughts about the world. In a modern informed society, political communication can be the emergence and circulation of political myths. It is used to achieve political goals, such as the struggle for political power, the legalization of it for the maintenance of power, the achievement of political supremacy.

It should be noted that in modern research, several conclusions were formed on the role of political communication. They are described as a transitional period in relation to their current state. When we say "transitional period", in its current conditions, it is characterized by the fact that the two-sided feature of this phenomenon is taken into account. Political communication is said to be a certain political process that transmits political information, as a participant in its semantic function, and at the same time ensures the connection between the political system and small elements, while at the same time providing the basis for the development of this system. In the modern social space, political communication is a central and important feature of politics, losing its importance in the quality of the pure technical process of information exchange

between the state and society. This concept largely determines the nature of the lively Organization of power and public relations in the political arena. The modern political process is developing in many ways under the influence of globalism.

METHODS

The inconsistency of information flow resulting from the development of democracy and information and Communication Technology in the society creates the need for the development of political communications. This is especially evident in the relations between state bodies and society in the conditions of "noise democracy", when it tries to attract the attention of society by political subjects, which is considered a difficult situation. From the point of view of the internal dynamics of the political system, political communication becomes the main factor for the performance of the tasks of the subjects in their competence. Because in the field of politics, there is a constant growth and change of political figures. The establishment of political communications guarantees the transformation of the political process into an equal participant. In the global environment, political communications ensure the realization of the interests of institutional groups and legalize them without excessive effort.

Political communications in modern relations, taking into account the increasingly important importance of Information, change the positions of the participants in the process. As a result of changes in the political sphere, the mass media can be characterized as the main participant in political communication, because exactly they will have the ability to immediately

respond to public opinion and questions, at the same time, to formulate them. As a result of the formation of public opinion through the simulators that the media provide, a new form of government can lead to the establishment of media democracy in its quality. As an indicator of such changes, the following processes can be cited as an example: policy mediation increases, the individual relations of the participants in the political process are limited, the virtualization of politics increases.

Information and communication processes are important for political activity. In this information relationship, the main role is played by political agents who are specially engaged in the preparation of the right information first and then form public opinion. These political agents include: "official state institutions (provided by their leaders, as well as Public Relations Information Departments); State (National) Mass Media (mass media); independent and opposition mass media; corporate structures (party bodies, public associations, professional political advertising agencies, etc.); foreign media" shular are in the sentence. Their communicative interaction basically creates an information market in the society, where each of them develops individual political strategies to achieve their own interests in the sphere of power relations. Therefore, the philosopher scientist Sh. Madaeva noted, "the creative approach to the changes taking place in the policy of our state leads, first of all, to draw conclusions based on the national character, history and potential, to the formation, improvement of elements of democratic thinking in the national mentality and, most importantly, to the manifestation of this characteristic in the sphere of social life" [4;110].

In the conditions of Media democracy, it is important to be able to see social problems through the use of the media. The solution of social problems and the struggle for them can take a severe toll, because the resources that serve the interests of the public unbiased are very limited. On top of this, it is natural that the development of information and communication technologies have also played a positive and at the same time communicative role, as a basis for the management of social consciousness through psychological manipulation for the realization of political goals.

RESULTS AND DISCUSSIONS

In modern society, attempts are being made by the aggressive forces to control public consciousness through the use of political legends in the realization of their goals through the use of political communications. The perception of a person about the world is characterized as an algorithm that ensures stability and influences his political actions. It is used to realize the political objective of political monotony. For this, the subjects of politics often associate communication with their own program, with various media, which specifically interprets various events, helping to form the desired landscape of the world itself in the public consciousness. In this regard, the political functions of the media are increasing. Therefore, even A.Muminov noted, "it is important to emphasize that the chambers of the Oliy Majlis always attach great importance to the issues of establishing public and parliamentary control over the activities of the public authorities and management bodies of the mass media. The effect of such control:

- To examine the level of execution of laws and decisions adopted by the public authorities and management bodies;
- To identify the object and subject that negatively affects the application of law and decisions in practice;
- To establish measures aimed at eliminating the existing shortcomings;
- Control over relevant laws and decisions-introduction of amendments and additions based on the results of the analysis;
- It should be emphasized that the responsibility and obligation of state authorities, officials and citizens to comply with the provisions of the legislation is particularly evident in increasing " [5; 73-74].

Politics is being transformed from the media into the Institute of reality formation and the instrument of political manipulation. Politics is the focus of attention and the goal of establishing political communication is to establish close contact with society, to get acquainted with its interests and needs. Political communication serves to stabilize society, such relations are necessary for achieving reconciliation without violence and for the stability and continuity of the political system. And the study of political communications allows to more thoroughly study the peculiarities of the political sphere, its functions, participants, channels, signal systems, to more accurately reveal the features of the renewal of its society, to develop new models and approaches to communicative processes in politics.

CONCLUSION

Political communication refers to the private state of social communication in the form of a certain form of interaction of individual and organized factors that convey information through language and other symbolic forms. But here is the Russian scientist Solovev's concept of "political communication" describes the communicative communication as a communicative process of a specific type, rather than a rational one, which has individual sources, a specific type of organization of social interaction, its morphology, specific functional loads within the framework of society, an indirect style of communication of macro social groups and a number of then, based on the Unity, specific and general dialectics, it is possible to draw the following conclusion: Univer the sociology of communication, which is the subject of law, legislation, development trends, as well as the interaction and influence of information in society and its tools, is represented as a methatheoretical on the attitude to political communicativism, in which the activities of political factors for the, re-relations and relations in the field of politics are interpreted from the point of view of manifestation of action in cooperation with social communication in the field of objectological law.

Political communication is also manifested in the form of Mass Communication, which traditionally involves the use of means of communication. The study of political communicative processes in modern society contributes to the formation of civil consciousness and the rise of political culture, and also allows citizens to understand their roles and positions in the political system, as well as to counteract the manipulative influence of communicators. Therefore, within the framework of the views on modern democracy, special attention is paid to the problem of political communication. In this sense, B.Kuchkarov argues that in an informed society "In order for democracy to find a full resolution, a person must feel himself free, both economically and morally, and recognize that these freedoms are guaranteed by the institutions of Law" [6;131].

Particular attention is also paid to the use of marketing methods in political communication at the present time. Because the comparison of politics with the market today has also entered the research lexicon of influential political scientists. Therefore, with the outbreak of political struggle, marketing styles have become an integral part of any political campaigns. Uncertainty in the selection of voters, strengthening the positions of marketing and advertising agencies and recognition of the effectiveness of marketing methods in the activities of non-profit organizations are of paramount importance. New views on political communication show that it is necessary to take into account the consumer trend in politics, in which different audiences, their communication channels and in general, not only in the choice of election tactics, but also in relations with politics and politicians.[7-12]

Thus, consumerism in politics means that for the electorate this situation is not the rhetoric in the exchange of information or communication, but the result that is effective, the acceptance of Real political promises is a priority. Because selfishness, statement, inability to attract long attention, the tendency to quickly change thoughts, etc., which we face

in the application of political communication technologies, leads to a decrease in the level of democracy in society. Accordingly, the use of marketing methods of political communication requires a policy to be understood as a market in which certain products and services are consumed.

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