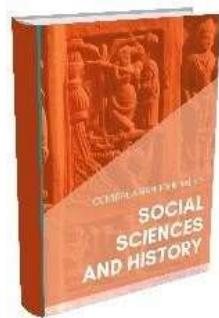




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Political Image of the Modern Leader

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Abstract:

The article analyzes the role and role of the political leader, who is an institution that plays an important role in the relations between society and the state, and the tasks of the political leader in the improvement of the political system of the society and the institutional stability of the society and the state. Especially in a period when democratic traditions are settling, strengthening and developing, certain views and assessments are formed in each member of the society in relation to political leaders at different levels. One of the best and most effective ways to create a positive image in the public's mind is to create a positive image of it. The study of the modern political life of the country is directly connected with the image of the political leader and is the main methodological aspect of evaluating his activity, the coordination of the activities of political institutions in the society with the reforms.

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An important institutional aspect of the political system of any state that is democratic or is gaining momentum in this direction is the organization and holding of elections at various levels on the country level. Because these processes are the factors that ensure not only the establishment of democracy in the country, but also the emergence of political leaders in the society and their testing in

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big politics. "The development and strengthening of democratic communication, traditions and relations at the country level creates effective ways of interaction between the authorities and the society, and it is constantly improving" [1]. In this regard, many scientific approaches have emerged today, one of which is the formation of the image of a political leader. Because it is no exaggeration to say that the problems related to the formation of the image of political leaders or famous politicians have not left it since the beginning of mankind.

The level of study of the topic. In addition to the fact that the issue of the image of the state and the country goes back to ancient times, its formation as a science took place mainly in the 30s of the 20th century. In this regard, the scientific works of Sigmund Freud and the American scientist Kenneth Baldwin are of great interest. Z. Freud published a special journal on this topic, Kenneth Boulding introduced the term "image" into the scientific field. Also, the article "Country image: consumer evaluation of product category extensions" published in 1996 by S. Agarwal and S. Sikri, one of the world's leading image scientists, is one of the great scientific studies in this regard. is considered Among such studies is "Competitive Identity" published by S. Anholt in 2007. The New Brand Management for Nations, Cities and Regions" (Identity competition. Brand management for countries, cities and regions), P. McMillan, B. Hampshire and J. D. Martin jointly wrote in 2004 "Factors influencing destination image" we can see that the image of the state and the country, the processes of its formation and the factors affecting them are deeply analyzed in the proverbs named "factors affecting the image at the point". In addition, there are many scientists and experts whose coverage of image issues is extremely difficult to show in a single article.

RESEARCH METHODS.

Systematic analysis, comparative analysis and behavioral methods widely used in the field of political science were widely used in the article, and these methods served as the main factor in increasing the scientific level of the article.

ANALYSIS AND RESULTS.

However, in the modern world, there are also specific institutional methods of creating the image of a political leader, and it should be recognized that this topic has occurred simultaneously with the emergence and development of political, civil, state and other democratic institutions, mass communication media, and elections in the political arena.

Among these institutions, it is recognized by many scientists and experts that the most important institution in the tasks related to the creation, improvement, promotion and transformation of the image of the political leader into the ideal of the society is the electoral institution [2]. Because the fate of the higher authorities directly depends on the views of the society, the evaluation of their activities, and public opinion. In particular, the election of a leader, a leader, in political terms, is first of all very delicate, very responsible, and at the same time, it is evaluated as a factor that reflects the tastes, dreams, and attitude of the society to the future. This, under the influence of internal and external factors, creates a basis for PR (Public relations) and other communication and information technologies to enter the field.

In the case of Uzbekistan, the tasks related to creating the image of the country's President as a leader started from the time when the country gained independence. Although the mass increase of image makers, political technologists and technologies, PR, etc., which have already developed in the West,

is not the same as in Russia, Ukraine, Georgia, Kazakhstan, Kyrgyzstan, in any case, as a science, in the form of certain programs, in the form of grants from international organizations, it has slowly begun to enter and local scientists and specialists appeared in this regard. Although not at a high level, certain proposals and recommendations regarding the technologies of creating a political image for deputy elections have been developed by them. However, issues related to creating the image of the head of state, that is, President Islam Karimov, began to be implemented only as "a narrow scope of work", as well as a permanent task of all mass media and experts in the country. Many factors that influence the creation of the image of the country's political leader, we must admit, have been carried out with the help of long-established methods.

