

SYSTEM AND FUNCTIONS OF POLITICAL COMMUNICATION ELEMENTS (Comparative Analysis of the Republic of Uzbekistan and the Russian Federation)

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Abstract

This article analyzed treatment of political communication as a function of the political system, as a functional element of the political system of the society ensuring the correlation between its other components. In addition, we were considered political communication elements of the Republic of Uzbekistan and the Russian Federation .

Keywords: political communication, element, information, organizations, audiences.

Political communication is information circulation in the field of political activity means view of information is diverse and diverse according to genres intended audience: from diplomatic discussions to the public from communication channels to messages transmitted. At the moment, neither the style of political information nor the addressee is important: it is in the case of communicator political institutions or in their composition and those who act on their behalf are more important. "Political communication (derived from the Latin word *communicatio*) - the systematizer of the political process and giving it a new meaning, shaping public opinion, political at the expense of the demands and interests of citizens is a socializing process"

Political communication as the system consists of nine elements: political actors, audiences (today there is no uniform audience), organizations of investigation of audiences, organizations creating the content of political communication, organizations disseminating the content of political communication, organizations ensuring dissemination of the content, organizations controlling the process of political communication, organizations regulating the process of political communication and organizations providing storage of political information.

The value of political communication is as important today as ever, of course. political by the ruling elite and bureaucracy in their personal interests reinterpreted in terms, but they are in many ways a particular society defined by general and political culture. Political communication is political the existence of culture and the method of

communication as, and it is manifested by existing cultural norms and values. These are events that condition each other. Political communication performs six basic regular functions (under the modern Russian conditions): an information function, a function of value determination, a creative function, foro-function, an integrative and regulative² one. We will characterize each function in short.

In general, political communications covers the following areas of activity:

- 1) "Communicative actions aimed at forming, developing and mobilizing political parties and movements;
- 2) All political activities organized for the purpose of gaining support for a specific party or candidate, achieving specific goals, implementing a specific policy, gaining the support of the government, influencing public opinion and the behavior of citizens communications in campaigns;
- 3) Various processes related to the expression, study and dissemination of public opinion and its management at a certain level;
- 4) Providing information to the public, explaining the nature of the implemented policy;
- 5) Informal political socialization, formation and raising of political consciousness [1].

Our president Sh. Mirziyoyev, the following are defined as the main tasks of the unified state information policy of the Republic of Uzbekistan: implementation of citizens' constitutional rights to freedom of speech and access to information, unbiased information about the socio-political, socio-economic and cultural-humanitarian development of Uzbekistan to citizens of the Republic of Uzbekistan, legal entities and individuals of foreign countries provide with; further development of national mass media, creating equal conditions for them in the media market, protecting the rights of journalists and bloggers, ensuring effective use of national information resources and their free access, increasing their number, public-private partnership in the information sector of Uzbekistan creation of favorable conditions for development; improving the capabilities and potential of information services of state bodies and other organizations, increasing their level of openness through interaction with mass media and other institutions of civil society, using new channels and methods of providing information, taking into account the information needs of citizens, society and the state; improvement of the system of personnel training, retraining and improvement of their qualifications in the field of information, introduction of media education to the population on a systematic basis and improvement of media literacy [2]

Participates in the development and implementation of the unified state information policy of the Republic of Uzbekistan, as well as in the creation and implementation of state programs in this field, improves the activities of its press services and creates favorable conditions for their work with mass media and bloggers.

In the Russian Federation some elements of political communication are regulated. The structure of the legal regime of regulation includes standards which establish the order of documenting information; title to particular documents and particular document files, documents and their files in information systems; information category concerning access to it; the order of the legal protection and protection of information. There is no any unified approach to structural regulation. The feature is that if in archival and library science everything is regulated in detail in the sphere of mass information regulations principles contained in the Constitution of the Russian Federation and in the Law of the Russian Federation "About Mass Media" of December, 27, 1991 play a special role thus being a carcass on the basis of which development vectors are defined and produced by the very subjects of relations, not by an external subject like in archival and library science [3].

Political practice is evidence of exhaustion of the imperative approach to political interaction. The more democratic the society, the greater value a horizontal level of exchange of flows of political information gets, e.g. interface of the prevailing communication flow initiated by the state to information needs and priorities of the civil society formed on the wider value basis. Political communication performs a number of functions, including: public control over the activities of state bodies, articulating public interests, raising the level of political culture and political education, setting agenda and state priorities.

In the modern world the Internet is a special socio-political space. As a result of its development and the crisis of traditional political institutions, modern citizens, mainly young people, prefer new channels of political communication and forms of activity. The political potential of the Internet and mainly social networks provides a large number of opportunities for political activity. The public independently forms opinion leaders in social networks. This phenomenon helps to increase the confidence in leadership

The comparative analysis of network and traditional forms of political communication has found that, first of all, comparing with the traditional ones, new media have special characteristics. Particularly, the model of political communication has changed, and now the audience can act as the source setting the agenda. While traditional media restrict significantly the process of creating and distributing information to the public. Referring to public opinion polls, it was confirmed that traditional means of political communication are in decline being replaced by the network media. Although the study showed that in Russia, television still plays an important role in the process of political communication. It was revealed that many politicians and political parties are actively engaged in blogging, YouTube channels, and social media communities. Compared to the United States, such phenomena as debates and mass political discussions in social networks are quite rare in Russian political communication.

One of the primary problems that occupy the modern scientific community is to determine the role and place of political communication in the political system as a whole. According to the position of classical concepts, political communication is a feature of the political system, its function. However, if we take into account the fact that in the modern a rapid global development of information and communication technologies is observed, the transformation of the political sphere, political communication is understood differently. It is considered as an absolutely independent phenomenon, as a process. A follower of this theory is Professor of Moscow State University A. I. Solovyov. There are many definitions of political communication in the academic community. According to Schwarzenberg, political communication is understood as a way of reaching an agreement between individuals, as well as between those governing and the governed. According to other definitions, it is a way of unfolding a logical sequence of political events. According to foreign researchers, political communication includes the entire range of informal communication processes taking place in society [4].

Thus, it is logical to conclude that in Russia to date new media have comprehensive outreach and power, but they have not yet received a large-scale distribution. However, the practice of direct communication between the authorities and voters in social networks is developing and gaining some ground. New communication technologies in Russia have great potential, but they need a little more time and civic engagement to develop more extensively.

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