

PROBLEMS THE COVERAGE PROCESSES OF ELECTION CAMPANY IN PARTY PUBLICATIONS

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Abstract

During the ears of independence, the political system of Uzbekistan carried out great work on the liberalization of society, and the foundations of democratic statehood were created that meet the highest interests of our people. In recent ears, the processes of improving the institutions of civil society, which are directly involved in ensuring the rights, freedoms and legal interests of citizens, and the liberalization of the political system, are deepening more and more. In particular, political pluralism, that is, building an enlightened society based on the diversity of opinions and views, as well as the role of political party publications in achieving our lofty goals, is incomparable.

This article analyzes the development leaders of political parties operating in the process of deepening democratic reforms and the formation of civil society in the Republic of Uzbekistan, as well as the ideologies they rely on.

Key words

political party, ideology, civil society, democracy, political pluralism, electorate, "Milliy tiklanish" newspaper, "Adolat" newspaper.

INTRODUCTION. The need for information is related to the general interests of the society, and it directly affects the activities of various social groups and various institutions of the civil society. From this point of view, the publications of the political parties operating in the country, first of all, the goals and tasks of their party, its participation in the political processes of the country, the ideas put forward on its software platform, the information related to the interests of the electorate to its readers in a timely manner, is to deliver it correctly and truthfully. Among printed publications, the need for newspapers and magazines that contain his weighty words, deep analytical articles, critical speeches, and various information covering the activities of the Uzbek parliament is increasing. Achieving the effectiveness and impact of printed publications is the primary task facing the

mass media and the founder. Achieving influence increases the reputation of newspapers and magazines in front of the press and society, and strengthens their relationship with the public. Such a publication will gain the trust of readers. There are quite a few publications that have achieved this status in our country, especially publications of political parties. During our research, we were convinced that the articles published in party publications were effective, impressive, and bold.

It is worth noting that the role of political parties in Uzbekistan is increasing in the state and society and in decision-making, as well as in the development of democratic processes and strengthening of civil institutions. These processes naturally affect party publications.

The role of specialization in a deep and comprehensive study of any area of society's life is incomparable. Specialization in journalism is one of the most complex and urgent issues. If there is a rise in the society in any field, the role of specialized journalistic skills will definitely be felt here. A journalist is an expert not only in the field of journalism, but also in the field in which he specializes. In this sense, the material written by a specialized journalist should be original and of high quality.

As the President of the Republic of Uzbekistan, Sh.M. Mirziyoyev, stated, "As we are building a legal democratic state today, we need to follow the unchanging demands and criteria of journalism, recognized all over the world. The most important of these criteria are objectivity and honesty. Therefore, a person who enters the press field, regardless of whether he is a journalist or a blogger, must follow these rules" [1]. In this regard, a number of demands are placed on our journalists working in children's journalism. After all, the main task of mass media intended for children's audience is not to forget the social responsibility, first of all, while carrying out the education of the individual.

Here, let's dwell on the concept of specialized publications. According to researcher S.G. Koronosenko, specialized publications are broadly divided into two main groups from the point of view of the audience of all mass media:

- mass media;
- specialized mass media.

Ye.P. Prokhorov, a well-known researcher in the field of journalism, divides mass media into universal, multidisciplinary and specialized types. He states that specialized type is a type of mass media aimed at a specific topic, problem and specific audience[2].

A specialized press is a press of a narrow focus, created for a specific group of consumers united by a certain interest. Based on the nature of publications, it is not

difficult to know which mass media it is intended for [3].

In turn, M.I. Shostak believes that the specialization of publications is related to the audience's professional or interest in any field, social activities [4].

