



Importance of Image Technologies in Election Processes

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Annotation:

This article examines the basic modern requirements for candidates in the election process, image-making technologies and their importance. The peculiarities of the democratic elections in the new Uzbekistan, the experience of conducting this process in countries such as the United States and Russia are highlighted. At the same time, the political views of such thinkers as Plato, Plutarch, Machiavelli, Jung were analyzed.

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The image of the leader plays an important role in the political process, especially in the election campaign. An election campaign is a specific form of government in which a social group led by a political candidate acts as a subject. Voters are the object of the electoral process. The candidate's victory in the election process largely depends on the attribute of these processes - political advertising technologies, their quality and the extent to which they can reflect the mood of the electorate. Political advertising serves not only the political purpose of a particular social group or stratum, but also the formation of the image of a political group, party or candidate for power.

Admittedly, the experience of political advertising in Uzbekistan, especially its democratic form, is not enough. In the popular, genuinely democratic elections held in December 2019 to the Senate of the

Oliy Majlis, the Legislative Chamber, regional, district and city Councils of People's Deputies, 5 political parties applied to the institute of political advertising for the first time, gaining initial experience. The electorate of the parties became interested in the process, behind their political activism. The contribution of impartial, independent bloggers has also been significant in this process. Candidates were able to openly and freely express and politically assess the ways and means of realizing and finding solutions to social problems that previously could not be "spoken". Numerous foreign and international observers have acknowledged that the election was democratic. There is information about this in the press sources for December 2019. The problem we want to analyze in this article is the issue of political analysis of the role and importance of imagemaking technologies in the interaction and unity of electoral technologies and electoral processes.

Before conducting a political analysis on this, it is necessary to identify and define the basic conceptual terms on the requirements of logic. The basic and basic political concept is the concept of political technology. Political technology is a specific scientific device that is based on capabilities such as measuring, evaluating a specific political event, and achieving specific goals. According to political chrestomathy sources, "political technology is a set of consistent, goal-oriented actions by a particular political entity to solve specific political tasks in a particular place and time" [1]. In fact, "technology" is a concept in the field of production. "Technology" usually means a system of material actions, activities based on a sequence aimed at the creation, production of a product or product. There will be a beginning and an end to technology. The result of technology is usually any product or item. Any technology must lead to a concrete result. In the political sphere, technology can also divert the political process and situation towards the goals of the technology subject.

Image-making technologies in electoral processes have their own characteristics. An election campaign is a competitive process in which the participants try to occupy a place at the top of the political hierarchy, so that competition does not turn into a brutal struggle, sharp contradictions, and laws are passed to govern them so that the election process goes smoothly. Obviously, not all actions of election participants can always be controlled by law. However, there will always be a "legal framework" for regulating election campaigns. Different penalties are imposed on a participant who falls outside this range (for example, forcing the electorate to vote through money or other services). If a candidate is running for a second term, he or she will not be able to vote in the new election with the image he or she created five years ago. After all, over time, the interests, interests and needs of the electorate will change. Without this, it would be a futile act to run in the new election with the old mold and stamps. Especially if the elected deputy does not live up to the "promises" he made with his electorate in the election campaign - a negative image of him will be formed in the electorate.

Today, when a new page is opened in the electoral legislation initiated by President Mirziyoyev, a candidate will have to work to increase the prestige of his supporters and gain the trust of the people before the election is announced. A far-sighted political party, meanwhile, will need to be able to develop an electoral strategy a few years in advance and apply the values tested in the next election, gain a deeper understanding of events of public concern and articulate concrete solutions for the electorate. Political analysis of the social situation in the constituency is the first stage of participation in elections [2]. This task will be done 5-6 months before the election.

The voter must be able to find his or her "hero" among the candidates in the alternative elections and have an idea of the political platform he or she is proposing before election day. This is very important.

