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Research Article

THE ESSENCE OF POLITICAL COMMUNICATION IN STATE ADMINISTRATION

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Solieva M.

Candidate Of Philological Sciences, Tashkent State University Of Oriental Studies, Uzbekistan

ABSTRACT

The development of the institutions of the democratic state and civil society puts creating a modern and fair system of administration on today's agenda. After all, the processes taking place in society's life require the reformation of state administration and thus the creation of functions such as decentralization of power, public control of the links and levels of power, and restraint of each other. From this point of view, the process of institutionalization comprises optimal implementation of the activities of civil society institutions, based on these aspects, the research critically analyzes the relations between the state and society in the country, and based on a comparative study of the experience of the developed countries of the world, suggests proposals for the development of political communication.

KEYWORDS

Modern democratic society, political map, steadily developing, management in developed countries, public administration.

INTRODUCTION

That a modern democratic society is settling down and steadily developing in our country shows that the standard and quality of life of the population is rising, and the prestige of Uzbekistan in the international arena is increasing.

Many countries on the world political map have implemented significant administrative reforms in their administrations in the late 20th and early 21st centuries. As a result of administrative reforms, various models for evaluating the effectiveness of state administration bodies were formed. To date, in the

modern concepts used to increase the efficiency of management in developed countries, there are many literatures that reveal the theoretical approaches to increase the efficiency of public administration, optimization of state bodies, and the stages of their development. In particular, according to the concept of "New Public Management", modern digital technologies are introduced in public administration, and in the implementation of social and political programs, together with government activities, the power of civil society institutions is relied upon. Powers are distributed so that management authority is not concentrated in some agencies, and they work on the basis of the principle of restraining each other.

A certain reflection of the experience accumulated over the centuries can be seen in the open, transparent dialogue of modern Uzbekistan's politics today. "While the legislative power guarantees the life and activities of the entire society by law, and fulfills the task of further deepening the principles of social justice, the fact that the President is entrusting them with the historical tasks related to the great future shows that a completely new, modern and effective form of state administration is being created"[1, 178]. The Address of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Oliy Majlis on December 28, 2018, can be called a program as a bright expression of the principles of openness and transparency in public administration. Of course, the submission of appeals by the head of state at the end of each year is to enrich the experience of building civil society in the improvement of state administration, to further improve the judicial and legal system based on today's political requirements, to modernize and liberalize the economy, to rapidly develop the social sphere, to create an atmosphere of peace and stability in society, it clearly shows that active participation in solving global issues is the purposeful task of the parliament.

In the decree of the President of the Republic of Uzbekistan, which provides for the approval of the development strategy of the new Uzbekistan for 2022-2026 and the road map for its implementation in 2022, it was determined that important decisions and laws will be submitted to national discussions. On the basis of the reforms carried out on the basis of the principle of dialogue with the people determined by the President of Uzbekistan, it is envisaged that important decisions and laws will be adopted directly after public discussion. The speech of the head of state at the joint session of the chambers of the Oliy Majlis incorporated the initiatives put forward in the pre-election program, and was developed taking into account the proposals of more than 100 ministries and agencies, local governments. The program envisages achieving about 100 goals within 7 priority directions of the country's development. 41 measures have been defined in the direction of building a populist state: communication mechanisms with the people, improvement of the basis of effective public control, "Prosperous Village", "Prosperous Mahalla" and other regional programs have been publicly announced and developed based on public opinion. The German scientist K. Deutsch defines political communication as the "nervous system of state management" and interprets political messages as a determining factor of political behavior[2, 9]. Political communication plays an important role in conveying the essence of the new decrees and decisions made by the head of the state to the population, in strengthening the people's confidence in the future, and the opportunities created for the people. According to J. Monique Cottre, the role of communication in the political life of society is comparable to the importance of blood circulation for the human body[3,112]. These processes mean that further development of the political communication system is one of the urgent issues. Underlying the adoption of the concept of administrative reforms is

the goal of ensuring the implementation of the same constitutional norm. In a short period of time, within the framework of the concept of administrative reforms, the institutional and organizational-legal basis of the activities of the ministries and agencies in the new system, the functions of the executive authorities and the mechanisms of their implementation were improved and consistently implemented. This, in turn, increased the confidence of the population in life-giving reforms. Political messages circulating in society create ideas that define important aspects of political life. A complete interpretation of political communication by R.J. The political information proposed by Schwarzenberg was defined as "the process of continuous information exchange from one part of the political system to another, between individuals and groups at all levels" [4, 174].