To date, we are witnessing the gradual development and improvement of technologies related to the creation of a political image in Uzbekistan. Image-making and various PR technologies are gradually entering the system of relations between the government and the society, now not only the President of the country, but also the Prime Minister, the Chairman of the Senate and senators, the Speaker of the Parliament and deputies, ministers, regional and we see that district governors, leaders of sectors and industries, entrepreneurs and businessmen are also paying serious attention to the field of creating their political image, and as an expert, we evaluate this as a positive phenomenon in the political field. Today, it is no secret to many that these processes are positively received and approved not only by image subjects, but also by society members. So, in Uzbekistan, political leaders are trying to show themselves, image-making is developing as a field of science in the country, experts in this field are emerging.

It is known from the experience of the whole world that the processes related to the creation of the image of political leaders are mainly intensified during election processes. In order to ensure the victory of their leaders and their candidates for political leadership, political parties seriously work on creating an image that proves their closeness to the society, shows their suitability for leadership, is able to brighten the future of the people, and is aimed at reflecting the qualities of educated, wise, businessmen. We do not need to prove that the organization of such work with the help of modern-thinking experts, political technologists who understand the spirit of the time, and skillful image makers provides certain opportunities to the candidates in the elections.

It should be noted that the influence of the image of political leaders has a serious impact not only on voters, but also on the state's governing elite and administration. The reason is that image formation is not a one-way process, but a two-way process, that is, there are two participants: politicians and voters. Also, there is another point that should be noted separately, which is that the level, thinking, worldview, culture, metallicity of the electorate, which votes in the elections, is in the process of constant growth, development, improvement and improvement. That is, the strengthening of society and the increase in its demands have become a factor reflected in the creation of the image of a political leader. Today's voter (the electorate, every member of the society in general) is very responsible in terms of who they prefer, who they see as their leader, and what they expect from a political leader - this is an important student of democracy [3]. That is why today, a political leader who claims to be a winner in political processes, to win the trust of the electorate, to turn his tasks into responsibility, to become a supporter of the people, must first of all understand the demands and wishes of the society and have original and unique abilities that can reflect these demands and wishes in his image. can achieve its goals only if it has

It should be noted that to achieve such a unique and original ability, potential, to "take a place in the heart" of the society, it is necessary for a political leader to have a team of "professional image makers

and political technologists". Nevertheless, it is necessary to recognize that a political leader should always pay serious attention to modern PR technologies, political consulting and other political technologies, mastering and introducing the most modern ones, gathering skilled specialists around him and constantly involving them in his permanent activities. .

Also, another important issue to pay attention to is that the electorate, in general, prefers a political leader, and defines the categories and layers of society that vote for him, and deeply understands their differential interests. For example, in Europe, most political leaders focus on an older electorate to win elections. Because the image of political leaders in countries such as Europe, Japan, and Russia, which are experiencing a demographic crisis, is formed precisely in accordance with this layer.

In most of the Eastern countries, this issue remains different. For example, if political leaders in India shape their image to appeal to certain religious and cultural categories, those with a nationalist spirit[4], in China it is formed under the influence of absolute communist ideals[5]. If we approach the issue from the point of view of Uzbekistan, taking into account the fact that the country is demographically very stable and the population is constantly and rapidly increasing, promoting the solution of social problems that are mainly related to young people is an important role in the election programs and image formation of the political leader. plays After all, "We are about to complete 31 years of being a state as a separate entity in international relations. A lot of work has been done to introduce our country to the world, to form its positive image and image, and to improve its international image, and vital tasks in this direction continue"[6]. We witnessed that Shavkat Mirziyoyev, who understood this well and mainly connected the content of his reforms with the youth, relying on their potential, won the elections with a large margin. Also, many experts [7], even some experts who are critical of Uzbekistan, believe that he won both elections reliably due to his image of hard work, finding technocratic solutions to any problems, proposing promising projects for the future, and being recognized in the international arena as a pragmatic politician. was also widely recognized by organizations [8].

