



 Research Article

## POLITICAL COMMUNICATION IN THE MODERN INFORMATION SOCIETY

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### ABSTRACT

This article discusses the meaning and classification of political communication in managing the state and society. Only in a democratic society where the media is independent, can it penetrate various spheres of public life and solve certain problems. They can also address the range of issues that government bodies consider politically significant through independent media. The article further explores the importance of politics, democracy, power, society, communication, interest, and channel in political communication.

### KEYWORDS

Politics, democracy, power, society, communication, communication, interest, channel.

### INTRODUCTION

Political communication plays a crucial role in contemporary information societies. It refers to the dissemination of information and messages by political actors to the public, to influence

public opinion and shaping political decisions. In modern times, the emergence of new technologies and social media platforms, which have enabled politicians and other actors to reach

wider audiences and engage with them in more interactive and personalized ways have revolutionized political communication. Political communication is a dynamic and constantly evolving field that requires careful analysis and understanding.

The importance of the political communication system is great, because people will evaluate political actions only if they have a certain amount of knowledge and information. In a democratic society, the media are independent, while in authoritarian and totalitarian societies, we completely subordinated them to the ruling elite. As mentioned above, politics penetrates into various spheres of social life and is related to the solution of certain problems. This feature of inclusiveness depends on the range of issues considered to be of political importance by state authorities. Because, according to F. Broad, "nothing needs to be politicized by its nature, and everything can be like that"[1,11], while N. Frazer believes that "social politicization is an organic process in complex societies"[2, 62] , is called.

Political communication is the process of conveying information and messages. American political scientist G. Laswell described the communication movement as follows: "Who?

what did you say to whom? With what result? Through this function, communication between different structures of the political system is provided" [3,77]. Policy management and implementation is usually considered a system that requires the vertical flow of information from the people to the government and from the government to the people, and the author expresses the opinion that the horizontal flow of information between levels and authorities is also necessary. Due to the process of communication, the formation of respect for authority through spontaneous actions to seize power and the formation of a certain form of relations between citizens thus gives a broad idea about the emergence of statehood. "As a result of normative creativity, laws are developed that determine the behavior of citizens in society. Typically, the rulemaking process includes several steps: policy making and selection of general goals, solutions to achieve goals, and development of specific rules. This function is performed by legislative, executive and judicial bodies.

Communication is of primary importance in the policy of the information society, and as a result of the connection of networks, the rapid development of information and communication

technologies acquires special importance. This means that in the era of globalization, political communication systems attract the attention of researchers to the processes taking place in the network space. Scientists talk about their hypotheses about the emergence of an independent virtual political communication space and the development of network political communication, M.S. Vershinin notes that "ownership and disposal of information has become the most important political tool both at the state and international levels. The main source of this information remains the mass media, which is considered a political institution of modern society. "Media in the network space is a very unstable phenomenon" [4,12]. The development of technology helps the spread of social networks, which today compete with professional media. The close relationship between networks, the reality and interactivity of the network due to hyper-technology lead to the blurring of the boundaries of the Internet media sector and the change in the nature of communication. The principles of development of modern innovative technology require a revision of the existing understanding of Internet media, as well as the study of their process of political communication on the Internet.

For example, Jay Blumler, one of the founders of communication science, describes the direction of political communication as "a promising branch of communication science" [5, 59]. In the study of political communication, Harold Lasswell's writings provide a fundamental and systematic resource, which means that political communication research can claim rigorous scholarly status.

To increase political activity and citizen participation in the political and social life of the country, freedom of information must be ensured. This requires the formation of a society where individuals can freely express their attitudes and positions towards events. The press plays a significant role in democratic societies, but it must not infringe on the honor, dignity, and rights of citizens or disclose confidential information. The press should convey information and ideas of public interest in any form.

The Constitution of Uzbekistan guarantees freedom of thought, speech, and belief for everyone, and the right to seek, receive, and impart information. The state creates conditions that ensure the use of the internet and global information network. Thus, this article further highlights the importance of the rights and

freedoms of citizens to receive and use information.

Article 12 of the Constitution states that social life in Uzbekistan develops based on diversity of political institutions, ideologies, and opinions. In Chapter 8, titled "Political Rights," Articles 36-40 define the right of citizens to participate in the management of society and state affairs.

The Law of the Republic of Uzbekistan "On Principles and Guarantees of Freedom of Information" protects the rights of everyone to receive and use information freely without hindrance. It also ensures the protection of information, information security, and privacy of individuals, society, and the state.

Censorship of mass media is not permitted in Uzbekistan. No one has the right to demand that published messages and materials be agreed upon in advance, changed, or removed from publication.

State policy on information is crucial from a socio-political, economic, and spiritual perspective. The study of the complexities and diversity of this process requires a special approach from specialists.

Herbert Shiller, an American political scientist, concluded that the creation of modern information technologies is based on military and private commercial interests rather than serving society. In many countries, including the US, information has become a consumer product, sold and bought along with other products.

The priority task of political informatization is to create an information and legal space for the state where legal entities can interact. Computerization of state bodies and the introduction of electronic document circulation aim to improve the continuous cycle of creation, processing, and distribution of regulatory and legal information.

Openness and transparency are essential tools for realizing the principles of people's power in the process of renewal. All projects and programs must be implemented for the benefit of people and in consultation with them. Constitutional reform is an example of this approach, where misunderstandings arising in the relationship of the citizen with state bodies will be resolved in favor of the citizen. These principles are characteristic of new Uzbekistan and its ongoing reforms.

One of the main tasks is to create a single interactive internet portal that will provide legal information on various fields of law. Although such a portal already exists, it cannot provide access to geographically distant and regional legal information and resources. Working with electronic resources offers important advantages, such as easy and fast access. Rapid updating and replacement of outdated information on the internet portal, expert comments, and the possibility of obtaining additional information on certain issues for all categories of citizens are also essential tasks that need to be solved to improve legal information.

In modern democratic societies, various social groups, parties, public organizations, and the state use mass media to express their political interests, assess the most important political events, and try to form public opinion. The role of state mass media is to perform political functions, represent the interests of social groups and networks in a democratic society. Public opinion has an integrative role aimed at achieving moral unity and harmony in society.

It is crucial to understand the role and importance of mass media as a political phenomenon, to use its political technologies, to have the possibilities

and limits of forming public consciousness. The famous French political scientist Pierre Bourdieu introduced the concept of "symbolic power" while promoting the possibility of creating reality with the help of words: "symbolic power is the property of concealing or revealing the truth, if the mass media move away from political reality, they lose their symbolic power in society, their symbolic political capital."

Revealing the causes of conflict situations in state and society management, with a targeted effect by analyzing the regional character, component, and communication resources, is the means of political culture. The sociodynamics of the political system are affected by multifaceted, conflicting, and "small processes" (appointment of governors, the election process).

Political culture, which includes the basis of important factors, takes the leading place among the factors that affect the dynamics of the development of the political process. The interdependence of political culture and the political process is a necessary condition for the development of the other.

## CONCLUSION

In conclusion, it should be said that the political system introduced globally and in Uzbekistan has been formed for many centuries. Significant achievements have been made over time, and the fruits of these results are being implemented by the head of state in a timely manner. In recent years, civil society has played a growing role as a driving force in public administration reforms worldwide. In many cases, civil society institutions act as trusted partners in engaging the state and citizens in broad innovation initiatives to strengthen transparency and accountability, as well as government service delivery capabilities. transparency and accountability, as well as government service delivery capabilities.

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