As L. Pye, a professor at the Massachusetts Institute of Technology, noted, "Political communication does not mean a one-way direction of signals from the elite to the masses, but the whole range of informal communication processes in society, which have a completely different effect. Political life in any society cannot be implemented without well-formed methods of political communication [5, 442]. These methods of information exchange classify the right and opposite sides of the behavior of subjects in the information space: "Three main methods of political communication are distinguished in the works of foreign authors: mass media, including print (press, books, posters) and electronic (radio, television) communication through publications; establishment of communication through organizations that act as a link between the managers and the managed, in particular, political parties, pressure groups; informal communication" [4, 190].

However, these methods may include special communication situations or actions (elections, referendums, etc).

For this reason, it may include radical acts such as calling up the army, taking part in elections, and political assassination. In the book "Dictionary of Political Analysis" by the English scholar Kanta Barbara: "specialized agencies and institutions contribute most political communication such as mass media, state news agencies or political parties. In addition, it covers social relations, from face-to-face conversations to discussions in national legislatures" [6, 112]. One of the first definitions of political communication since its establishment as an independent science was M.Yu. Goncharov's work entitled "The Rhetoric of Political Communication" states that "Political communication should ensure the circulation of information in political activity"[7, 55]. According to the author, "This type of information can be very diverse in genres, from diplomatic negotiations to messages transmitted through mass communication channels, and are intended for different audiences. The method of disseminating political information, and its address, is of decisive importance, in which it is important to understand that the communicator is a person acting in political institutions or within them. The institutional component is the main factor determining the essence and uniqueness of political communication. The functional purpose of the disseminated information is to serve political structures and influence political decisions" [8, 56]. In 1993, Yu.I. The first Russian encyclopedic dictionary "Political Science" published under the editorship of Averyanov puts forward the idea that "the concept of political communication is not defined, but it is specifically devoted to mass communication and is considered mainly in the political context"[9, 164]. Published in the same year, G.A. Belov and V.P. Pugachev's short dictionary

"Fundamentals of Political Science" gives a more comprehensive definition that overcomes the narrow institutional view of political communication, despite its shortness: "Political communication is the process of interaction of political subjects based on the exchange of information and direct communication, as well as the concept reflecting the means and methods of this influence" is defined as

In "Political Dictionary," (1994), scientific editor and head of the team of authors A. Migolatev and compiler A. Varyvdin. Varyvdin gives a definition that reveals the functional aspect of political and communication processes: "Political communication (Latin communication) is the process of transferring political information that structures political activity and gives it a new meaning, takes into account the needs and interests of citizens, and forms public opinion and political socialization." A similar interpretation of the concept of political communication was published in 1998 by A.V. Mironov and P.A. It is also given in the dictionary as a reference to "Foreign political science"[10, 183] edited by Tsygankov.

A similar but more detailed definition given by V.V. Latynov is given in the two-volume "Political Encyclopedia" (1999), where political communication is explained as "the exchange of information between the subjects of political life, the state and citizens", which is "official (e.g., in mass media) and informal ("behind the scenes" negotiations) level". The author pays great attention to attitudes, values and forms of political participation, and mass political communication, which contributes to the acquisition of political knowledge, which is increasingly becoming its creator from a subordinate element of politics in the modern world. A.I. Solovyov offers a different approach to the definition of political communication, "emphasizing its sociality. The emergence of

