

## HISTORY OF THE DEVELOPMENT OF MEDIASAVODKHANATE IN STATE BODIES

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### ABSTRACT

This purpose is the history of the development of mediasavodkhanate in the state body and the importance of today scientific and practical activities the main materials have been studied and recommendations of the competition for public services have been developed.

**Keyword:** state, azborot, media, civil service, public authority, politics, mediation, Education, Society, innovation

### INTRODUCTION

This article examines the history of the development of media literacy in government agencies and its significance today, studies materials based on scientific and practical experience, develops proposals and recommendations for civil servants.

Keywords: state, propaganda, media, public service, public office, politics, media literacy, society, news.

The modern world public administration sector is constantly the focus of society. To implement policies that are opposed to competition and economic growth in any state, a very important place is occupied by the fact that this or that government is different and has come with civil society. Chunonchi it is a link to how much the community is ready to eventually support one or another political leader, civil service or government, make proposed political and economic decisions. From this point of view, the development of mediasavodkhanate in state bodies is of urgent importance.

Introduction. The importance of the development of mediasavodkhanism in state bodies consists in the possibility of effective cooperation with society and the media, the establishment of the activities of reliable educational institutions and the establishment of the activities of state bodies. Development of mediasavodkhanate of management Khojaly jambari helps to adequately treat information and improve communication skills.

Mediasavodkhanism provides an opportunity to effectively communicate with society and the media. Mediasavodkhanate helps government agencies to express their ideas and positions, as well as how the media view society's opinion and definition of political jaroons.

The development of mediasavodkhanism in public bodies requires more effective communication from media platforms of the type in order to achieve goals and objectives. The reason lies in the fact that today, along with the influx of negatives, another important problem in the life of society has come to the face, and it has aroused interest in modern politics. The social services taking place in the life of Chunonchi society are dedicated to the dialogue of Public Administration bodies with society. This problem is the generational payment on the use of the media . The children of the parents are shown in front of the screen

to determine the time of their passing. However, the "ideal version of childhood" of the preservation aspect and the desire to limit the time spent in the popular media, the public administration explains, at the same time, the need to take into account and harmonize assumptions. One of the goals of mediasavodkhanism is childhood, and in addition to maintaining aspects of the type of personal development, it is necessary to maintain information on the development of skills and the use of media for education. Therefore, the history of the development of Public Administration mediasavodkhanate the use of the media is relevant and the garden with the development of the facilities necessary for effective management in the modern Information Society.

At this point, information about the history of the emergence of the concept of mediasavodkhanism and its changes in the context of Public Administration, periods and proposals on technologies.

1. The first ideas about mediasavodkhanism were a garden with the need to understand the information coming from the media and look at them with criticism. Those who begin to realize that the ability of public services to analyze and interpret information transmitted in the media is necessary for effective cooperation with society.

2. In the era of digital transformation and large information services, the need for the development and adaptation of Information Technologies of the activities of state bodies came to the fore. The development of the media and the emergence of new communication channels helped to change the concept of mediasavodkhanism.

3. Understanding the importance of mediasavodkhanism has gained the integration of courses and programs related to the educational system for public services. Training, training programs allowance, including the development of technical aspects of modern media, analysis and critical skills in working with information in balkim.

4. One of the main problems is the fight against disinformation and fake news. Mediasavodkhanism has become the key to eliminating recorded data and accounting for the relevant response of government agencies.

5. Public Administration consists of integrating new technologies such as artificial intelligence and data analysis to effectively work with the future information and communications of mediasavodkhanate.

The history of the development of information and communication technologies in the context of Public Administration shows the importance of state structures corresponding to changing conditions and technologies for effective cooperation with society and the information environment.

The decision made by employees of public bodies in the field of improving media literacy and the decision that is worth never finding is an urgent issue and face problems. Come, consider the sizes from them:

1. Where social networks have become the main source of information for society. Public administration should be used as a means of assessing information in the social network, filtering guidance information and communicating with a wide audience on social networks.

