

## SOME ASPECTS OF THE FORMATION OF THE IMAGE OF THE INTERNAL AFFAIRS AGENCIES IN THE ACTIVITIES OF THE PUBLIC RELATIONS SERVICE

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### ABSTRACT

This research article examines the scientific and theoretical aspects of improving the image of the internal affairs agencies in the activities of the public relations service, the reforms carried out in Uzbekistan to improve the image of the internal affairs agencies and their content, and comprehensively analyses the features of improving the positive image of the internal affairs agencies in the activities of the public relations service.

**Keywords:** Public relations, internal affairs agencies, image, target audience, public opinion, social advertising.

## НЕКОТОРЫЕ АСПЕКТЫ ФОРМИРОВАНИЯ ИМИДЖА ОРГАНОВ ВНУТРЕННИХ ДЕЛ В ДЕЯТЕЛЬНОСТИ СЛУЖБЫ ПО СВЯЗЯМ С ОБЩЕСТВЕННОСТЬЮ

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### АННОТАЦИЯ

В данной научной статье рассмотрены научно-теоретические аспекты повышения имиджа органов внутренних дел в деятельности службы общественного сотрудничества, проводимые в Узбекистане реформы по улучшению имиджа органов внутренних дел и их содержание, а также комплексно анализируются особенности повышения положительного имиджа органов внутренних дел в деятельности службы общественного взаимодействия.

**Ключевые слова.** Связи с общественностью, органы внутренних дел, имидж, целевая аудитория, общественное мнение, социальная реклама.

## ЖАМОАТЧИЛИК БИЛАН АЛОҚАЛАР ХИЗМАТИ ФАОЛИЯТИДА ИЧКИ ИШЛАР ОРГАНЛАРИ ИМИЖИНИ ШАҚЛЛАНТИРИШНИНГ АЙРИМ ЖИҲАТЛАРИ

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### АННОТАЦИЯ

Ушбу илмий мақолада жамоатчилик билан ҳамкорлик хизмати фаолиятида ички ишлар органларининг имижини оширишнинг илмий-назарий жиҳатлари, Ўзбекистонда ички ишлар органлари имижини ошириш бўйича олиб борилаётган ислохотлар ва уларнинг мазмун моҳияти, шунингдек, жамоатчилик билан ҳамкорлик хизмати фаолиятида ички ишлар органлари ижобий имижини оширишнинг ўзига хос жиҳатлари атрафлича таҳлил қилинган.

**Калит сўзлар.** жамоатчилик билан алоқалар, ички ишлар органлари, имиж, мақсадли аудитория, жамоатчилик фикри, ижтимоий реклама.

## INTRODUCTION

In the conditions of today's globalization processes and the acceleration of information exchange, the positive image of law enforcement agencies is gaining importance in ensuring national security and maintaining social and political stability. In civil society, the influence of the public on the authorities is considered to be very strong. In this process, public relations activity is gaining importance in forming the image of the state and its institutions. Today, the positive image of internal affairs agencies (hereinafter IAA) as an executive body is an important factor for its activity. Because the activity of IAA can be effective only if it is carried out on the public basis with the involvement of all state and public mechanisms. Therefore, large-scale reforms are being carried out in order to improve the image of IAA in our country. In particular, the task of forming a new image of law enforcement agencies was set in the "Development Strategy of New Uzbekistan"[1]. Particularly, the topic of forming a positive image of IAA through public relations activities remains an urgent issue.

## LITERATURE REVIEW

In recent years, the administrative reforms carried out in our country cannot be solved without the development of communication between citizens and state structures, including IAA. In particular, on December 8, 2016, the head of our state Sh.M. Mirziyoev, in his speech at the ceremony of the 24th anniversary of the Constitution of our country, touched on the issue of cooperation of the IAA with the public and said, "In order to ensure openness and transparency in the activities of law enforcement agencies, we cooperate with civil society institutions, mass media and we will establish effective cooperation with the population [2]. In recent years, systematic work has been carried out in Uzbekistan to make the IAA an open and transparent, ensuring public confidence of the people in the system, to increase the effectiveness of the system, its accountability to society, and to develop relations with the public. In particular, in 2018, the establishment of the department of cooperation with the public and mass media within the IAA in our country paved the way for the further development of work in this direction. In particular, the tasks of the public relations service in forming a positive image of the IAA are defined by law, such as carrying out activities in the form of propaganda and information-explanation aimed at raising the reputation of the employees of the internal affairs agencies, forming and strengthening their exemplary image [3].

## RESEARCH METHODOLOGY

The research was based on the research results of local and foreign researchers on the topic and used methods such as systematic analysis, terminological analysis, classification, comparative analysis, historicity, logic, statistics, selective observation, comparison, expert assessment.

