

## USE OF DIFFERENT TECHNOLOGIES IN FORMING AND IMPROVING THE IMAGE OF A POLITICAL LEADER

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### Abstract

This article provides information about technologies for forming the image of a political leader and how to use them, presents effective technologies for forming a political image, necessary solutions to emerging problems, opinions and experience of people who have reached the level of prominent and image leaders in the world and have developed several technologies for creating such images. At the same time, information was provided about the relationships between individuals and organizations and the general public, as well as the patterns and rules that govern them.

### Key word

political image, political communication, iconics, ideal image, real image, image and election, strategic image, performance.

### INTRODUCTION

Effective solution of the issues facing the state and society today requires a leader to have deep, comprehensive knowledge and true professional skills. But the people's attitude towards the political leader, whether they see him as a real leader, largely depends on his image formed among people. The use of technologies for the formation of the image of a political leader strictly requires a specific approach in different periods, in different situations, taking into account the current socio-political mood. At such a time, a political leader must have the capacity to act as an image maker in one sense, while also knowing how to use additional tools to help fill in the gaps.

### DISCUSSION

Political image, often discussed in recent times and conceptualized mainly in terms of appearance, is now seen and perceived as a reproduction of reality designed to attract voters, rather than a representation of reality. Political image begins with appearance, but is formed by evaluating and interpreting information and data from history to everyday life, from culture to ideology, from political campaigns to advertising, from form to content.

The basic principles of conducting any effective political communication are based on the technologies of creating an attractive image. These principles include 4 superstructures:

- contacting the image maker long before the start of the campaign;
- use of simple language that many people can understand;
- focus on issues of interest to ordinary citizens;
- inviting foreign experts.

The main task of the image maker is to adapt the image of his client to the values and skills of people, to "connect" the politician with actual problems.

The system called "iconics" is distinguished by its effectiveness in forming a positive image. There are 6 ways to create an image within this system:

1) motivational analysis - in-depth study of consumer psychology; 2) psycho-automatics, that is, focusing on the dynamics of subconscious stereotypes of the audience; 3) chronology, that is, taking into account the science of psycho-emotional (spiritual-emotional) effects of different colors;

4) "Power-based video editing" methods; 5) geometrology, that is, taking into account the psychology of form, unconscious responses; 6) focus on mythologizing the structure [1, 330].

It seems that the entire iconography is built on the basis of the forced modification of the audience's consciousness. Understanding the deep psychology of the consumer in a particular society makes it possible to influence subconscious stereotypes with the help of psycho-physical means that determine the perception of color, sound and form. A new myth can be created by embodying color, sound, and form. For example, modern Uzbek society is a special form of mass consumer society.

D. Levin offers the following set of technologies to create an effective political image:

- the program should be compiled on the basis of photos, tables, diagrams, etc.;
- expansion of exit routes, use of all mass media;
- creating unique events;
- legitimizing advertising, if journalists say buy advertising space for your interesting performance, direct your ideas to society, government, education and culture;
- do a lot of things yourself instead of journalists [2, 27-32].

It is known that image makers do not pay much attention to the meaning of real image making in the pressure of time and resources. In order to monopolize their position, they often do not teach the politician-client even the simplest skills of image-making. However, only the cooperation of the client and the image maker will be successful and lead to the expected results. In addition, there are situations where the politician himself has to make his own image. Failure to take this into account causes significant defects in image formation.

Image can be divided into two types: the ideal image that should be aspired to and the realistic image that actually exists. The task of the image maker is to harmonize the two positions. Here, the effectiveness of both images may be lower. But people don't pay attention to it. This is why an outsider's perspective is necessary because we usually judge ourselves wrongly.

The ideal image corresponds to the set goals. Usually, a person comes to the job interview with a certain preparation. First of all, he wants to make a positive impression on his interlocutor. Thus, he modifies his behavior in the desired direction. Therefore, there is no negativity in the image.

Jacques Segepa, a French expert, developed his approach to the problem of "image and election" in terms of electoral technologies. He proposed 7 important rules for success in the election campaign. These are:

- vote for a person, not for a party;
- vote for an idea, not for an ideology;
- vote for the future, not for the past;
- vote for a social image, not for a political image;
- vote for a legendary person, not for a common person;
- vote for fate, not everyday life;
- vote for the winner, not for the loser;
- vote for pure values and not for contrived ones.