It can be noted that the main reason for these recognitions and recognitions is that Shavkat Mirziyoyev was able to fundamentally change the views of the international community on Uzbekistan and bring relations with neighboring countries to a friendly level in Central Asia. Also, Shavkat Mirziyoyev, who was welcomed by the society as the "New President" in a new image:

- was able to ensure freedom of speech and belief throughout the country;
- closed Jasliq prison, which is an obstacle in this regard;
- allowed "Voice of America" journalists to be accredited in Uzbekistan;
- enabled the media to become active;
- put an end to child labor and other forced labor;
- canceled the "propiska" system applied to the city of Tashkent due to its violation of human rights;
- liberalized the currency system and so on.

All this was greeted with enthusiasm and enthusiasm not only by the Western countries or the international community, but also by the country's public.

Another factor in the rise of President Shavkat Mirziyoyev's image as a political leader is that he was

recognized as a reformer by think tanks and experts in Europe and the United States, he met with leaders of many influential and powerful countries in the world and left a good impression on them. In a short period of time, the fact that President Shavkat Mirziyoyev was invited to the country by US President Donald Trump, who is one of the most powerful, developed countries and has a special reputation and place in the international arena, and that he visited Washington and met with him at the White House, had a global impact.

Such realities coincided with successes in domestic politics, and thanks to the publicly supported policies of President Shavkat Mirziyoyev, Uzbekistan was removed from the list of countries of "concern" due to violations of religious freedom. This situation was another reason for strengthening the image of the President as a supporter of freedom and a democratic political leader. This is the process that Shavkat Mirziyoyev said, "For the first time in history, our country was elected a member of the Human Rights Council of the United Nations." Recently, it was noted that the removal of Uzbekistan from the list of "countries under special surveillance" in the field of religious freedom by the US State Department is a recognition of our large-scale democratic reforms" [9].

Another factor that raised the image of Shavkat Mirziyoyev as president is the fact that he restored the atmosphere of trust and friendship between the countries of Central Asia, which we briefly described above. It is known that for many years "cold relations" existed between the countries of the region. The "artificial walls and barriers" between the peoples who have been living with each other for thousands of years as brothers, relatives, and gods were the most complex and complex issue in interstate relations. Livers from both sides of the borders could not see each other for many years, the political situation of that time did not allow it. Shavkat Mirziyoyev's removal of such artificial barriers and barriers brought together and united states, peoples, nationalities and peoples, blood relatives. Shavkat Mirziyoyev, who was able to find a great political will to overcome these problems and complications and was able to implement it without fear or hesitation, has increased his prestige, influence, respect and image among the countries of the region and the public, and is highly recognized by the leaders of the countries of the region. .

Before his presidency, Shavkat Mirziyoyev, who was "impossible" to appear neither on TV screens, nor in mass media, nor at other public events, was only known by the public. From the first days of his presidency, his effective reforms and work aimed at alleviating the burden of the people led to a rapid rise in his image. In particular, the new institute, which was organized as a virtual lobby of the President of the Republic of Uzbekistan, was a structure for a new institutional solution to all problems, along with a quick and effective solution to the problems of the people accumulated over the years[10].

CONCLUSION

In the first days of his leadership, many people expected President Shavkat Mirziyoyev to be the "heir" who would continue Islam Karimov's tough policy. However, it took a very short time for him to project his image as a democratic-reformist president before the country and the international community. All of his far-reaching reforms have begun to bear fruit. The most interesting thing is that the President not only began to communicate with the people himself, but also ensured that governors-deputies went from neighborhood to neighborhood, starting from the power structures that were previously impossible for ordinary representatives of the people to access, and provided medicine for the people's pain. We must acknowledge that such a system is very unique in the world. "For this, first of all, it is very important to strengthen and continue the achievements of Uzbekistan in the formation

of its own positive image and image, and to use new methods and tools, to use the existing diplomatic and cultural arsenals. It is not possible to improve the image of the state in a short period of time, or it is a very complicated issue. Because the influence of historical factors on it will be great" [11].

Economic growth began to appear as a result of all reforms, and the attractiveness of Uzbekistan for many foreign investors, who believed in the results of reforms and saw them with their own eyes, increased rapidly and these processes continue. Shavkat Mirziyoyev was able to convince the world that investing in the economy of Uzbekistan is not only safe, but also extremely profitable and promising. Under the influence of these, the government allowed currency transactions, reformed the banking sector and removed many administrative barriers for foreign investors. Today, Uzbekistan is considered by many experts and politicians, economists and financiers as a country with a rapidly growing economy in Central Asia.

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