2. Fake news has noted government agencies making decisions can be seriously criticized. Heads of government must be adept at identifying and filtering information recorded when making important decisions.

3. The importance of analyzing information for public services, identifying trends and distinguishing services where activities are also important for decision making. Mediasavodkhanism helps to effectively work with large volumes of data, filters out irrelevant media.

4. Modern public administration employees are also required to understand pension media, to change the competence of quality creation for balkim information companies. Invite to dialogue to improve interaction with society and ensure transparency of government actions.

5. Increasing mediation involves understanding the basics of cyber security. Heads of government should be aware of the threat of cyber attacks and know how to protect special public institutions and the media.

The solution of these issues and problems requires the development of the mediasavodkhanate of government agencies, the study of new competencies and the adaptation of the modern world to a changing information space for effective work.

Communal strategies in government agencies, the development of mediasavodkhanate occupies an important place. They define assistance and methods in interacting with society and the media. Communication strategies can be considered in full terms on the development of mediasavodkhanism:

Analysis of thematic literature. Communication strategies must be appropriate to the services and characteristics of each audience, taking into account the cultural, social and political context. The type of development of Media literacy involves the competence to adapt to audiences and communicate effectively with them.

An important place is occupied by the development of mediasavodkhanate in state bodies. Chunonchi they define demanding approaches to communication, interaction with society and media. The development of mediasavodkhanism is required to study information about the importance of communication, communicate with both parties, use modern media platforms and take into account the type of audience and contexts.

The development of communication strategies in public bodies historically meant to promote mediation, the development of communication strategies has changed from a one-way information model to a two-way communication model, reflecting changing ideas about the importance of communication in public bodies.

Previously, state bodies mainly followed a one-way information model, with a focus on transmitting information from the state to society without the possibility of Return communication. In this communication model, government agencies often played the role of single sources of information, while society played a passive role in its adoption.

In the model of bilateral communication, state bodies not only transmit information, but also actively listen to the feedback, needs of the population. Public bodies are more open to dialogue with society and are able to actively cooperate with it using various means of communication. An important element of the evolution of communication strategies has been the use of modern technologies and media platforms. As a result of the development of the Internet and social networks, state bodies have received new opportunities for active cooperation with society. They use media and communication tools to disseminate information, create public discussion, and gather feedback. It also provided greater involvement of citizens in decision-making and cooperation with public authorities.

## RESEARCH METHODOLOGY

Today, state bodies are increasingly aware of the importance of communication and are actively developing communication strategies that meet modern requirements. They seek to use different communication formats, interact with different audiences, be more open and transparent in their activities.

Thus, the evolution of communication strategies in public bodies is an important factor in the development of mediasavodkhanism. The transition from a one-way information model to a two-way communication model, the use of modern technologies, the accounting of various audiences and contexts serves to more effectively conduct the interaction of state bodies with society, to develop mediation.

The transition to the model of bilateral dialogue requires the development of skills and competencies in relation to mediasavodkhanism among employees of state bodies. This includes the ability to effectively listen to feedback, analyze, react correctly to public opinion, proposals, choose the appropriate communication tools and strategies to conduct interaction with society.

The application of advanced expertise in Media communications involves the use of effective strategies and tactics based on expertise and practice in the field. Government agencies can explore and adapt the advanced experiences used in the media industry for themselves. For example, emoticon charm, clear and understandable language, the use of various media formats, etc. This will help create more effective communication materials and reach the target audience.

Mass communications have a great influence on the formation of public opinion. Television, radio, newspapers, magazines, the internet and social networks are important channels for the transmission of information and ideologies.

Mass Communications play an important role in shaping public perceptions, beliefs, values, and behaviors. News, reports, reportages, reviews and other materials provided by the media have the power to determine how people reflect on the world, social phenomena and political events.

