

## THE ESSENCE AND IMPORTANCE OF "PR" IN THE MILITARY SPHERE

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### Abstract

This article describes the PR service, its origin, essence and historical aspects of its formation. At the same time, the features of establishing public relations in the military sphere, the role and significance of this network in defense policy are analyzed.

**Keywords:** public relations, information, communication, propaganda, national idea, ideology, army, troops, armed forces.

### Introduction

"PR". "Information" appeared almost at the same time as the history of human cultural life, and served the development of society as an integral and most important part of social life at all times. Without it, it is impossible to know and imagine the human society and the historical processes that took place in it. Today, the scope of "information" has expanded to an unprecedented extent, and through them, a huge field of intense debates and sharp struggles has been formed on the earth. The social phenomenon of "information" whose history spans thousands of years requires many separate studies. In this article, we will try to analyze the specific features of the organization of modern "PR" (pi-ar) in the Armed Forces, a part of it, which is developing very quickly and rapidly.

"PR" is an abbreviation of the English phrase "Public relations".<sup>1</sup>This term came to Uzbekistan from abroad at the end of the 20th century. Now it is used every day among the masses in the world and in Uzbekistan. But unfortunately, during the research, it became clear that most of the people who use this word do not know its true meaning.<sup>2</sup>However, as mentioned, it has also been found to be a very popular and extremely common buzzword among the masses. Of course, the phrase "public relations" is used in the same sense as "PR". It is known that the history of information and public relations in the territory of ancient Turan - today's Uzbekistan goes back to BC. For this reason, this history of ours cannot be completely ignored, and we thought it important to take a brief look at its past. Because at the same time, it helps to more fully cover the essence, theoretical foundations and practice of "PR" (pi-ar) service.

<sup>1</sup> In all the articles and studies written in Uzbek on this topic, it is translated and interpreted in the same way.

<sup>2</sup>When asked about the meaning of this word, four of them said that they did not know. Eight of them laughed and explained that it must be Hindi for "to be loved" and "to show off". Only three or four people explained its real meaning. But all of them encountered this word in their daily life and used it in their speech.

The essence of **"PR" service**. In the past, artistic, historical and countless other inscriptions written on stone, wood, bamboo, leather, paper confirm that the special service of "public relations" existed in old Turan from a long time ago. Over the centuries, this network has developed from simplicity to perfection in several forms such as **herald, chapar, ambassador, bakshi, khutba, sermon, short story, honorific**. When discussing this topic, some researchers emphasize activities that attract the attention of the public, such as preaching, speaking, reporting, preaching, as the earliest forms of information communication, primitive forms of communication with the masses.<sup>4</sup> Importantly, these primary sources of information have survived to this day. Only in the Institute of Oriental Studies named after Abu Rayhan Beruni of the Republic of Uzbekistan, about 30,000 volumes of manuscripts and more than 45,000 lithographic books contain valuable scientific and artistic works, thousands of historical documents.<sup>5</sup> Based on them, the possibilities of information exchange, research and promotion of the military history of the ancestors of the Uzbek nation are increasing in our country. Because a significant part of them contains the history of our Armed Forces, which goes back several thousand years. Alp Er Tunga (Afrasiyob), Tomaris, Shiroq, Spitamen, Kushans, great Turkish khagans, Samonis, Mahmud Ghaznavi, Ibrahim Tabgach Khan, Sultan Sanjar, Khorezmshahs and Jalaluddin Manguberdi, Najmuddin Kubro, Sahibqiran Amir Temur, Shahrukh Mirza<sup>6</sup>, You can find as much information as you want about many other famous ancestors of the Uzbek people whose life was closely connected with the military field, such as Mirzo Ulug'bek, Muhammad Shaibani Khan, Zahiriddin Muhammad Babur, Ubaidullah Khan, Abdullah Khan the Second, the skilled commander Qulbobo Ko'kaltash, Imam Quli Khan, Yalangtushbi Bahadir.