Because only if people accept the image of this or that candidate before the election, the victory of this candidate in the elections is guaranteed. In one or two pre-election meetings, it is unlikely that the candidate will be "liked" by all voters. Furthermore, no candidate can physically fully cover all voters. This is a difficult task. Speaking about the election, the image of the leader of the Russian LDPR V. Zhirinovskiy can be cited as an example. The electorate knows the image of this maximalist politician by heart, but it is clear that he will never win the presidential election. Because it can express the attitude of a minority, not a majority, but a one-sided political evaluator of emergencies. In political parlance, this can be described as "yellow PR", ie discrediting one's opponent with various sensational statements, inciting the "crowd" to action, emergency actions, constantly striving to deviate from the core of official politics. It is noteworthy that many listen to the statements that cause such an unusual uproar, becoming their "prisoner". In fact, an alternative to such an image, Vladimir Putin's political image is associated with the activities of a person who promotes clear, concise and all-round perfect and convincing ideas, putting national interests above all else. Such a practice creates an atmosphere of unity in society. In particular, the open teleconference of the head of state with the people will further strengthen his positive political image in the public consciousness. It should be noted that today's politics is becoming more personal, that is, in line with the image of a particular person.

The issue of the image of political figures vying for power in the elections is becoming a decisive role in today's election process. Why is there a growing demand and demand for image and imagemaking technologies? V. Shepel, the head of the Russian League of Qualified Imagemakers, gives the following answer: "Firstly, the image is a means of physical and mental freedom and a place among people, and secondly, the image has ethical and aesthetic significance for Russians ... such an aesthetic constructive represents the spiritual advantages of the individual and the corporation "[3].

As noted above, politics today is "personalizing," meaning that a person participating in an election campaign is not about how and to what extent he or she can handle a particular political issue, but about his or her personal qualities - appearance, behavior, speech, and even imagination. The gestures draw more attention to the voter. This aspect is already understood by U.S. sociology, and the main emphasis in electoral practice is not in vain on political advertising. As G. Pocheptsev, a Ukrainian political scientist who has deeply and comprehensively analyzed and studied this phenomenon, rightly points out, "the voter ... reacts not to a more political platform, but to a telemic, communicative reality." Therefore, image-making, that is, the formation of the image of this or that political figure in the public consciousness, formed a separate profession - the profession of image-making. In the electoral practice of Uzbekistan, such a task is performed mainly by the candidate's proxies. In many cases, such a "trustee" does his job unsatisfactorily - trying to convey only the positive aspects of the candidate to the voter. Admittedly, this is a political flaw left over from the Soviet system. Praising the leader, trying to "burn" him, laziness are the companions of authoritarian regimes and political regimes. In today's democratic elections, the electorate does not focus on the "trustee" nonsense, but on the candidate's appearance, culture of conduct, sincerity, reliability of every word, in short, his ability to express "what is in the people." There is a classic experience of this phenomenon. For example, the ancient Roman philosopher Plutarch testified: However, the fact that he scratched his head with one finger also showed that this man could not overthrow the Roman state. "[4]

Nowadays, however, image-makers can focus on what shape German Chancellor Helmut Kohl's hair looks like. Colnie stroked her hair straight with five claws - drawing the attention of the electorate. According to opinion polls, this type of candidate will get more votes.

Attempts by image-makers in today's election campaigns to manipulate excessive voter attention can also provoke a negative reaction from the electorate due to the overuse of symbolic elements in political advertising [5]. In the context of market relations, this is like prematurely "stuck" advertising of goods and services to consumers, the consumer reacts negatively to such a vague attitude, stubborn. However, there are some psychoanalytic aspects of the issue that are incredibly effective. We are referring here to the theory of K.G. Jung, the father of psychoanalytic philosophy, in which the presence of layers of consciousness and subconscious, manipulation of human consciousness and attention, though not hypothetical in nature, has an incomprehensible codification nature. This issue is of particular interest, as it has a commercial significance in the problem of political advertising.

To be more precise - the electoral process today is associated with specific costs, financial factors associated with electoral technology.

If today's political parties understood this, it would be worthwhile. Because election campaigns are also associated with financial costs. So far, any advanced, effective idea has a certain value like any innovative technology.

Centralized, or more precisely, centralized, electoral processes are usually funded by the Center, which is based on a specific ideology. Today, however, there is a completely different political reality, in which open competition, open dialogue, alternatives, unpredictability of election results, uncertainty, equality and other criteria take precedence. Democracy is the cornerstone and core of today's electoral process. In elections, knowledge and thinking compete with each other. This means that there is a growing need for modern electoral technologies - election management, political marketing, lobbying, spin-master, imagemaker, political advertising. Independent image-makers-bloggers also have the opportunity today to form alternative images to public policy. In particular, the participation of international experts in elections and election campaigns ensures that elections are conducted in accordance with international legal and ethical norms on democracy, human rights and freedoms, and ensures their legitimacy and legitimacy [6].

