THE ROLE OF POLITICAL TECHNOLOGIES IN PUBLIC ADMINISTRATION

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Abstract:
This article explores the transformative impact of political technologies on public administration, emphasizing their role in enhancing governance, citizen engagement, and policy formulation. With the rise of digital tools and platforms, public institutions can leverage data analytics and social media to improve communication and transparency. The integration of e-government initiatives facilitates efficient service delivery and fosters greater accountability in decision-making processes. By examining case studies and current trends, this article highlights the potential of political technologies to reshape public administration, promoting innovation and responsiveness in a rapidly evolving political landscape.

Keywords: Political technologies, public administration, geopolitical technologies, global political technologies, e-government, communication strategies, stakeholder involvement, policy formulation, public services.

Introduction

As the processes of globalization accelerate, the exchange of information in the information space and their impact on society are also increasing. As a result, the negative and positive effects of political technologies in the internal and external political activities of states are significantly increasing.

Many scientists and researchers have provided information on the content and types of political technologies in their scientific works. Especially before the emergence of this term, in different periods when statehood appeared, rulers used various methods to influence the population, increase their supporters and manipulate the population.

In particular, Aristotle, one of the first political scientists, in his book "Politics" gives detailed information about how to treat women, men, the poor and the rich (oligarch) in the management of the country.

In fact, the term political technologies appears in many literatures in connection with various disciplines. For example, "global political technologies", "geopolitical technologies", "election technologies" are among them.

Although the concept of "political technology" seems simple and commonly used, a closer examination of this term reveals that there are many questions related to its interpretation, scientific application, and practical application.

Political technologies, the main feature of which is directly or indirectly aimed at political power, are interpreted in a narrow and broad sense. In a narrow sense, this term refers to a set of techniques and procedures that regulate the use of tools to achieve a goal and determine the order of actions, to develop appropriate algorithms for the behavior of a specific political entity, which helps to

27

solve specific tasks with the least use of resources.

In a broad sense - methods, procedures for implementing the functions of the political system, increasing the efficiency of the political process or "an activity-based approach to creating a scientifically based model of changing the political space".

From the epistemological point of view, political technologies appear as "the connecting link between theoretical and political scientific knowledge and the subject-practical activity of people, a unique middle-level theory that allows to direct fundamental political science knowledge to practical politics."

Also, technologies use new methods to solve the problem of measurement of political events and create a basis for specialized activities in the management (control) of political realities. Forming a special angle of understanding political processes, technologies show that finding a solution to this or that task may depend on the essence of reality.

It plays an important role in the formation, management and manipulation of public opinion using various technologies.

It can be said that political technologies represent a set of sequentially used processes, methods and means of activity aimed at the precise, effective and optimal implementation of the goals and tasks of a specific subject in space and time.

Also, researchers note the following specific aspects of political technologies:

- the technologies used in achieving political power and strengthening it organize a set of targeted methods, techniques, and actions aimed at implementing the functions of the political system, and directs it to increase the effectiveness of the political process and achieve the intended goal in the field of politics;

- organization of political technology tools as tactical and strategic tools

does;

- political technologies are used in the sphere of mass politics.

Today, professional political technologists are divided into several narrow professions, and their activities are used in many political processes:

1) strategic consulting - performs general management of consulting processes;

2) image maker - he creates a political image for politicians and gives advice in this area;

3) speech writer - prepares speeches and speech texts for politicians;

4) spin-doctoring - media manipulator of news flow;

5) brandologist - a specialist who develops state, government, party symbols;

6) GR manager - lobbying interests and interaction with state bodies;

7) PR-manager - consultant in the field of political PR;

8) Fundraiser - fundraising assistant;

9) Pollster is a sociologist specializing in public opinion research;

10) Namer is a specialist in creating new names and others.

The preparation of this narrow field of political technologists is considered a rather complex process, which includes processes related to the reputation and influence of each actor before the public. Today, training of personnel in the field of political consulting has been effectively implemented in many foreign countries.

Including Pittsburgh, Harvard, Louisiana, Colorado, J. Specialists in political consulting are being trained in universities such as Washington, in the faculties of political science and international

politics of Lomonosov Moscow State University in Russia, in the Institute of Political Studies in Paris, in the faculties of socio-political studies in Canada's York University, Carleton Institute.

In recent years, as the freedom of receiving and distributing information has expanded in Uzbekistan, communicative relations between the public and the government have been developing. In addition, there is an increasing need for consulting services of political technologists in a narrow circle to create a positive image of political actors in the information space.

This is especially noticeable in the activities of political parties. During the election and post-election period, the irregular speeches and initiatives of political party representatives, whose consequences have not been analyzed, are widely discussed on the Internet and social networks, causing an increase in critical opinions.

In addition, the speeches of the heads of ministries and agencies and local executive bodies in various events and activities on the Internet and social networks are the reason for the reasonable research of experts in the economic, legal and social spheres.

For example, an official leader in Andijan region distributed cars and iPhone smart phones to local football players, or another news about the non-regulation of spending of budget funds of "economic bloggers" who took 64 million soums in cash after seeing watermen working on the street and distributed 4 million soums to 16 watermen. caused objections.

Also, some speeches of the representatives of the political party caused a lot of serious objections among the users of the social network as a result of speaking without studying the social mood and without researching the consequences of the opinions.

For example, the initiative of Alisher Kadyrov, the chairman of the democratic party "National Revival", to tax migrants who go to work in Russia and other countries, and the fact that UzAuto-Motors supported the increase in car prices in 2020 caused a lot of criticism.

This, in turn, led to the reputation of the political party, increased mistrust of people's representatives - MPs, and subsequently the formation of various Internet memes.

Also, the debates about various actions of public servants and whether they comply with the law or not are heating up.

As a result, many social network users are accusing local executive and government representatives of unprofessionalism. This, in turn, has a negative impact on the public's trust in the officials of state bodies and directly in the government.

So, it can be seen from these examples that many political organizations and executive bodies in our country feel the need for the services of political consultants. This system is certainly being formed in other developed and developing countries.

In this direction, our attention to the training of national personnel will be the reason for the competitiveness of this field and the formation of new potential personnel.

Based on the experience of foreign countries, it is no exaggeration to say that the systematic implementation of the training of political technologists and specialists who can provide political consulting services in several higher educational institutions of our country is the need of the time.

In particular, the training and qualification of narrow specialists such as strategic consulting, image maker, speech writer, brandologist, GR manager, PR technologist in educational institutions such as the High School of Strategic Analysis and Perspective Setting, Tashkent State University of Oriental Studies, University of World Diplomacy and Economics, University of

Mass Communications and Journalism it is desirable to establish an increase.

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