## ANALYSIS AND RESULTS

According to experts, an image is a specific synthetic image that embodies information about a specific person, organization or other social object in the minds of people and encourages social behavior [4]. One of the founders of the image theory is N. Machiavelli. In his writings, he emphasizes the importance of the ability of the subject of relations to act according to specific goals, to impress with good qualities and to act [5]. The results of scientific research show that the process of image formation is mainly carried out through the subject's self-presentation and its presentation in the media. Considering this situation, public relations become important in the process of image formation.

In scientific terminology, the phrase public relations has the same meaning as the English concept of "Public relations" (hereinafter PR). PR, that is, public relations, is an art based on accurate, truthful information, harmonizing mutual understanding. The term "Public Relations" was used for the first time in 1807 by the US President T. Jefferson [6]. The goal was to raise the government's relations with the public to the state level, to establish it in a scientific and organizational manner. PR is the art and science of managing channels and information flows in order to better understand an organization, individual and their audience or public opinion and create a positive public image [7]. E. Bernays, one of the founders of "PR" defined the essence of this phrase as "action in the public interest" [8]. According to the scholars of the British Institute of Public Relations, the PR Institute is a planned continuous effort aimed at creating and maintaining friendly relations and mutual understanding between the organization and its public [9]. As can be seen from these definitions, all practices and methods used in PR activities are strategic means of image formation. Because in this process, it is possible to actively influence the public consciousness by establishing reliable relationships between the audience, mass media and PR departments. Therefore, PR service plays an important role in creating a positive image. The PR service communicates with the population on behalf of the organization in order to influence the public consciousness in forming a positive image.

Today, in the formation of a positive reputation of IAA in our country, the PR service carries out its activities based on the principles and methods specific to public relations activities of state bodies and the features of the functions of law enforcement agencies. In the activities of IAA, PR service is important for the need to eliminate crisis situations, conduct an active information policy in the field, and regulate relations with the external environment. PR service engages in targeted and diverse information activities to create a positive public opinion about IAA. Also, the PR service performs several tasks in the development of the image of the IAA. In particular, the PR service expands the sphere of influence of the IAA in society, develops the cooperation of citizens and the public with the body, forms communication channels with the IAA's target audience, creates reliable relations between the IAA and the public, establishes permanent cooperation with the mass media.

Forming a positive image in the activities of IAA's PR service consists of several main directions. Including:

1. *Produce information directly relevant to the target audience and department.* Interactions with the target audience are carried out directly (briefings, meetings) or indirectly (mass



media). It is important to establish a trusting relationship with the target audience in PR activities [10]. The target audience can be divided into several types:

- audiences, which are the main, final object of PR activity;
- second level - information distributors who shape public opinion and influence all their audiences;
- the third level, opinion leaders who are able to influence the main target audience.

Instead, the IAA engages with target audiences (*citizens, elected officials, staff, mass media and communications*). The priority direction of working with the population is activities that involve the group in the implementation of state programs such as maintaining public order, combating and preventing various forms of crime and offenses, and ensuring the safety of the population. Also, another form of working with the population is meetings with representatives of the IAA and the public. In addition, based on the current situation, several alternative methods of forming public perceptions about IAA are used:

- presenting annual reports on IAA activities;
- presentation of official statements and information on the most urgent issues related to the activities of the IAA in the discussion of the public audience;
- establishing direct communication of IAA representatives through cable television or computerized communication;
- IAA employees' speeches in front of the population in connection with the presentation of awards for their effective work;
- distribution of current information by establishing relations with various local public organizations, business associations;
- activities organized in recreational facilities and other public places during mass-cultural events, etc.

*2. Ensuring round-the-clock monitoring and analysis of media and global Internet information network materials, preparation and distribution of information on immediate response to false news or materials damaging the reputation of IAA;*

*3. News management.* News management in law enforcement agencies is often not related to manipulation technologies, because in a legal state, pressure on public opinion cannot be allowed - it must be impartial and independent. News management is especially important in crisis situations (rally, strike, unauthorized demonstrations). Since news draws public attention to a particular issue, news management is a tool to help manage a crisis situation.

*4. Informing the population about the state of crime fighting and crime prevention measures.* In this process, while informing the population about the process of fighting crime and helping to increase the effectiveness of the activities of the IAA, it helps to form the perception of the population that the IAA is the main structure that fights against crime.

*5. To prevent leakage of confidential information about IAA.* Information related to the activities of the IAA to protect the constitutional system, to ensure the safety of individuals, society and the state is closed in many respects, and working with this information is regulated separately by law. Therefore, these factors determine the specific characteristics of the ministry's PR service.