The main purpose of image-making technologies in election campaigns is to raise the rating of the image of a candidate-politician. Achieving this goal can be done in a variety of ways, by means, and even through informal relationships. In some cases, the principle of "the goal justifies the means" put forward by the seventeenth-century thinker N. Machiavelli is also relevant. Because PR technologies are diverse, there is even a "black" form of PR. For example, in a democratic election, there are cases of spreading "rumors" about an opposition candidate and tarnishing his / her image. The psychology of the electorate is that it focuses not on official information, but rather on "information" deliberately disseminated by any informal blogger, an individual, for scandal. In many cases, the candidate's reputation is tarnished in this way, leading to the formation of a negative "image" of him in the public. The "talk" about this or that candidate by any celebrity is especially impressive. In some cases, slander is also spread through "black" PR. It will also take a long time to verify the election process. Because the "word" that comes out of the mouth of a nobleman is like a bullet that comes out of the barrel of a firearm, it cannot be returned to the bullet. Such social behavior, expressed in the political science language by the term "discrediting", has a political-technological nature and purpose, which serves to discredit the opponent socially. In the election process of developed countries, even to discredit a political leader, such "technologies" are implemented by the leading media on the basis of a certain "order" or "contract". It is known that behind such technologies are usually certain political forces. In

the West, in the context of market relations, such "services" are based on material interests. All the steps taken by the head of government in the field of domestic and foreign policy are not always evaluated unanimously - opposition forces and interests will certainly be found. Various tools are also used in the pursuit of some non-political interests, including image-making technologies, such as the use of the institution of image-making, which leads to the use of early elections or a vote of no confidence - the institution of impeachment. It is known that a person who wants to rule the state and society must be spiritually healthy and have reached the level of "conscience" of the nation. There should be no flaw in his social image, no moral deviation, no element of negative behavior.

In some cases, before the official elections, even within a party, a competitive environment can be created for candidacy, and even some negative scenes from the candidate's memory can be "remembered" and the candidate's personality can be "discredited". This is normal for a democratic election process. A candidate for the state and society has to pass such tests. After all, the leader of the state and society is considered to be the nation, the conscience of society, its heart.

Uzbekistan is also adapting to universal values in various spheres of public life. In particular, the election campaigns are becoming more democratic from election to election, and the political and legal awareness and culture of the electorate is growing. Under the leadership of the President of the Republic of Uzbekistan Sh.Mirziyoev, the development strategy for 2017 is based on democratic elections. forming an influx of educated professionals. Today, regardless of age, nationality, place of birth, a wide range of opportunities are created for management staff who can do social work, how to do the work of the majority, who are enterprising, creative and independent-minded. This can be seen in the example of leading cadres at various levels of government and society.

In short, the system of public administration is formed on a competitive basis. This means not an appointment to public administration, but a rating-based approach, the formation of leadership based on image-making technologies. The political basis for this is election campaigns. Elections are not just a legal process, they are primarily a political process. It takes place on a legal basis. This, in turn, requires the formation of a legal space for democratic competition, alternative and even opposition, the establishment of one of the most important principles of democracy - pluralism.

Electoral processes play an important role in the democratization of society. As a result of elections, a democratic state governance is formed. The coming to power of democratic-type political leaders in the legislature, the judiciary, and the executive is inextricably linked to image-making technologies. In the process of democratization, the formation of the image of a political leader in the minds of the electorate in accordance with the requirements of democracy is one of the most complex political problems. In this process, the political and legal consciousness of the electorate, the level of political and legal culture, plays a decisive role. For, as the thinkers say, "Every nation deserves its ruler." The transition to democratic governance without the formation of democratic thinking and democratic consciousness among the people and citizens is useless. A person must have political consciousness and political culture at the level required by civil democracy. Otherwise, as the "father" of democracy, Plato, said, without political consciousness, democracy leads to anarchy, social stability and balance are disturbed, and there is an opportunity for instability and chaos.

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