

THE PROCESS OF PUBLIC RELATIONS AND ITS SOCIO-
PHILOSOPHICAL ESSENCE

Saitkasimov Akbar Isaxanovich

Doctor Of Philosophical Sciences (DSc), Assistant Professor of The Chair "Philosophy,
Upbringing And Law Education" of Jizzakh State Pedagogical University, (Uzbekistan)

E-mail: saitkosimov71@mail.ru Orcid 0000-0002-8961-9744

Jahangir Ismoilov

Independent Researcher at Samarkand State Institute of Foreign Languages

ABSTRACT	KEYWORDS
Public relations represent the interactions of state agencies and enterprises with citizens, public organizations, political parties, self-governance bodies, and various segments of the population aimed at jointly addressing social issues. These actions are directed toward ensuring legality in society.	State, society, social structures, public relations, social issues, social interactions, stability, legality, information, strategic tasks.

Introduction

The joint activities of state bodies, civil society institutions, the public, and the population on a collaborative basis ensure the stability of the social system on a permanent foundation. State organizations constantly strive to establish public relations and remain informed about its attitudes toward various social structures. This process is regulated by relationships connected to public relations. Developing public relations, organizing them on modern foundations, and formulating strategic directions for their effective implementation remain one of the key tasks of the present era. The process of public relations is an essential institution of social interactions, necessitating the strengthening of socio-philosophical research in this area. Currently, significant practical work is being carried out in this field within our society. Additionally, there is a great need to develop its organizational, scientific, and methodological aspects on an effective basis to achieve broad-scale objectives in this area. This is because forming the scientific foundations of critical issues related to the development of every sector of society and implementing them in practical life ensures its effective progress.

The phenomenon of public relations is defined in the electronic encyclopedia as "broadly, the management of public opinion, the formation of mutual relations between state bodies, commercial structures, and society, as well as the objective evaluation of social, political, and economic processes"[1;]. Thus, the phenomenon of public relations serves as an important process in the formation and improvement of social relations in society on a stable basis. Additionally, it is emphasized that it plays a role in evaluating the processes taking place in various sectors of society.

“The category of "Public Relations" has been used by humanity for many years. This concept has been performing its relevant function in social relations worldwide since the mid-19th century. According to experts, the term "Public Relations" was first used by U.S. President Thomas Jefferson in 1807. He introduced this term with the aim of maintaining stable relations in a democratic political regime, as well as fostering trust and warm relationships between the state and public representatives” [2;112].

Public relations are actions aimed at expressing the relationships of state bodies and enterprises with citizens, public organizations, political parties, self-government bodies, and social strata to jointly solve social issues and ensure the rule of law in society. Public relations are shaped under the influence of the constant changes in social life and develop appropriately as a result of the influence of socio-political organizations and ideological institutions on state bodies.

PR technologies are measures aimed at properly organizing the activities of each enterprise and institution and improving them on modern principles, which are ensured through the institution of public relations. Such public relations take various forms, meaning establishing continuous relations with other entities through the reception, processing, and dissemination of information, and strengthening ongoing cooperation with them. Therefore, "If any government administration is not under public control, and if the methods and tools used by state authorities in managing society are not made transparent to the public, it is inevitable that this will erode democratic values in society" [3;].

In the system of public relations, the following issues are also aimed: firstly, ensuring the rights and interests of citizens working in those organizations through established mutual relationships, and secondly, contributing to the overall social and economic development of society. It should also be emphasized that in the system of public relations, efforts are made to find pathways aimed at ensuring the common interests of various groups of the population in society, with a focus on raising each individual's civic responsibility.

In the system of public relations, mutual communication links, social integrative relations, and favorable conditions for achieving strategic goals in their activities are created between all systems of society. In the process of PR technologies of organizations, the communication process plays a crucial role. In this situation, it is observed that the parties involved in the relationship understand each other in the pursuit of common societal interests and unite around shared ideas.

Organizations and institutions, when implementing PR technologies, take into account public opinion, master the psychology of the masses, and develop their activity programs by studying the thoughts and ideas in the hearts of the people. When analyzed from a socio-philosophical perspective, this process is considered a modern strategy for ensuring the interests of society and individuals. This process manifests in social life through laws such as interconnection, continuity, and integrity, which are crucial for societal development. According to A. Kholbekov, "On the other hand, a public relations, as a PR creative approach, require a balance of technological and aesthetic perfection, wise management, and is considered an art due to its demand for creativity and innovative exploration" [4;123].

The need to scientifically analyze the phenomenon of public relations arises, on one hand, from how well state bodies and civil society institutions align with universally recognized democratic principles in their activities, and on the other hand, from the need to scientifically observe, rework, and conclude on the practical processes related to this phenomenon. If either of these aspects does not function effectively, the study of public relations and the development of methodological foundations based on democratic sources and approaches will also not be successful.

