

A NEW STAGE OF PUBLIC RELATIONS IN SOCIETY

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Abstract: *The role of information service employees in working with the public, what kind of work an information service employee does today, what opportunities are being created in our country for representatives of this field*

Key words: *Publicity, PR field, Information service, reforms, journalism, employee, mass media.*

It is not a secret to anyone that the time is rapidly developing, and the question of man and his value requires more attention. Today, the study of public opinion is an important criterion in mutual relations. Of course, public relations serve the development of society. In fact, the fundamental essence of the reforms being carried out in our country focuses on the issue of man and his value. Decree of the President of the Republic of Uzbekistan No. PF-4947 of February 7, 2017 "On the Strategy of Actions for Further Development of the Republic of Uzbekistan" No. PF-5185 of September 8, 2017 "Administrative in the Republic of Uzbekistan Resolution No. PF-5430 of May 4, 2018 "On Approval of the Concept of Reforms" "On Measures to Radically Increase the Role of Civil Society Institutions in the Process of Democratic Renewal of the Country" and other normative regulations in the field - the processes of implementation of tasks specified in legal documents, in turn, lead to further improvement of relations with the public. Today, the activities of almost all offices and organizations in our country are developing on the basis of public relations.

As we know, public relations technologies PR (public relations) have a certain characteristic of influence on public consciousness. Public relations has an optimistic mood, it lives in anticipation of the future, the successful communication built between them will help the normal development of society and stop the influence of alienation of people from power. Public relations is primarily concerned with receiving feedback: from the public to the organization and informing it not only with the help of mass media. PR technologies, including charity, help to create and maintain a positive image of the company using long-term social programs. Many foreign companies pay great attention to creating an attractive image of their organization with the help of PR technologies. A lot of money is spent on attracting highly paid specialists in the field of public relations to conduct large-scale marketing research, develop and implement a whole set of

socially oriented programs. And these actions are certainly justified. They allow to increase the rating of the company and organization. The employee of the information service should have complete information about the team of his organization - from the leader to the ordinary employees. (It is advisable to collect as much information as possible) During his entire career, he receives information from this team, invites him to cooperate with the mass media, organizes joint events, conferences, and creates his image. The purpose of public relations is to continuously inform the public about the organization's programs and plans, daily activities, and on the other hand, to study the attitudes, opinions, suggestions and objections of people with extensive experience in the field. The Information Service will perform this task. First of all, the head of the organization that established the information service should understand its tasks.

If the head of any organization acts based on the information of the Information Service, it will be possible for his programs and plans to be fully implemented. The image of such an organization is growing more and more. The image of the head of the organization that effectively used the information service will be correspondingly higher. The information service, first of all, strengthens the relationship of the head of the organization with journalists. In turn, media workers help to consistently develop the organization's relations with the public. The leader who organized the work on this basis is in practice

can continuously develop the activities of the organization, and the formation of this front will definitely depend on the PR specialist. Another task of the information service is to ensure regular appearances of the head of the organization in the mass media. Of this

for that, it is necessary for that leader himself to show initiative. That is, it is necessary to consult with the head of the Information Service about what article to publish in the newspaper, what topic to interview on television or radio.

meetings of press secretaries, roundtables held from time to time in the center, various organizations and institutions play an important role. At these events and conferences, especially young press secretaries share their knowledge, experience, and skills

are increasing. After the press conferences of the information service

is also responsible for wide media coverage. Providing the mass media with information is an important task of every Information Service employee. In the information society, it is difficult for any organization to develop its activities without developing the Information Service. Not having a positive attitude towards the information service and the need for it

failure to provide assistance is equal to failure to ensure the organization's future activities. It is necessary to maintain sincere and reliable communication

between the head of the organization and the head of the Information Service. In many offices, the head of the information service is the head of the office in information technology or public relations is a deputy. Such an official status increases the possibility for the Information Service to successfully perform its tasks. In general, it is no exaggeration to say that the activity of information services organized in organizations fully ensures freedom, openness and transparency.

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