



MODERN TECHNOLOGIES FOR IMPROVING THE IMAGE OF A POLITICAL LEADER

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Abstract

This article will discuss in detail the mechanisms, methods, styles and features of the formation of the image of a political leader. At the same time, modern political technologies for improving and shaping the image of a political leader, protecting the image are introduced, and specific theories of performances on this topic, political leaders, are presented. Also in the article, the political image is highlighted by examples of the interaction of the image of a politician with the audience.

Key word

image of a political leader, campaign, performance, military parades, image myth, types, protection technologies, attacks, anti-image.

INTRODUCTION

Improving the image of a political leader is one of the important tasks of Modern Political Technologies. Individuals, parties, public organizations, even organizations with state and interstate activities are examples of such entities. To realize a political goal, the formation of the image of the subject of politics, which attracts the attention of people, is the creation of an image. Image is one of the most used tools of the political leader. With it, the subjects of politics strengthen their ties with people, influence their opinions.

DISCUSSION

The image of a political leader is formed in concrete situations, at the time of the implementation of a concrete goal. For example, the image plays a very important role in the victory of a candidate in elections, in ensuring the legitimacy of power in crisis situations, in making a political leader famous. In other words, "it is not so correct to take the legitimacy of the political system apart from the socio-economic system" [1, 119].

Image formation technologies are a complex and long-term process. The general direction of the development of modern politics is the way to update the Political Technologies of image formation. The modern political image is the organization of a holistic and complex system of interaction of the image of a politician with an audience. In this, of course, many factors will have to be taken into account.

Creating an image is a complement to the political process. M.Koshelyuk argues that "the deeper the voter mentality is understood, the more clearly the political leader strategy is structured. This process involves a method of analysis of cultural values, traditional for social psychoanalysis. But the mentality of voters is more evident in the real campaign process. It is impossible to create an image first, and then hold meetings with voters. The creation of a candidate image is carried out throughout the campaign [2, 17]. It envisages consistency, constant and uninterrupted being among the public, convincing it of its programs.

Another of the main technologies for the rapid creation of the image of a political leader is performance. Performance is an English word that translates performance as "show", "theatrical play", "concert", "acting". Not working with photos, but creating a reliable, long-term image through which a real politician performs behavior. A politician can form at a speed the image he needs if he constantly

participates and organizes “performances” for himself and his supporters. On A. Lyubimov's TV show, the LDPR leader V.Zhirinovsky's then Governor it suffices to remember that B.Nemtsov scattered juice in a glass on his face. Such transparent performance served him as a major political advertisement and further strengthened the existing image.

Politicians also understand the other side of this: performances are usually built to help the first individuals rise further.

R.Schechner, who created a unique theory of performances, defined this phenomenon as activities carried out by an individual or group in the presence of another individual or group " [3, 7]. It is this definition that forms the basis of the “performance theory”, which attempts to explain the colorful types of collective communicative behavior. We think that the definition by R.Schechner requires many clarifications to be made within the framework of “image-making”, as well as to political PR. Political performance is a special, symbolic activity carried out by an individual or group in order to create a certain impression on another individual, group or public. Simply put, it is a special activity aimed at generating behaviors that will be the basis of the image, creating the necessary impression. In the framework of such an interpretation, performance is the main technology of image formation. The image maker is primarily a director. From his role it can be said that there will be no individual events in politics. Its manifestation is a mass phenomenon. It requires not only passive output to the public, but also sufficiently active work with an audience that is taking standardized forms. This is a pre-organized communicative phenomenon [4, 216].

A.Borekka sees symbolic and dramatic features in political performance. In his words, “it is assumed that when representatives are presented with a stage to observe the audience, the policy becomes a theater if the viewer becomes the norm of political interaction”. Indeed, it connects mass political action with the situation in the theater.

According to most researchers, attempts to gain an audience are evident in both politics and theater. Unity of ends leads to unity of means. "The mass media is the place where the story takes place and the stage on which the audience's attention is focused. It is through a fixed stage (channel) that the social (political) drama attracts the audience" [5, 67].