secondary information brought to life through the message of the communicator, mainly meaningful communication between the sender and the receiver of information, and such methods are mainly used in countries with well-developed democratic traditions or those that rely more on the moral incentives of the social behavior of the population and pursue an open policy. It is common in the activities of countries. In this regard, political communication is understood as "a special case of successful implementation of information exchange, attempts of the communicator (for example, state authorities) to establish contact with their counterparty. Thus, information that causes the receiver to respond meaningfully to the communicator's call can be described as a form of communication organized on the basis of targeted, directed transmission. In contrast to such methods of conquering the human mind, marketing strategies are formed in accordance with the relationship between demand and supply of information and are directed to the availability of the information necessary for the subject at the right time and in the right place. Political communication based on feedback, dialogue, honesty and mutual respect focuses on informing participants. David Held, a British political scientist, says, "Politics can be inherently intended to distract people from making and implementing decisions that are most important to ensuring the right conditions." Therefore, information about any social problem will have political significance and character if it is related to issues of power relations. At this point, it can be said that political communication works as an interaction of political subjects through the exchange of information during the struggle for power or its implementation. It is related to the purposeful transmission of politically important information, without which the political process cannot move. At the same time, the influence of political subjects on social relations has a power-management character. As noted by Oleg Shabrov, a

political scientist from Moscow, "Every time the leaders of two parties meet to develop a common strategy, one of them tries to control the other." Indeed, in the process of the struggle for power and its preservation, competitive relations may develop between political subjects. It is always important to remember that a relationship built on the principle of cooperation and equal partnership, but nevertheless containing certain management aspects, exists in a fair manner. E. Yu. Naumov said that "any dialogue cannot be initially equal, because its indispensable condition is the foundation of a common conversation for each participant, and this foundational advantage is automatically transferred from one participant to another (or others)."

O.F. Through Shabrov's thoughts, we considered the specific features of political communication. Despite the fact that a lot of specialized literature has been published in our country and abroad over the years, there was a need to fully reveal the importance of political communication in state and community management and to expand its content. As N. Viner noted, "It is impossible to talk to each other in the language without addressing and listening to the person". In his work, the author offers the following definition: "Information is adjusting our feelings and information received in the process of adapting to the external world." According to the essence of this definition, it serves to define the category of information that reflects the interaction of any natural object with the external environment.

Information that implies feedback between political subjects determines the general state of political communication. A.I. Solovyov, who analyzed many ineffective historical examples of political communication, describes that "the government simply informs people who are passive and

preoccupied with their personal problems, trying to instill in people's minds texts that are not related to their interests and released to the public" [13, 7]. The political dialogue, which involves the management of political communication in a hidden form, implying feedback, is nothing but the so-called political management" [13, 9]. On the other hand, A.I. It can be said that Solovyov's opinion is that "political communication embodies universal, universal and relevant political or network features" [13, 6]. The concept of political communication, which indicates the attribute of political activity, is closely related to social communication.

The need for communication tools in the public administration system directly depends on its tasks in society, the public service system and many other factors. At the current stage, the information-communicative type of political activity is understood as the activity of providing the mass audience with the necessary information. In order to harmonize the political and informational components of the public administration system, the authorities must solve a number of specific tasks aimed at reducing the corresponding negative communicative effects of the activities of their bodies.

In the period of political instability that the whole world is experiencing today, the increase in the opportunities of the mass media, especially bloggers, to influence the audience in Uzbekistan has led to the increase of manipulative tendencies towards the state authorities and management bodies. Through this, it is possible to identify a number of social obstacles in the development of communicative cooperation between the state and society: permanent distrust of the public authorities; passive/active social activity of citizens, underdeveloped institutions of civil society; lack of interest of officials in communication with society; lack

of necessary communicative experience in face-to-face relations, as well as a low level of financial support of field workers. Despite all the above obstacles, the need to create a dialogue model of communication between the state and society has already been formed. Awareness of this need is common to all the main actors of communication: officials, journalists, and the public. After all, the main factor of development in an information society is a person, on the basis of which his life and well-being increase.

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