In the following years, "Kitab al-masalik wa-l-mamalik" (Istakhri), "Kitab surat al-arz" (Ibn Khavqal), "Zafarnama" (Nizamiddin Shami), "Muntakhab ut-tawarikh Muini" (Mu'iniddin Natanzi), "Zafarnama" (Sharafiddin Ali Yazdi), "Mujmali Fasihi" (Fasih Khavafi), "Matlai Sa'dayn va majmai Bahrain" (Abdurazzaq Samarkandi), "Musaxhir al-bilad" (Muhammadyar ibn Arab Qataghan) and many other historians. translated into Uzbek and published. These historical sources provide endless interesting information on military and public relations for today's PR service. As evidence, we will quote one of the information from such works below.

Abu Ishaq Ibrahim Istakhri (died after 954), who became famous with the name of the father of geography, writes: "As far as I know, Mu'tasim sent a letter to Abdullah bin Tahir, writing down his concern. He sends the name to Nuh bin Asad. He wrote back: "There are three

<sup>3</sup>Herald. <https://uz.m.wikipedia.org/wiki/Jarchi>. Viewed time: 12.07.2022.

<sup>4</sup>the world journalism history (collection). – T.: National Society of Philosophers of Uzbekistan, 2006. – P.27.

<sup>5</sup>Abdusattor Jumanazar. History of Bukhara educational system and madrasahs. - Tashkent: Akademyashr, 2017. - B.547-549.

<sup>6</sup>According to sources, in fact, this name should be Jalaluddin Mengburni. It was changed in the works of authors during the Soviet period. Mengburni means "with a hole in the nose".

hundred thousand villages in Movarounnahr, even if one horseman and one footman go out from each of them, there will be no loss for the inhabitants."

What else I know: Some border areas are not as strong as in Shosh and Fergana, all precautionary measures have been taken. Even those who are not sultans have a hundred to five hundred. They are the first pilgrims, despite the fact that their country is the most remote. Certainly, no one comes before them and leaves after them.

They are the best of those who obey their elders and the most humble in serving their elders. For this reason, the caliphs called their men from Mowarounnahr. Their army was from the Turks because it was distinguished from other nations by its fearlessness, courage, courage and bravery.

The peasants of Mowarounnahr served as commanders, retainers, and personal servants of the caliphs. With their courtesy, obedience, pride and dressing like sultans, they became trusted people and military commanders of the caliphate, like Ferghana and Turkish mirshabs.

Fearless and courageous Turks such as Afshin and Al ibn Saj from Ushrusana, Ikhshid from Samarkand, Marzban bin Turksafi from Sugd and Bukhara, Ujaif bin Anbasa and others won the caliphate and became military commanders and warriors of noble amirs.<sup>7</sup>

Ibn Havqal (10th century) and Ibn al-Asir (1160 - 1233), who lived and worked after Istakhri, have similar descriptions of Movarounnahr and his power in the military field.<sup>8</sup>

It is interesting that at the time when this information was written down, there were no famous and developed countries on earth yet. In this way, the historical primary sources of the social information system " PR " in the 7th - 16th centuries - indicates that the public relations network is widespread and developed in Turan.

Czarist Russia's invasion of Turkestan territories and conquest of this ancient land after bloody wars entered history as a special period. During this period, hundreds of national heroes in Turan, such as General Jorabek, Bobobek, Akromkhan Tora, Dukchi Eshon, Polatkhan Dodhoh, Abdulauf Fitrat, Cholpon, Mahmudhoja Behbudi, Abdulla Qadiri, fought against the invading enemy with various methods and means for national liberation. All the mentioned national heroes (except Akromkhan Tora) were killed by the Soviet Empire.

No matter how intense the political persecution and pressures are, during the former USSR, General Mirkomil Mirsharapov (1900 - 1938), General <sup>9</sup>Sabir Rahimov (1902 - 1945),

<sup>7</sup>Optional. Kitab al-masalik wa-l-mamalik. Translated from Arabic, research, annotations and indicators by R.T. Khudaiberganov. - Tashkent: Science, 2019. - B.131.