All the image strategies proposed by the practitioners come from one or another aspect of the "strategic image (image)" that needs to be formed in the audience. E.V. Egorova-Gantman and K.V. Pleshakov distinguish the following descriptions of the image [3, 206-208]:

1) the image is regionally determined. This is influenced by the cultural identity of the region, the general level of education, crime and so on. Even during national political campaigns, the image of a politician should not be disconnected from the identity of the region;

2) strategic image (image) is determined by time. Repeated use of the same image is not recommended;

3) such an image is related to the changing needs of the population. Generally, people's standard of living is a dynamic indicator. According to the standard of living, people's needs also change;

4) strategic image is determined by demographic factors. Demographics cannot be ignored;

5) such an image also depends on ethno-psychological factors. This requires taking into account the national composition of the population, inter-ethnic conflicts, migration and the like;

6) situational factors also play an important role. This refers to a sudden change in the political situation or events in the life of a politician.

## RESULTS

The main goal of the image strategy is to create good ideas about the political "object" and instill it in the public mind. When developing an image strategy, a politician must determine the main factors that determine the "performance" of the image.

**The practicality of the image.** The formed image depends on the level of performance of the main tasks expected by the electorate. First of all, the image should form an opinion about the politician. It is necessary to: 1) meet the voters' information needs; 2) perform the role of assessment; 3) perform the function of knowledge. It is because of these tasks that the image motivates socio-political behavior, including electorate selection.

One of the important aspects of the image myth is the "social origin of the politician". As democracy develops in society, "belonging to white people", "simplicity", and "closeness to the people" are formed. For example, Hitler boasted that he came from an "ordinary" family. Later, the American presidents also began to emphasize this. Of course, it helped them, but not enough. Most of their previous achievements were professional activities. That is why people who have experience in public administration applied for the post of a state leader all over the world. Most U.S. presidents have served as state governors in the past [4, 120].

**Elected platform.** The electoral platform, of course, begins with a preamble (introduction). Then the main ideas and initiatives of the politician are described. "The program is defined as proposals to improve the lives of voters and solve social problems. Of course, the program must consist of two parts, in which the current socio-political and life situations are evaluated. The program should clearly reflect the direction in which society should develop. The program should give people hope" [5, 44]. However, a political program should not be a scientific theory.

Political programs vary from ideological demonstrations to a politician's election platform. Most voters usually do not read the program, but the main parts of the program are covered in the candidate's speeches. The "program manual" of the candidate is sent to voters in the form of leaflets and slogans. As a result, people are left with the question: "What are they fighting for?". Depending on the answer to this question, the motivation of voters is formed. They either vote for a candidate or not. From the point of view of PR, the program is not long, boring texts, but the impression left on the voters about the socio-political initiatives of the candidate that contribute to the improvement of life [6, 35]. If this is not the impression, it can be said that the politician does not have a program. Incomprehensibility of the text, lack of clarity of initiatives, lack of proper selection of communication technologies to the population are important.

Practitioners believe that during any campaign, voters should always receive a persuasive "message." This is the "golden rule" of politics. An election campaign is a communication process: it is necessary to develop the right "message", send this "message" to the target group of voters and repeat it over and over again. This is the essence of the election campaign [6, 40].

In communication, not only the content, but also the form of the "referral" is important. Usually, programming methods are built in a traditional framework. They are printed in leaflets and



distributed through mass media. In this sense, the following 6 main "walks" are proposed for public channels:

1. Politician's participation in television analytical programs. Here it is necessary to clearly indicate the problem and the ways to solve it.
2. Short interviews on program topics.
3. Special press conferences in this sense.
4. Organization of famous people's comments on politicians' speeches.
5. Publishing specially prepared fundamental articles analyzing the politician's program.
6. Organization of "analyses" in newspaper publications and speeches.

According to experts, the "candidate's program" should match the mood, language, and mentality of the voters. It can be interpreted from the other side as well. Indeed, as effective criteria of the program, its clarity and comprehensibility are shown.

The program is proposed to be pragmatic. At the same time, public opinion should always be present in the program. This raises the candidate to the level of a citizen, a member of the community [5, 45]. That is, there must be a balance between people's "personal" interests and "universal" aspirations.

Every politician's program should have a "core" that can be expressed in a slogan or a clear phrase. Only then can it be turned into a politician's motto throughout his political life.

It should be remembered that the voter never believes in abstract initiatives: they are required to come from life and experience of the candidate, to match his character and image. The image of the candidate should be both unique and typical, it should stand out from everyone else. "The image of the candidate testifies to the candidate's sincerity or vice versa" [5, 46].

## CONCLUSION

The image is an extraordinary phenomenon of the 20th century, its emergence is primarily related to the rapid development of mass information communications. The formation and improvement of the image of the political leader is one of the components of the entire process of mediatization of politics, that is, the increase in the number of socio-political programs on radio and television, especially in social networks, has a direct impact on its leaders.

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