Military parades are one of the special forms of performance held to improve the image. Even in ancient Rome, politicians held military parades to strengthen their image.

RESULTS

The technology that transforms “imagery” into legendary or mythical. The public, as a carrier of the politician's image, needs the memory of his previous performances. There will be no vacuum in politics. If a politician cannot take real action today, he needs a "myth of a beautiful past". The absence of such a myth mobilizes political opponents. They immediately create a counter-myth.

Mythical “imagery” is the necessary informational basis of image making, advertising campaign and all PR work. Technically, an image is a beautifully worded story of a politician. In modern societies, the campaign image myth consists of two main aspects: it should be biographical information and a brief statement of the campaign platform, a set of achievements during his life.

Apart from the professional side of the political image, people are also interested in the human aspects of the candidate politician. The human qualities of the candidate are expressed through the demonstration of his practical relations. The voter is interested in who the candidate's parents were, how he was raised, who his spouse works for, how many children he has, and how he treats them. It should be emphasized that the image maker tries to teach the politician to be sincere, no matter how hard he tries.

Types. Each image is built on the basis of one or another psychological type that is understandable to people. The human psyche is efficient and economical. It is difficult for people to pay attention to every nuance of a politician. That is why they are categorized and accepted as a ready-made set of some standard characteristics. The image of a politician must be based on and conform to one or another stereotype. Only then will it be quickly preserved in people's memory and will take a firm place in the public mind, and will "surface" at the right time.

In essence, the categorization of political images corresponds to the categorization of political leaders. In his time, M. Weber showed 3 types of political leadership: traditional, charismatic, bureaucratic. G. Laswell emphasized the characteristics of the image and distinguished the types of "propagandist", "administrator", "theorist" [6, 216]. There have been efforts to create other classifications. However, no

classification can be considered complete. This is natural.

Image protection technologies. When creating an image, it is necessary to take into account the attack of opponents in advance. The reason is that "black technologies" have the sole purpose of distorting the image of a politician. Modern political struggle is, in many ways, a war of images. Each participant in this fight tries to damage the image of his opponents. Therefore, in preparing for any political campaign, the political leader must take into account the possible attack. For this, it is necessary to take measures to protect his image in advance. This direction should be developed before the political campaign, because image protection is built in a logic-based sequence [7, 324].

During the election campaign, there will not be time to develop all aspects of image protection. Mistakes can be made in haste.

The analysis of experiments shows that the following aspects of the image can be the object of a real attack:

- "spots" in the political leader's past;
- communications that harm him;
- actions contrary to the profession;
- political variability, i.e. frequent change of views, position;
- unsuccessful political statements;
- unfulfilled promises;
- inappropriate behavior of relatives and friends[6, 373].

Image makers working with a political leader need to know in advance from which side the positive image they are creating may be attacked. For this, it is desirable to create a kind of "anti-image" immunity, that is, to have a systematic idea about the negative aspects of political leaders. Consequently, along with the positive image, a negative image model is created that needs to be protected. Based on such a negative model, a scheme of possible attacks on the political leader is built. In turn, based on such a scheme, it is possible to develop a quick response during real attacks. Necessary positive interpretations of the "black spots" of the past should be prepared in advance. Negative aspects of the past can be expressed in a simple scheme: a) health; b) harmful habits; c) property issues; g) information; d) illegal actions; e) family problems [6, 373-374.].

These are especially important for experienced political leaders. For inexperienced political leaders, even the failure to fulfill public promises is forgivable. An experienced, popular political leader is not forgiven.

The first part of the work on image protection is to analyze one's personal and political biography in order to develop a model of "anti-image" that opponents can create. The second part is to look at your "protective measures". The most important of them is the construction of a "protective wall".

CONCLUSION

The mechanisms, methods, methods and features of forming the image of a political leader are generally the same for all political leaders. However, the formation of an image in a concrete space and time, in the course of concrete socio-political processes, requires taking into account the worldviews, national mood, mentality, traditions and worldviews of that time.

As the political image forms a complex and complex system of interaction between the politician's image and the audience, today's modern politics requires all political leaders to thoroughly study the technologies of political image formation in interaction with the audience.

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