

SOME CONCEPTUAL ASPECTS OF THE FORMATION AND DEVELOPMENT OF THE FOREIGN POLITICAL IMAGE OF UZBEKISTAN

Khikmatov Fatkhulla Khabibullaevich

University of Journalism and Mass Communications of Uzbekistan

Doctor of Philosophy (PhD) in Political Science.

Department of Political Sciences.

Abstract: *The article focuses mainly on the issues of forming the foreign political and international image of the state. Emphasis is placed on the fact that external political image is an important phenomenon of both individual and mass political consciousness. This phenomenon should be considered as a national value that exists in a certain space and time and has gained international importance. When determining the social-objective content of the state image, it is necessary to be careful not to confuse it with the analysis of its social-psychological component.*

Key words: *image, foreign political image, state image, geopolitical content of image, creation of effective geopolitical image.*

INTRODUCTION

Imiology, as one of the new fields of scientific research, has developed as applied knowledge within the framework of many social sciences (sociology and personal psychology, social psychology, psychology of political leaders, and political science). Over the past 15-20 years, a large amount of empirical material and experience has been accumulated in this area. Also, the theoretical and practical aspects of these sciences, directions of approach to the problem have gained a clear research status.

Imijmeiking RR (PUBLIC RELATIONS, public relations is a plan to create good, warm relations between an organization or a person and a team, to create an environment where they can understand each other well) became one of the main means of forming a political image. Mark Twain also wrote truthfully about the mass communications of his time: "In today's society, the press is a very powerful force. It can make or break the reputation of any person. He can completely destroy the best of citizens by calling them criminals and thieves. Nothing will destroy it." , - he wrote. This is how images are created.

Image making is another word in political RR that is not specific to the Uzbek language. Directly translated from English, it means "image creation". In this process, the main concept is "political image" (the English word "image" means such concepts as image, icon, likeness, copy, imaginary image, sign, example). In the understanding of the public, image is the imaginary image of people, groups, organizations, events, processes or situations created by qualified image makers .

So image is a word taken from English and is closer to the concept of "image" that is common in Uzbek. An image is also a mental representation of the mind as a reflection of

reality. "It is specially modeled and targeted "mirror reflection", that is, reflection of the image created by specialists based on certain realities" . This is not a mirror, but rather behind a mirror.

Image is not only a social but also a political category. If it helps to conduct trade in the economy, to attract customers in banking activities, in politics it helps to form a positive attitude towards this or that politician or the organization he leads.

It is clear from the above that the image is in some sense a psychological phenomenon. However, many images are related to politics. That is why experts consider them as a political phenomenon. However, this does not fully reflect the essence of the phenomenon.

Now let's turn to the main topic of our article. Based on the above considerations, it can be said that the image of the state is an important phenomenon of both individual and mass political consciousness.

Image politics is the purposeful positioning and management of special political-cultural, economic-geographic and other images. The purpose of such a policy is to create a maximally structured space (territory), to promote the positive acceptance of the national interests of Uzbekistan, and to support the decisions of a political, economic and cultural nature in a goal-oriented manner.

If we express an opinion about the creation of an effective geopolitical image of our country, it is impossible without a theoretically based strategy, which consists in promoting the positive components of the image of Uzbekistan. In this regard, we think that the main attention should be focused on the maximally in-depth application of the national idea, adding new ideological and mythological texts to this idea. This need is explained by I.A. Karimov: "Our ultimate goal is to build a strong democratic legal state and civil society with a socially oriented stable market economy, an open foreign policy." is related to the implementation of the general strategic task. "Implementation of multilateral active foreign policy in accordance with the national interests of Uzbekistan is a necessary condition and an extremely important tool for consolidating the independence of our country, eliminating economic difficulties and improving people's livelihood"

it is appropriate to quote his past opinions. For this purpose, it is appropriate to draw up the sequence of actions of the state as one of the independent and active "players" in the international arena.

First: we need to define our world, identify ourselves with it, and define its boundaries.

Secondly, we should formulate our tasks and, in accordance with them, announce our national interests, their fields and territories, and our national priorities.

Third: only after we have done these things should we begin to create and implement the policies that will make them happen. The essence of such a policy is to move to a strategic dialogue with the main countries of the West and East.

In our opinion, the modern mechanism of image formation of Uzbekistan is a collection of the most important actions, tactics and strategies in the image space, subordinated to a single goal, i.e. creating a positive image of Uzbekistan according to the

effective result of one's actions. The main component of this mechanism is a well-thought-out information policy for the creation, distribution, implementation and understanding of one or another image on a large scale.

It is necessary to control the allocation and design of the spectral spectrum. The goal of management is to create a positive image of Uzbekistan based on the scheme of turning opponents into competitors, competitors into partners, and partners into allies in the mind of each character.

Thus, the geopolitics of images of Uzbekistan is a concept. Of course, this concept should be in accordance with the concept of foreign political activity of the Republic of Uzbekistan adopted in September 2012. According to the concept, images not only interpret important political, economic and cultural events, but also purposefully construct a certain visual configuration space that helps the development of real events and the achievement of national interests.