<sup>8</sup> Ibn Havqal. Kitab surat al-arz / author of translation and annotations from Arabic, doctor of history, professor Sh.S. Kamaluddin. - Tashkent: UzME, 2011; Ibn al-Asir. Al-Kamil fi-t-tarikh (Polnyy svod istorii). Pervod s arabskogo zvyzka, primechaniya i komentarii P.G Bulgakova. Dopolneniya k perevodu, primechaniyam i komentariyam, vvedenie i indikatora Sh.S. Kamoliddina. - Tashkent: Uzbekistan, 2006.

<sup>9</sup>A famous representative of the Uzbek people, he was promoted to the rank of Brigade Commander (Combrig) in the military field in 1936. In 1938, he was accused of treason and shot dead. Rastrelyannoe pokolenie 1937-y drugie god y . <http://1937god.info/node/1418> . Viewed time: 15.09.2023.

<sup>10</sup>academician Habib Abdullaev (1912 - 1962), academician Ibrahim Mominov (1908 - 1974), professor A number of national heroes like Hamid Sulayman (1910-1979) emerged. Despite endless and extremely difficult difficulties, each of them fought for one goal in their field - the interests of the Uzbek nation and the neighboring brotherly nations. Because of this, they were persecuted by the enemies who were in power in Moscow and died early.

In 1991, the power of the autocratic Soviets collapsed. All the republics within the union officially achieved the status of independence. This situation led to a radical change in social life in all of them. The idealistic ideas that had been instilled in the minds of the people for less than a century ended. The information system built by the Sultanate, and especially its essence, became completely useless. At this moment, the doors of the world have just opened for these republics . It was definitely a positive stage of personal development. The place of the idealistic ideas filling the information space has become empty. From the same time, among the latest achievements of science, the Internet and its hot network " PR " spread widely in these countries. All republics began to fill the place of Soviet views with information written in accordance with their national ideas and interests. " PR " has entered the field as a powerful competitor to newspapers, magazines and other publications, television and radio broadcasts, which are the basis of mass media. In terms of information sharing and presentation of important information, it has significantly surpassed other directions in the field. Today we are faced with such new opportunities and the modern problems associated with them. It has become an urgent necessity for Uzbekistan to take its rightful place in the world information field. Reforms were needed to deal with the current situation and eliminate complex situations. For this reason, on June 27, 2019, the decision of the President of the Republic of Uzbekistan "On additional measures to ensure the independence of mass media and develop the activities of information services of state bodies and organizations" was announced. <sup>11</sup>In it, directions for the implementation of fundamental and comprehensive reforms in this field were determined in order to achieve the rapidity that is emerging in the world media space. The Department of Information and Mass Communications, which was established on the basis of the "Vatanparvar" Joint Editorial Office and the Military Studio under the Ministry of Defense of the Republic of Uzbekistan, reformed its activities in accordance with the same decision. Thus, the military " PR " service , which serves to establish relations between the Armed Forces and the public at the level of modern requirements, has become an important part of the reforms implemented in this direction. The most important thing is that today this network makes a significant contribution to strengthening the influence of the Armed Forces in society,

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<sup>10</sup>Another famous representative of the Uzbek people, he was promoted to the rank of major general in 1943 and was awarded the title of "Hero of the Soviet Union" for his heroism in the Second World War. Rakhimov Sabir Umarovich. <https://ru.wikipedia.org/wiki/>. Viewed time: 15.09.2023.

<sup>11</sup>Newspaper or book. Tashkent. June 27, 2019.

ensuring the unity of the army and the people, and at the same time communicating the changes and updates in the military sphere to the general public .

Today, the fight for information is intensifying in the world media space, lies and false information are spreading, and information and psychological attacks are increasing. Such a complex period shows the place of " PR " service in the information field. Because at this very moment, the military on information that harms the image of the ministry to the population there is a need to provide timely and complete information based on in-depth analysis, covering all areas of the industry. Complete fulfillment of this task ensures timely satisfaction of the need for information in the society.

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