*6. Prevention,* first of all, to carry out explanatory work with the population during mass disturbances and crisis situations. Such work takes two main forms: short-term (during civil

unrest as a phase of conflict) and long-term (in response to specific protests). One of the priority areas of short-term prevention work is informational and legal influence through mass media and communications.

7. *The use of social advertising mechanisms to expand the influence on the consciousness of the crowd.* Social advertising is a form of public reflection about the activities of the IAA. Social advertising of IAA's PR services has a specific purpose - to encourage our compatriots to obey the law, as well as to warn them that in case of violations, they will be held accountable according to the law. Most often, social advertising of law enforcement agencies is aimed at preventing street crimes, theft and robbery, child neglect, prevention of traffic injuries and offenses of children in the field of traffic safety, promotion of a healthy lifestyle, prevention of drug addiction and other goals. Social advertising also helps in times of crisis, when IAA clearly explains the content and consequences of illegal actions and activates various mechanisms of enforcement actions. Since social advertising is one of the components of PR, it should be considered not as a separate phenomenon, but as part of the general system of public relations. In order to carry out this activity, favorable opportunities have been created for IAA in Uzbekistan, according to which advertisers must place social advertising information in the amount of not less than 5% of the total annual volume of airtime, publication or advertising space allocated for advertising. In this case, social advertising of IAA is fully or partially financed from the State budget of the Republic of Uzbekistan [11]. This possibility indicates that favorable opportunities have been created for IAA's PR service to communicate with the public and to improve the image of IAA.

IAA PR service is distinguished from other spheres of PR by its specific features in terms of goals, resources, responsibilities, and environment. In particular, according to its purpose, IAA PR activities, unlike political and business PR activities, limit the possibilities of openness to the desired level due to the fact that its activities are always related to the representation of public interests of a universal nature. At the same time, IAA PR activity as a state institution has much stronger resources to influence the public and public opinion than political and business structures. Because the administrative resource at the disposal of the state allows them to more effectively promote the desired attitude and behavior. Also, the responsibility of IAA PR activities is stronger than political, commercial and business PR activities. While political and business PR structures are only responsible for the level of solving their tasks, the responsibility for the activity of IAA PR structures is external, public in nature (the state and its institutions are accountable to society for their activities) and always complies with the law that carefully regulates the public sphere. In addition, the increasing interest of the population in the activities of the IAA significantly expands the public audience of the IAA in our country. The main functions of the PR service are to establish mutual understanding and trust between the organization and the public, to create a positive image of the organization, to maintain the authority's reputation, to inform the public, and to unite the public and people in a purposeful way. Today, five main functions can be distinguished in the multifaceted activity of the PR service of the IAA in our country:

**a) information-political** (*implementation of the state's information policy in the spheres of IAA activity and its coordination*);

- b) information and communication** (*establishing communication with the public through mass media, the global Internet network and creating a two-way flow of reliable information*);
- c) advisory-methodological** (*organizational-methodical assistance to the activities of the press services of the regional IAA, ensuring mutual cooperation with representatives of the republican public and mass media*);
- d) organizational-legal** (*organization of PR activities on legislation and law and order issues within the jurisdiction of the IAA and legal provision of the activity of the PR structure*);
- e) information-analytical** (*ensuring round-the-clock monitoring and analysis of the materials of the mass media and the global Internet information network, immediately reacting to materials containing incorrect information that harm the reputation of IAA employees*) [12].

Public awareness of PR activity, establishment of an effective mechanism of relations between the organization and the public, and wide use of its opportunities are important in forming a positive image of IAA. In modern conditions, the activity of the PR service in the interest of increasing the reputation of the IAA is based on reliable cooperation with the public. In this process, it is important to get information, take into account the opinions of the public and citizens, involve the general public in order to discuss and solve the current issues in the activities of the IAA and the daily problems of citizens, expand cooperation with public organizations, and establish the effective activity of public councils.

### CONCLUSION

Based on the above, I can say that today in our country, increasing trust in IAA is being implemented based on the goals of the people and the state. It is planned to increase the influence of IAA in the activity of PR service based on the main principles of state bodies and the functions of law enforcement agencies. Proper implementation of PR activities is important for the effectiveness of IAA activities as an executive body and objective protection of its reputation. It is the effective operation of the PR service that brings the IAA closer to the people and helps to turn it into a pro-people structure. Image creation in the PR system is carried out by constantly disseminating information about the IAA's own activities. In this regard, the PR departments that perform this task are also the image maker of the IAA. In the future, the development of reliable cooperation with the IAA and civil society institutions will serve as a factor in increasing the public confidence in the IAA.

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