



 Research Article

THE ROLE OF PUBLIC RELATIONS AND THE MEDIA IN THE ACTIVITY OF PUBLIC ADMINISTRATIVE BODIES

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ABSTRACT

The article talks about the information level of the society, democratic values, information services, ensuring the independence of the mass media and the increase in the demand for public relations in public administration.

KEYWORDS

Information, PR, state, customs. society.

INTRODUCTION

There are many factors that increase the information level of the society, each of them can be discussed separately. In turn, the information of the society is the basis for the establishment of democratic values, it requires the transparency of the activities of the state administration, the liberation of the mass media, and the activation of the members of the society. Today, these same trends are considered priority, and among them,

the issue of bringing the communication between state administration bodies and the public to the level of modern requirements is becoming especially urgent. As our President Shavkat Mirziyoyev has emphasized, "State agencies should serve our people, not the people, and the leaders at all levels must first understand this fact."

In developed countries, this task is assigned to information services. We have not only popularized information services, but also accumulated our own experiences in this regard. First of all, the legal basis for this has been created. The adoption of the decision of the President of the Republic of Uzbekistan No. PD-4366 dated June 27, 2019 "On additional measures to ensure the independence of mass media and the development of information services of state bodies and organizations" revealed the legal basis of obtaining information in a broader context. The deepening of democratic processes in our republic, the policy of liberalization of all aspects of life, in turn, necessitated further strengthening of cooperation between the state and the public. The only way to achieve this is to ensure information exchange and information transparency. In this regard, the adoption of the decision of the President of the Republic of Uzbekistan No. PD-4366 dated June 27, 2019, "On additional measures to ensure the independence of the mass media and the development of the information services of state bodies and organizations" was a timely matter. Well, the question arises as to what are the interests of society in providing information to the public by state bodies. In fact, the establishment of this situation in society is very important. Including this

- serves for the benefit of citizens;
- diversity of opinions is ensured in the society;
- conditions are created for the liberation of the society;

- participation of citizens in state and community management will increase;
- accountability of state agencies to the people and society is ensured;
- society information is achieved;
- the activity of information services of state bodies and organizations will develop.

In this respect, the topic we have chosen is important in its relevance.

Attention to public relations is increasing, and as a result of a more in-depth study of this activity, a number of works dedicated to it are being created. Many scientific resources have been published, especially on its aspects related to various fields (political PR, economic PR, PR in crisis situations, etc.). True, there is quite a difference between PR and today's information services. The activities of information services are common with the activities of press relations or media relations mentioned in scientific sources. However, they belong to PR structures. In this regard, within the framework of our topic, we have turned to many sources on PR.

At first, translated works were published in this regard. "Public relations: theory and practice" by G. Brum; S. Black's works "Vvedeniye v publik rileyshnz" are among them. Later, many scientific publications covering public relations, press relations, publicity, promotion and other aspects were published. These are: "Publicity and public relations" by D. Doti, "Public relations: theory and practice" by V.A. Moiseyev, "Basics of public relations" by V. Korolko, A.N. "Svyazi s obshcheyestvennostyu" by Chumikov, "Public

relations: ot biznesa do politiki" by E. Pashensev, "Advertising and PR and economic economy" by A.P. Kuzyakin, M.A. Semichev, "Public relations for managers" by I.V. Alyoshina ", V.M. Gundarin's "Teoriya i praktika svyazey s obshcheyestvennostyu: obsoni media-releyshenz", "Opit i problemi media-releyshenz" by the team of authors.

Although there is no major research on public relations in the Uzbek language, there are manuals and texts of lectures devoted to the study of various aspects of this field, and scientific articles on this topic are also appearing in the press. During the writing of our work, we relied on the noted scientific sources. Also, the publication entitled "A practical guide for information services: effective communication with the public", published with the support of the United Nations Development Program, helped us in writing our work.

The object of our research is the activity of the information service in the system of the State Customs Committee. As a subject of research, issues of ensuring the openness of state management bodies and modern requirements of organizing and coordinating the activities of information services, as well as coverage of the activities of the State Customs Committee on media platforms were studied.

- In this article, we aimed to research the role of media in public relations and information services in their system. In order to achieve this goal set before the research, it is envisaged to perform the following tasks:

- Analysis of the decision of the President of the Republic of Uzbekistan No. PQ-4366 of June 27, 2019 on "Additional measures to ensure the independence of the mass media and the development of information services of state bodies and organizations", determining its importance;
- Study and analysis of the activities of the information service of the State Customs Committee based on the requirements of this decision;
- Determining the role of information services in ensuring the transparency of the activities of state administration bodies;
- Researching the strategy and tactics of the information service of the State Customs Committee for working with the media;
- Identifying and analyzing the specific aspects of the information service of the State Customs Committee.

The functions of information services operating in the system of state administrative bodies were studied on the example of the information service of the State Customs Committee, impartial opinions were expressed about the role of information services in the decision-making of democratic principles. Also, Resolution PQ-4366 of the President of the Republic of Uzbekistan of June 27, 2019 "On additional measures to ensure the independence of mass media and the development of information services of state bodies and organizations" the importance of shaping the activity of media structures in accordance with the requirements of the time was studied. In addition, the genre, linguistic aspects

and skill issues in covering the activities of information services on media platforms are scientifically new.

