

ETHICAL ISSUES OF DEVELOPING THE IMAGE OF A MODERN LEADER

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Abstract: *Today, leadership is one of the most complex professions, which requires not only the acquisition of socio-political, economic, spiritual, psychological skills and knowledge, but also the acquisition of practical knowledge. In addition to having economic, general, factoring, and organizational technical abilities, it is necessary for the leader to be able to express his image (image) in a new practical way in pluralistic situations by understanding all the problems. Today, the role of the leader's image plays an important role in forming a rational, teleological (in accordance with the goal) integration of work organization by the leader.*

Key words: *competence, rational, teleological, image, leader, innovation, positive, emotional, professional.*

The image of a modern leader is a leader's face, heart, clothes, sound mind, a person who perfectly masters the art of management, behavior culture, knowledge, competence, thinking, insight, professional skills, politeness, modesty, such as human qualities, morality, beauty, example and lesson. based on the traditions of the teacher and student, it is to raise the dignity of a person, to increase his prestige, to be respected. Means: kinetic, verbal, visual. The main goal of a leader's image is to make a first impression. Accepting the concept of self. Its tools include smiling, communicating, calling by name, shaking hands, exchanging business cards, expressing words in eye contact, and using humor to establish a friendly relationship. Firm, self-confident views are considered a firm image. Image management - writing, efficient use of time, managing emotions, strong mental state. Means: home, work, raising children, ensuring a healthy lifestyle (at home, at work), maintaining balance between business trips, subconsciously programming luck (programming), strengthening cooperative relations, solving problems in time to prevent emotions, improving labor productivity to increase, to develop a culture of eliminating emotional excitement in the home office, to have a realistic approach to oneself and others, to monitor the elimination of various emotions, to positively accept innovation, to change the directions of ideas, that is, sometimes we can say the method of "excitement".

The leader's personality is complex, and the more important it is to generalize and perfect all abilities and qualities in management, the more important it is to achieve progress in the professional field with the special formation of the image (image) of the leader. As the expression of the word image appears when we say the image of the leader, we will analyze the image phenomenon in the framework of our research.

Based on the results of their research, many scientists know that the image is created by changing the image. For example, we can look at the approach proposed by A. Panasyuk based on methods of influencing the subconscious. "He says that image perception is often unconscious. According to A. Panasyuk: "People's behavior is often determined by moral norms in the mind".[1; 240] A. Panasyuk expresses the principle of conveying information to the recipient's subconscious as "it is necessary to do so that the information reaches the recipient's subconscious without his knowledge". Researching the mechanism of his information reception, he points out that the stereotype of information reception can be changed only by influencing the subconscious through information that creates a new image. In this case, the author must confirm and repeat the information that creates the leader's image and pass the "confidence promodel" (reliability test). A. Panasyuk emphasizes the compatibility of information from different reception directions. If the information does not match the different intersections, it creates distrust towards the leader. A. Panasyuk emphasizes the complexity of changing the negativity and positivity embedded in the mind in the dogmatic-conservative form of accepting the authorities. His approach is the construction of the real "I" at the expense of external changes. According to A. Panasyuk, "present the positive aspects of your character that bring peace to the person you are communicating with, without showing the behavior of the relationship that shows the negative aspects of your character".[1; 240] Also, he makes effective use of psychotechniques in creating an ideal model of the leader's image, and by psychotechnique, he means the non-verbal or verbal methods of the leader's behavior that are considered "correct" and emphasizes the need to be able to apply.

In the "social perception" model of A. Bodalev, a researcher of the substantial components of the image phenomenon, the image is evaluated as the main indicator of the leader's work efficiency. In his research on the psychology of influence, this model can be successful or unsuccessful depending on whether the body, facial structure, and facial expressions of people match the personal characteristics of the leader in different

contexts. N. Obozov, who conducted research in this direction, expressed an opinion about the image - according to expressive and anthropological characteristics, the appearance of an individual is accepted by the community [2; 18] explains. Proponents of various trends in image research develop their own approaches and principles to image formation. American scientists K. Daniel, O. Konel expressed their opinion on the formation of the leader's verbal image. Speeches are expressed in the form of command, ... in a low tone compared to subordinates. There will be many breaks in it" [3; 223-226] is called. Thus, K. Daniel, O. Konel distinguish the following types of image. Objective is subjective. It is understood as the surface manifestations of the activity of the organization (enterprise, corporation). This includes the products of the organization (enterprise, corporation), the uniform and behavior of its employees, and relations within the corporation. Natural - artificial. Organizational image can be created using two different methods. The first is to purchase the company's goods and use its services. The second is dedicated to the "boot" features. Cognitive - emotional. The image of the organization is described as a combination of imaginary images and mental components. Imaginary images include descriptions of the cognitive process, that is, thinking systems with the help of images created after receiving information through hearing and vision.[3; 223-226] F. Perlz, and supporters of the individual theory and psychotherapeutic effect (gestalt therapy) recommend to focus on the image of the leader as a whole organism, that is, as a real and concrete phenomenon ("here and now") and form (figure and background matching).

The strategy of forming the leader's image is recommended by supporters of cognitive imageology as the only strategy (perceived by the subject) that teaches work management. Similarly, supporters of the "scarcity theory" model focus on the construction of the image based on the characteristics of emotional impact. "In particular, the accuracy of target information creates intense imagination when it is scarce. In this case, the compensatory mechanisms of the mind that stimulate the imagination are activated... the degree of freedom to reach the end of the thought... is strictly controlled by experts." [4; 61]

So, the image shows only the personal and limited professional aspects of the leader in collective relations. These are filled in by the recipient's imagination, but too much information can be distracting. Therefore, when image makers are forming the image of their target leaders, they hide most of the information in the leader's private block without revealing it.

According to modern image makers, lack of information arouses great interest and pleasure imagination in the public or community.

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