

COVERAGE OF POLITICIAN'S IMAGE ON SOCIAL NETWORKS

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ABSTRACT

In this article, the writer highlighted the basic facts about the importance of creating image and demonstrating it by the help of social media for political leaders in modern society. In addition to this, while reading this article you will be able to get acquainted with advantages of media in development of political leadership.

Keywords: political leader, image, public consciousness, elections, criticize, publicize, “promotion”, Media candidates, political grassroots, Political advertisements.

INTRODUCTION

Currently, in the context of building a civil society, the issue related to the formation, use and promotion of the image of a political leader in modern society is gaining the greatest relevance. It is this fact that determines the need to comprehend the basic approaches to the definition of the phenomenon of “image”. So, in the newest dictionary of foreign words and expressions, the image is understood as:

- 1) A set of representations of others about a given person, his psychological portrait visible from the side, coupled with appearance and manners;
- 2) A purposefully formed image of a person, phenomenon or object, designed to have an emotional and psychological impact on someone in order to popularize, advertise.

Therefore, how a politician is perceived by the public consciousness is of great importance. It is the above condition that determines the need for the politician to create his own image, which includes a set of such personal and professional qualities that could arouse the confidence of the masses. In order to earn recognition and ensure the victory of a political leader in elections, as well as to stay in power, a political leader needs to create an attractive reputation and public opinion. He must convince voters that their opinion is above the privileges that it affords him to belong to the powerful elite. Since in modern society in the communicative environment the personality factor dominates, the problem of choosing a political leader is solved by the majority of the electorate under the influence of the impression of their image in the media.

The image of a politician in the media includes a complex combination of qualities and characteristics formed on the basis of stereotypes of mass consciousness, as well as under the direct influence of informational, analytical television and radio programs, print articles and political advertising. Thus, media entities are actively involved in shaping the image of the politician's image and reputation. The image created by a politician can, as a rule, be not so much the result of his own efforts, but the result of the efforts of his competitors. We can say that the image is a set of conflicting components that consist of a “positive” image created by a politician and a team of his supporters, everyday reality and a “negative” image created by competitors. Often the image formed in the public mind of the media does not always correspond to the real qualities of a political leader. Moreover, supporters and opponents of a political

leader differently prioritize his characteristics. Political images created by PR-specialists with the aim of discrediting this or that leader are endowed with excessive expression and emotional color. The most vulnerable qualities of a leader are actively criticized, while the least attractive are publicized. Words, gestures, actions, decisions, choice of friends, affection - everything becomes available to the public "search". Today, the role of the media has grown so much that real actions and events become meaningful only when they are presented in the media. According to G. Pocheptsov, "the modern world is subject to the following rule: a real event is only significant when the media told about it to the general public". If a politician falls out of sight of the press, the media ceases to cover his activities, he runs the risk of being quickly forgotten by voters.

The development of the media and, above all, television, for example, led to the emergence of the possibility of almost instantly, by the standards of political communication, "promotion" of a new leader, which was simply technically impossible at the beginning of the century. New political leaders can emerge from nowhere and, thanks to the media, become national heroes. "Media candidates" include, for example, political leaders of the highest level, such as J. Carter, B. Clinton, and V. Putin. Social media use in politics refers to the use of online social media platforms in political processes and activities. Political processes and activities include all activities that pertain to the governance of a country or area. This includes political organization, global politics, political corruption, political parties, and political values.

The internet has created channels of communication that play a key role in circulating news, and social media has the power to change not just the message, but the dynamics of political corruption, values, and the dynamics of conflict in politics. Through the use of social media in election processes, global conflict, and extreme politics, diplomacy around the world has become less private and susceptible to the public perception. Social media has allowed politicians to subvert typical media outlets by engaging with the general public directly, Donald Trump utilised this when he lost the 2020 presidential election by claiming the election to be fraudulent and therefore creating the need for a re-election. The consequences of Trump's online actions were displayed when on January 6 the U.S. Capital was attacked by supporters of the former president.

Being a popular presence on social media also boosts a politicians likelihood of coming to power take Boris Johnson in the 2019 bid to replace Theresa May as Prime Minister, Johnson had more than half a million page 'liking' his page (substantially more than the other candidates) which meant that when he released his launch video it gained more than 130,000 views which could have been a prominent factor in him eventually winning power. A study conducted by Sounman Hong found that in the case of politicians utilizing social media and whether its use would increase on their individual weighing up on the consequences and if they would be largely positive or negative found that in the case of backbenchers, 'underdogs' and opposition it was likely to increase in order to gain recognition and support from the public eye where they otherwise might go unnoticed. There are very basic advantages of media in the progress of politician. Political advertisements—for example, encouraging people to vote for or against a particular candidate, or to take a position on a particular issue—have often been placed on social media. On 22 November 2019, Twitter said it would no longer facilitate political advertising anywhere in the world. Due to the nature of Social media bringing different

information to different people based on their interests, advertising methods such as "Microtargeting" and "Black ads" have become prominent on social media and allow advertising to be much more effective for the same price, relative to traditional adverts such as those on cable TV. When it comes to political referendums, individuals often gather on social media at the grassroots level to campaign for change. This is particularly effective where it comes to feminist political issues, as studies have proven that women are more likely to tweet about policy problems and do so in a way that is more aggressive than their male counter-parts. Like-minded individuals can collectively work together to influence social change and utilize social media as a tool for social justice. An example of this is in the referendum to appeal Ireland's eighth amendment. Civil society organisations, such as TogetherForYes, utilised Twitter as a tool to bring abortion law into the public and make the harms of the eighth amendment visible and accessible. The positive outcome of the referendum (in the amendments repeal) can be equated to the efforts of individuals and advocates coming together at the grassroots level to make the vote visible, as social media goes beyond the local level to create a widespread global political impact, making the issue of strict abortion laws a global one, rather than one just confined to Ireland. The strength in a political grassroots campaign on social media is the increased mobilisation of participants. Due to the fact that social media platforms are largely accessible, a political platform can be provided to the voices of those traditionally silenced in the political sphere or in traditional media.

In conclusion it should be noted that media has a profound effect on elections. Oftentimes, social media compounds with the mass media networks such as cable television. For many individuals, cable television serves as the basis and first contact for where many get their information and sources. Cable television also has commentary that creates partisanship and builds on to people's predispositions to certain parties. Social media takes mass media's messages and oftentimes amplifies and reinforces such messages and perpetuates partisan divides. All in all every person who utilizes media in a good way takes much of goodness on it.

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