As noted by R. Ruziev, "The establishment of a positive and political competition environment in society creates favorable conditions for the development of the most effective methods and tools in various directions of development" [5;62].

The process of public relations is distinguished by its alignment with the legal and ethical norms of the state and society in social practice, aimed at ensuring the public and citizens' life stability. Public relations serve to harmonize the different viewpoints and relationships of the various institutions of the state and society in social practice. The social reforms, positive changes, and significant innovations being implemented in the country play a motivating role in organizing the process of ensuring public relations. Scholars emphasize that "In modern conditions, in a new humanitarian society, human rights and freedoms are considered the highest values, the priority of human interests is fully recognized, and the issues of respecting universal human values are guaranteed"[6;272].

Public relations in society play a key role in addressing political, economic, social, cultural, ecological, and technological issues, and in ensuring relationships with labor collectives and the public. It serves as a foundation for making important strategic decisions within society. The participation of the public in social relations reflects the impact of the opinions, views, and ideas of community structures and citizens living in a given society on social reality. It can be interpreted as their efforts to timely assist in resolving economic, social, and cultural issues.

At the same time, the process of public relations plays an important role in shaping the political and legal culture of social groups and citizens within society. This is because whenever social structures or citizens engage in communication with state organizations, they familiarize themselves with many existing legal norms in the country and carry out their activities based on this understanding. Additionally, public relations hold an important place in enhancing the social identity of individuals and improving their civic culture.

Conclusions from the research:

1. It plays an important role in determining the strategy of ongoing reforms in the social and cultural development of society;
2. According to its ultimate goals, it serves as a factor in fostering mutual harmony and cooperation between different labor collectives and public structures existing in society;
3. It fulfills the function of being a criterion for the development of various sectors in society, ensuring socio-economic balance and being a key factor for stability;
4. It plays an important role in enhancing the principles of the rule of law, improving adherence to existing norms and regulations, and strengthening law enforcement.

References

1. Жамоатчилик билан алоқалар. https://ru.wikipedia.org/wiki/Связи_с_общественностью.
2. Баранов Г.В. Связи с общественностью в органах власти: учебное пособие. – Омск: Изд-во ОмГТУ, 2016. -С.112.
3. Axunova G.N. Ta'lim xizmatlari bozorida marketing faoliyati va uni takomillashtirish: I.f.d ilmiy darajasini olish uchun yozilgan dis.avtoreferati -T.: 2004.
4. Холбеков А.Ж. Бошқарув социологияси. – Т.: «Akademiya», 2007. -Б.123..
5. Рўзиев Р. Демократия тараккиёт гарови. Т., “Фалсафа ва ҳуқуқ институти”, 2005. –Б. 62.

6. Саиткасимов А. Идибоев А. Жамиятда инсон манфаатларини рўёбга чиқаришнинг ижтимоий-фалсафий хусусиятлари //Медиамаконда ахборот маданиятини шакллантиришнинг ижтимоий-фалсафий муаммолари. Халқаро илмий-амалий конференция. - Гулистон, 2024. - Б.272.
7. Saitkasimov A. RAISING THE LEGAL CONSCIOUSNESS AND LEGAL CULTURE OF YOUNG PEOPLE IS A FACTOR OF SOCIAL STABILITY //World Bulletin of Management and Law. – 2022. – Т. 16. – С. 225-227.
8. Saidkasimov A. Methods and Means of Innovative Developing Science in Higher Education //Eastern European Scientific Journal. – 2018. – №. 6.
9. JAMALOVA N. BOSHLANGICH TALIM OQUV-TARBIYA JARAYONIDA PEDAGOGIK INNOVATSIYANING ORNI.« //Monografia pokonferencyjna science, research, development. – 2020. – Т. 32. – №. 2.
10. Turayevich U. R., Qahramonovich H. N. ZAMONAVIY DUNYONING AXLOQIY MUAMMOLARI-ZO ‘RAVONLIK FALSAFASI //Ustozlar uchun. – 2024. – Т. 57. – №. 4. – С. 422-425.
11. Qahramonovich H. N. Zamonaviy Markaziy Osiyo Falsafasinini Ikki Dahosi //Miasto Przyszłości. – 2023. – Т. 43. – С. 6-9.
12. Исаханович А. ЗАКОНОМЕРНОСТИ МОДЕРНИЗАЦИИ И ИННОВАЦИОННОГО РАЗВИТИЯ СОЦИАЛЬНОЙ СФЕРЫ //Международной научно-практической конференции. – С. 259.
13. ХАККУЛОВ Н. К., РИЗАЕВ И. И. Цифровая культура и неприкосновенность личности //Новые технологии в учебном процессе и производстве. – 2023. – С. 605-606.
14. Burkhanova M. B. Family education of a child: the past and present //European Scholar Journal (ESJ) Available Online at. – 2021. – Т. 2. – №. 12. – С. 55-58.