Today, in developed countries, the public relations system is the basis for the development of many areas. Influencing the public, evoking a certain opinion in it, gaining its support depends on the effective functioning of these systems. In our work, the role of public relations and media in state administration bodies was thoroughly studied, generalized conclusions and practical recommendations were given.

Today, the speed of time puts huge tasks before the information service of every organization. Therefore, the openness of state administration bodies directly depends on the activity of information services in these areas. As we have seen and learned in the globalized world, delayed or hidden information is replaced by circumstances that can sway public opinion and worldview for various interests.

It is known that the responsible services that connect the public relations of organizations and institutions are called "public relations" abroad, and "information service" in our country. From the point of view of the profession, this type of service and mass media have one common task: to quickly distribute unbiased and accurate information to the public.

There is still a lot of work to be done in this direction in our country, and there are many issues that need to be resolved. In particular, taking into account that the press secretary of the ministry, enterprise and organization should

organize conferences and briefings on this or that issue, prepare press releases, act on behalf of the head of the organization in interviews with media representatives, answer various questions, and disseminate accurate and satisfactory information, in this task it is not difficult to understand that the serving employee must also know the secrets of journalism. He must also be able to establish cooperation with various mass media. During our research on this issue, we came to the following conclusions:

- The purpose of the decision of the President of the Republic of Uzbekistan No. PQ-4366 dated June 27, 2019 "On additional measures to ensure the independence of mass media and the development of information services of state bodies and organizations" is to ensure the openness of the activities of state authorities and management bodies. It consists of regulating relations, and the main tasks are to increase the responsibility of state authorities and management bodies for the decisions they make, to ensure that legal entities and individuals can widely use information about their activities, to expand the forms of implementation of the constitutional right of citizens to receive information, to inform the public about the activities of state management bodies. It is envisaged to define the notification procedures;- This decision will help to activate the activity of information services of state and public organizations. In other words, the legal grounds for objective, prompt informing of citizens about the activities of

- state administration bodies and the implementation of public control over the activities of these bodies will be expanded;
- Paragraph 3 of the decision defines the main tasks of information services, press centers, and public relations services of state authorities, state and economic management bodies, offices and institutions of republican importance, and other state and non-state organizations. According to it, regular, complete and quick information about the activities of state bodies and organizations is provided to the population through mass media, social networks, official websites of state bodies and organizations, as well as other information resources, including by organizing press conferences, briefings, media tours. providing information, as well as developing and implementing measures to inform and illuminate the process of socio-political and socio-economic development of our country in state bodies and organizations;
 - Every ministry, department and institution can decide on the issue of establishing an information service and establishing its activities based on its own Regulations and other relevant normative documents. Only, it is advisable to work based on theoretical sources and best practices in its organization and improvement of its activities;
 - It is difficult for any organization to flourish in today's information society without the development of information services, especially the activities of offices at the level of governorships, ministries and committees. Not having a positive attitude towards the

- information service and not providing it with the necessary support is equivalent to not being able to ensure the future functioning of state and management systems;
- As the information service establishes communication between the organization and the public, such communication is explained by the exchange of ideas, obtaining and distributing information, and strengthening mutual relations. The activity of every organization and institution must be aimed at improving the political, economic, educational and cultural life of the people. Here too, PR serves to achieve effective results by creating a unique thinking space;
 - The information service employee must know the functions of the management system. After all, public relations is a special form of management. Also, one of the important areas of public relations is the clear knowledge of social differences. Prevention of social crises is to prevent those crises as much as possible;
 - The main activity of the press service is to manage the information environment of the organization by publishing various materials in the press. Through this, it is possible to express the forms and methods of working with mass media of press services. For example, in order to successfully work with them, first of all, it is necessary to develop a strategy of relations with the mass media;
 - The State Customs Committee has not only established extensive cooperation with the mass media in covering its activities, but has been using many social networks and the Committee's official website so effectively that

- the work carried out by the organization reaches its readers quickly, objectively and truthfully;
- It is worth noting that the conditions created for the work of this service meet the requirements. All technical equipment, high-speed Internet and other necessary equipment are available here, which are considered the "weapon" of a press officer;
 - The press secretary is a responsible employee. The press secretary can speak on behalf of the head of the organization at press conferences, briefings and interviews with media representatives, give answers to various questions, distribute information, and give rebuttals. He performs all these works in direct agreement with the head of the organization;
 - The employee of the information service must be knowledgeable, competent and active. If this is an incentive for the success of the activity of an office or organization, on the contrary, the recommendation of a non-professional employee to the information service can lead to the discredit of that office or organization;
 - Public relations cannot be done without mass media. The press secretary is an intermediary between the organization he works for and the people through the mass media, and he informs the population about changes in its structure, reforms, and various news. It also affects the development of knowledge and opinion about the organization in people's minds;

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