Analysis and Results. Specialized political publications differ from other newspapers, first of all, in terms of the topic direction, creative concept, coverage of the approach to the issue in press publications. Party publications approach the issue from a political point of view and reveal the topic. The party press is a leading tool in ensuring transparency and democracy in the work of political parties, which is of great socio-political importance in the activities of political parties. In particular, the newspaper "Adolat" is the press organ of the social-democratic party "Adolat" of Uzbekistan. "Voice of Uzbekistan", the organ of the People's Democratic Party of Uzbekistan "Voice of Uzbekistan", "National Revival" of the UzMTDP, "Organization of the Movement of Entrepreneurs and Businessmen of Uzbekistan, the organ of the Liberal Democratic Party of Uzbekistan" It is significantly different from 21st century newspapers in terms of readability. In the newspaper, Adolat as a political party was able to show the wide-ranging participation in the political life of the society. In fact, this kind of activity is required from the party press. As a press publication, it has its own face and image. Newspaper materials are lively, readable and attention-grabbing. In it, one can see the simultaneous participation of important genres of journalism such as news, article, analytical, critical, sometimes problematic articles, report, correspondence, film, reportage, report, essay, commentary. In particular, the giving of constructive proposals for the solution of the problems that have arisen and caused to be covered on the pages of the newspaper attracts the attention of the general public and relevant organizations. In addition, in the column "Ask, we will answer" in the newspaper, experts of the Justice Department of Tashkent city regularly respond to legal issues of interest to newspaper readers. It can be seen that internal and external communication plays an important role in the work of "Adolat" newspaper. Unlike other party publications, "Adolat" covers the social and legal protection of citizens from the point of view of the principles of social democracy. It reflects social-democratic values in harmony with national values.

In the materials published on the pages of the newspaper, attention is paid to the events related to the activities of the UzPDP deputation groups in the local Councils of People's Deputies based on the party's Action Program. Most of the materials provided to the students are informative and mostly reflect the issues and content of the events that took place. The issues raised are more general than specific.

When we analyzed the publications of political parties, we witnessed that they regularly publish articles on the following topics of interest to the reader:

- activity of political parties at all stages;
- local problems and shortcomings;
- activities of party primary organizations;
- activities of deputies and candidates for deputies elected from the party;
- activity of the faction of the party in the Legislative Chamber of the Oliy Majlis and participation in the process of adoption of laws;
- opportunities created by the party for party members and electorate;
- international political news and other news.

If we assume that the difference between political parties and the competition between them is primarily based on ideological and ideological struggle, the same difference should be reflected in the appearance and content of the party's press publications, which determine their creative direction based on the program goals of the party. Because each party has a policy and ideology that corresponds to its program, goals and ideas. It should be emphasized that the political party is in competition and mutual struggle with other parties. All these are characteristics of a democratic society. In this context, if we look at the press publications of the party, the analysis showed the following results:

First of all, all party newspapers published in our country differ from each other both in terms of content and technical execution. That is, we can give an example from the newspapers "Milliy tiklanish" and "Adolat". The problems and topics raised by the newspapers reflect the diversity of views and opinions. For example, if the newspaper "Voice of Uzbekistan", a publication of the People's Democratic Party, focuses more on the social protection of the population, based on the idea of the party, the movement of entrepreneurs and businessmen of the liberal-democratic Uzbekistan. The publication of the party "XXI asr" mainly promotes the issue of prosperity by creating wider conditions for entrepreneurship and business.

Secondly, press publications of the parties make a significant contribution to the formation of public opinion on one or another issue arising in our society and to the creation of action programs of the party based on the opinions, views and suggestions expressed by the public, which is characteristic of a democratic society.

Thirdly, if the newspaper "Milliy tiklanish" approaches the issue of democracy from the point of view of the rich past heritage of the Uzbek people, traditions of statehood, and the mentality of the nation, the newspaper "Adolat"

tries to raise this issue on the basis of more classical social-democratic values. is doing

The party press has principles such as partisanship, idealism, publicism, populism, pluralism, truthfulness, transparency, and these criteria are manifested in the multifaceted activities of publications in a different way than other newspapers. The criterion of partisanship of the newspaper is a priority based on the Party Program and Regulations. The criterion of ideology is closely related to the principle of partisanship and serves as a program of ideological struggle with political opponents and competitors. Also, this criterion serves to educate the electorate ideologically and politically, to fully form and expand the mass audience of the newspaper, and to turn potential supporters into real supporters of the party. These two principles, as the main criterion of the party's activity, are a unique prism in approaching all topics that will be raised on its pages, and the goals of the political organization's program tasks should be directly and indirectly reflected in these materials. It is important that not only politics, but economy, culture, social and other fields are interpreted in the same way, and a reaction is expressed based on the party's position and point of view on each of them. Only with such an approach can the party press reveal its identity and function in accordance with the tasks it undertakes before the society. This, in turn, will help both political parties and their newspaper gain a decent reputation in the electoral news space, and form their positive image.

At first glance, it seems that they, like all press bodies, should quickly cover important events and events, and make speeches on current topics of social life, according to the function of providing and distributing information. In fact, no one is neglecting party newspapers from these tasks. On the contrary, it is important that newspaper materials cover as much reality as possible. However, it all depends on how to present these materials and interpret them in the spirit of true partisanship with an approach based on the party platform. In addition, news products made with such a special attitude will be much more interesting and attention-grabbing than other people's news from the same "mold".