Nowadays, the category of "strategy" has acquired a much broader meaning. However, it is generally accepted that "strategy" is a balance of goals and means. Based on this, the concept of "strategy" can be defined as a long-term line of action that connects science and art to achieve a prospective goal. Based on this point of view, the strategy for the formation of the foreign political image of Uzbekistan is not only a single doctrine, but also an analytical method of a number of situations that are appropriate for the country, an assessment of possible directions in development, that is, a comparison of the image of Uzbekistan from abroad and national interests, and based on this means choosing the most favorable opportunity to create a positive image of the country.

In our opinion, the strategy of forming a positive image of Uzbekistan includes:

1. analysis of domestic and foreign policy, studying the characteristics of the international environment and the role, aspirations, goals and tasks of third countries;
2. the formation of their tasks and, as a result, the formation of the national interests and priorities of Uzbekistan in various spheres of life and areas of influence;
3. to determine and identify competitors, allies, partners and rivals;
4. to determine and develop aspects of Uzbekistan's image and specific forms of their manifestation based on national interests;
5. covers the use of all available means of communication influence in order to apply the intended image to the mind of the world community.

In addition to the positive images presented to the public mind, personal expectations, negative images of Uzbekistan presented by opponents, and finally, the real environment of the society also influence.

A country's image can also change the attitude, state and mood of the public mind. Sociological methods of strategic monitoring and analysis are used to record and measure these processes.

Psychological content and conditions of formation of state image. In the formation of the image, one should not forget that the image is a manipulative psychological image with

the character of a stereotype and emotional paint. It affects not only the mind of the subject, but also his emotional sphere and consciousness level.

The results of psychological research devoted to the formation of the image of the developed countries of the world allow distinguishing the following universally important aspects:

- State image should be formed on the basis of specific goals or national interests, pragmatism.

- The state image should be realistic, i.e. it should reflect the actual reality.

- State image is verbal, i.e. it is "relatively dynamic" and symbols should be flexible to changes in specific situations in the country and the world community.

- It requires that the image of the state should be integrated, that is, it should not have internal contradictions between cultural-historical, geopolitical, existing national values and social symbols.

- State image should be professionally managed through state, international bodies, financial, open or closed communication channels and technologies .

The positive image of the state should be strengthened by internal logic and non-contradiction. This creates an idea of a single image consisting of six edges (image images).

Let's take a closer look at the specified stages of the sequence of figurative acceptance of the state:

1. Political-geographic image - a set of main geographical signs, symbols, important aspects of the country's political relations. The SGO shapes the state in the public mind in a certain part of the world and within the scope of certain countries. Thus, Uzbekistan is imagined as the center of Central Asia, the USA as the New World, European countries as Western Europe or the Old World, Switzerland as the pearl of the Alps, Finland as Suomi, and Italy as the Apennines.

2. Natural-resource image - a set of important signs and symbols of natural, landscape, climatic national resource wealth. TRO ensures that the state is distinguished in the public mind only by the symbols of nature that are unique to it (or mainly to it). For example, Japan is the country of the rising sun, Korea is the country of morning purity, Canada is the country of the maple leaf, England is the foggy Albion, Uzbekistan is the country of the sun and endless pastures, and the USA is the Wild West.

3. Civilizational and cultural image - a collection of national cultural signs and symbols of the nation, historical and civilizational aspects of the state. TsMO must be in harmony with SGO and TRO, because it adds a bright and recognizable color to the image of the country. TsMO introduces the country and its people with cultural and historical heritage of world importance. In this case, it is appropriate to include cultural and historical symbols in the UN register (cultural monuments of world civilization).

4. Sociomental image - a set of main social signs and symbols of the people in psychological relation. SMO defines the nation through typical socio-psychological characteristics that are characteristic of it. Thus, the Germans are clear and tidy, the

Americans are businessmen, the Japanese are polite and loyal to traditions, the French are fickle, the Chinese are hardworking, the Indians are enigmatic, the Arabs are unyielding, the Uzbeks are open-minded, hospitable, the Russians are dreamers and inventors. , Italians are romantic and so on.

5. Production-economic image - a set of specific economic symbols, signs and opportunities of the country in terms of scientific, industrial, defense and other production. IChIO shows the economic position of the country in the world economic distribution. Thus, Japan - highly intelligent video, audio and auto technologies, USA - dollar, Coca-Cola and Pepsi-Cola drinks, Hollywood, fast food restaurants, Boeing airplanes, Microsoft products, weapons and others, China - reprinted products, France - fashion, wine, England - ships, Germany - cars, construction technologies, optics, Uzbekistan - a nation engaged in trade and crafts with a long historical experience.

6. National-valued image - a set of main signs and symbols expressing the interests, goals and aspirations of the state in a national-ideological relationship. MQO distinguishes the historical values of the state and its people that are offered to the world and protected in the international arena. Thus, in the USA - freedom and independence, in Uzbekistan - justice and consideration of the interests of all nations, in Europe - civilization, in Asia - respect for traditions, and so on.

Summary. The image of the country in the mind of the international public is determined by what kind of material and spiritual values it exports. In this regard, Zb. Brzezinski writes: "Rome exported laws, England exported parliamentary party democracy, France exported culture and republican nationalism, and the modern United States exported scientific and technical innovations and mass culture..." . When the time comes, it should be concluded that the main strategy of the state policy under the leadership of our head of state is not reflected in the strategy of any state in the world (for example, many countries that consider themselves to be leaders are characterized by their cultured aggressive military policy or the pursuit of "high materialism" based on national arrogance). It aims to educate people imbued with spirituality and to promote such an image to the world community.