It is known that the media not only inform the population about the activities of officials, but also often form a subjective assessment of their activities. Often, the activities of newspapers, blogs and magazines are based in part on the coverage of scandalous information about the behavior of officials, their lifestyle, incompetence, as well as abuse of their powers and corruption.

Analysis results. In this situation, citizens often rely more on this information about officials. According to studies, citizens affirm that the media creates a negative image of officials to a greater extent in practice than the positive aspects of the activities of civil servants .

Media can influence public opinion in various ways:

agenda setting-the media determines what people talk about and think about. They choose topics and events that attract more public attention. In doing so, they form priorities and importance of specific issues or events, determining what public discussion will be about;

filtering and editing information - media filters and edits information that enters the media industry. They choose what information to provide, what facts and opinions to include or exclude;

the formation of imagination and stereotypes – the media form imagination and stereotypes through their images, stories and imaginations. They can create positive or negative images of individuals, groups, countries or events;

persuasion and manipulation – media can use various persuasion and manipulation strategies to influence people's attitudes and behaviors. They can use a variety of communication techniques, such as emotional attraction, creating a sense of necessity, or creating specific images and stories, to convince people to accept a particular idea or act on a particular model of behavior.

Digital literacy is of great importance for the management staff of state bodies. Management personnel play a key role in making strategic decisions, interacting with society and forming the image of a state body. In this regard, there are several aspects and important reasons for the development of mediasavodkhanate of management personnel, namely:

managing interaction with communication and society, creating transparency and trust, crisis and Emergency Management, critical thinking and information analysis, monitoring and adapting to changes in the media environment.

The media served as the main source of information for many, and this affected their perception of the accident. When the scale of the incident became known, panic and distrust of official statements appeared. However, as the crisis developed and the media actively covered it, public opinion began to change. It soon became known that the accident would have global consequences and would require extensive international response measures.

In Russia, state TV channels such as “Russia Today” (RT) and Channel One were used to show the Ukrainian government as a fascist government, and militants in Donbass as protectors of the Russian population. This strengthened the confidence of the Russian public in the correctness of the position of their country and justified military intervention.

At this point, another example. Recently, national elections in Italy, France, Turkey, Austria, The Netherlands, the United States and other countries have become the arena of opposing ideas and ideologies, which have been increasingly discussed on the internet through cruel and violent rhetoric. Through groups in the mainstream media, politicians and factions were supported by their dangerous reductionist stories. Most of these discussions were not made through communication with people, but through mobile devices that allow people to connect to homophilic networks that promote values, ideologies in increasingly aggressive and extreme ways.

Platforms such as Breitbart News in the United States have overtaken newspapers and television to become widely read sources of information .

The cited examples and analyses of the role of the media in shaping public opinion represent the importance of developing mediasavodkhanism among public authorities and the population. Hence, the development of mediasavodkhanism and understanding the mechanisms of information manipulation are important not only for public officials, but also for the public. It is important that citizens can analyze and evaluate information, distinguish fake news from reliable information and propaganda methods. It serves to increase the awareness of citizens, allowing them to make conscious decisions, actively participate in public and political life. In general, the development of mediasavodkhanism in society serves to more effectively use the media in achieving political and social goals. Mediasavodkhanism is a set

of skills that allow the analysis, critical evaluation and interpretation of information obtained through the media.

Conclusion. In public administration, mediasavodkhanism focuses on the effective use of media to achieve political and social goals. It is important that public administration employees know perfectly the mechanisms of information manipulation and are able to identify propaganda methods. This helps them make decisions based on objective information and prevents possible conflicts due to unreliable or distorted information.

At the same time, it is important to develop mediasavodkhanism among the population as well. The public should be able to analyze and evaluate information materials, distinguish quality journalism from fake news and propaganda methods. This increases the awareness of citizens, allows them to make conscious decisions, actively participate in public-political life.

The development of mediasavodkhanism in public bodies is an important factor in the effective use of media in achieving political and social goals.

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