In general, the party press, its typological characteristics, specialized features, ultimately, according to its essence, should respond to the name "party newspaper" in the literal sense. Due to this, the pages of such newspapers must have materials consisting of a number of specific topics and directions, such as "inter-party struggle", "inter-faction competition", "party building", "self-criticism", which are unique only to these publications. In fact, this is what makes it different from other press organizations.

In the process of analyzing the newspapers, we focused on the topics arising from the program and regulations of the party. Before presenting the results of the analysis, it is worth noting that in the issues of the newspaper during the 2014 elections to the Oliy Majlis of the Republic of Uzbekistan and the local Councils of People's Deputies, and the 2015 and 2016 elections to the Presidency of the Republic of Uzbekistan Among the articles, the materials covered under the headings "Self-Criticism", "Inter-Party Competition", "Inter-Faction Struggle" were almost not noticed. To be more precise, during this period, it seems that didactic materials took the leading place on the pages of newspapers, as well as in private publications. In contrast to the "Milliy tiklanish" newspaper, the public relations service is relatively satisfactory. Under the sub-column "Ask and we will answer" it is possible to provide materials in the form of short answers to questions received from newspapers.

In the article entitled "Bills under factional discussion" published in "Adolat" newspaper under the "Parliament" column[7], details of the next meeting of the "Adolat" SDP faction of Uzbekistan "Adolat" in the Legislative Chamber of the Oliy Majlis on the discussion of important legislative bills are described in detail. Although the material is rich in facts, the subject is approached superficially.

In the "Politics" column of "Adolat" newspaper, journalist Ilyas Sakhatov's article titled "Discussion of issues compatible with our program ideas"[8] was published. The article talks about the next meeting of the "Adolat" SDP faction of Uzbekistan in the Legislative Chamber of the Oliy Majlis. The activities of the Ombudsman in 2014 and a short interview with the deputies of the "Adolat" SDP faction were mentioned. Although the length of the article is not large, the author's conclusion on the topic covered in it is not stated.

Columns help the reader to choose informational texts and distinguish them from each other. This situation places a special responsibility on the journalist. Simple and concise, attention-grabbing columns have a special place in covering a large audience of the newspaper. It became clear that the columns in the publications of political parties are short, often consist of only one word or a combination of words, reflecting the name of the text. From this expression, the reader will have an initial idea about the meaning of the text.

We can conditionally classify the columns in the publications of political parties as follows:

- Permanent, ("Ask and we will answer", "A clear question - a clear answer")
- Special, ("Comment on the draft law", "The law was signed", "Rights and duties", "Attitude")

- Seasonal, (“2014 - Year of the Healthy Child”, “2015 - Year of Honoring the Elderly”) are columns.

In the articles published during the 2014-2016 election campaigns analyzed in the research work, we involuntarily noticed large pictures decorating the pages of newspapers, almost most of them serve only as external decoration. In our opinion, the issue of promoting the ideas of the program seems to be a little lax. While political parties operate within the framework of their ideologies, their goal is not to divide society members into different groups and classes, but to ensure the well-being of citizens, a free and prosperous Motherland, and a free and prosperous life. made it. Also, the political parties of Uzbekistan have an extremely important task of further improving their programs and finding their identity in front of the entire population and electorate. Undoubtedly, it is necessary for the parties to have common ideas that unite the people and the nation together with different goals and tasks. In recent ears, new methods of information distribution, such as infographics, polls, etc., have appeared in the press publications of political parties. But it is difficult to find such methods in the publications of the time we analyzed.

We will conditionally analyze the articles published by political parties in 2014-2016 into the following types in percentage form.

According to it, the analyzed party slogans:

- articles covering the activities of political parties make up almost 90 percent of each issue;
- 3 percent of articles on international life in each issue;
- 4 percent of conversations on important topics;
- Useful tips and entertaining articles - 1 percent;
- It was found that articles related to the announced ear and state programs make up 2 percent.

Conclusions and Suggestions. If we conclude from the above, relatively activeness can be seen in party publications published during political processes. At the same time, the control function of the mass media is based on the priorities of public opinion. This aspect is consistent with the priorities of political parties. Through their publications and websites, political parties directly participate in political changes by focusing the attention of the authorities and the public on the current issues of the time and thereby unite their electorate, forms its priority goals through public opinion.

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