

4. A dictionary of synonyms of the Azerbaijani language. Baku: Yazıcı, 1990, 472 p.
5. Jafarov S. On the case study of the turning to postpositions of nouns in modern Azerbaijani language / teaching methodology of linguistics subjects. Baku: API publication, 1987, p.86-93
6. Huseynzadeh M. Modern Azerbaijan language. Part III, morphology, Baku: Şərq-Qərb, 2007, 280 p.
7. Kashgari M. Diwan Lughat al-Turk. IV volume, Baku: Ozan, 2006, 752 p.
8. Kazimov G. Modern Azerbaijani language, morphology. Baku: Elm və təhsil, 2010, 400 p.
9. Dictionary of ancient Turkic monuments. Baku: API publication, 1992, 128 p.
10. Manafov N.R., Behbudov J.M. Auxiliary speeches in Azerbaijani dialects and accent. Baku, 1992, 85 p.
11. Mirzazadeh H. Historical grammar of the Azerbaijani language. Baku: Maarif, 1990, 376 p.
12. Rajabli A. Morphology of Goyturk language. Baku: BU publication, 2002, 475 p.
13. Shukurov A. Historical grammar of the Azerbaijani language. Baku: API publication, 1981, 100 p.
14. Tanriverdi A. Historical grammar of the Azerbaijani language. Baku: Elm və təhsil, 2010, 458 p.
15. Zeynalov F. Auxiliary parts of speech in modern Turkic languages. Baku: Maarif, 1971, 312 p.
16. İvanovna Q.İ. Syntactic synonyms in the Mari language. AKİ, Yoşkar-Ola, 2011, 21 p.
17. Kononov. A.N. Grammar of the modern Uzbek literary language. WPI. AN SSSR, Moscow-Leningrad, 1960, 295 p.
18. Malov S.E. Monuments of ancient Turkic writing. Moscow-Leningrad, 1951, 92 p.
19. Serebrennikov B.A. About some problems of historical morphology of Turkic languages. – The structure and history of Turkic languages. M.: Hayka, 1971, 211 p.
20. Comparative historical grammar of Turkic languages. Morphology. «Hayka», Moscow, 1988, 560 p.
21. Nowadays Turkmen language, Ashgabat, 1960, 487 p.
22. Nowadays Turkmen language. Tashkent, 1957, 497 p.

Kudrathodjaev Sh.T.

Rector of Journalism and Mass Communications

University of Uzbekistan,

Candidate of Political Sciences

Irnazarov Sh.K.

researcher

ANOTHER LOOK AT PR-COMMUNICATION

Abstract. This article is about the fact that recently criticism has been intensified against the modern infosphere in general, public relations services separately. In particular, it is argued that they cannot be completely trusted, because they often manipulate public opinion and do not adequately perceive the processes that are taking place in reality. In contrast to this point of view, the idea is being made that they, with knowledge of the fundamentals of media education, help individuals and social groups make the right decisions, which gives the right to talk about the infosphere and PR activities as a navigator in an increasingly complex world. In addition, most importantly - they have accumulated rich experience that has been successfully used in various areas of human life.

Keywords: *infosphere, media virus, protopiar, public opinion, fake news, branding, press service, brand, media theoreticians, communication service, public relations, PR sources.*

In recent years, among intellectuals engaged in the field of media theory, more and more acute questions have arisen: how much does humanity, which created the modern infosphere, control the processes taking place in it? Is an uncontrolled increase in information volumes threatening the emergence of dangerous media viruses that distort the perception of reality? [1; 4]. From the point of view of media controllers, the infosphere was created as a means of controlling the public, because “The broad masses are too stupid to understand the difficulties that governing the country are associated with” [1; 29]. Therefore, the authorities “need to determine the best course of action, and then “fabricate” citizens' consent to measures that they do not want, but which are taken in their own interests. Instead of convincing the public with the help of intellectual arguments, public relations experts seek to

primitize problems and often cause emotional reactions in viewers” [1; 4].

As if in continuation of this thought, one of the most prominent historians of our time, Yu. Harari, notes: “Not only religions and ideologies, but business rely on fiction and fake news. Branding involves an endless repetition of one fictional story until people believe in it” [2; 289]. And he explains: “What picture pops up in your mind when you think about Coca-Cola? Healthy young people involved in sports? .. Or obese diabetics in a hospital bed? Drinking a lot of Coca-Cola will not make you young, healthy or athletic - it will more likely increase the likelihood of obesity and diabetes. Nevertheless, Coca-Cola spent billions of dollars over several decades to be associated with youth, health and sports - and millions of people unconsciously believe in this connection” [2; 289-290].

In the present context, one can refer to the recall of the famous Russian international journalist, writer V.N.Snegireva about the activities of another communications service. "Press services exist," she says. - not to share information, but to hide information. It's, as you understand, it's about the information that interests the media, and not about the information that shows the agency or commercial structure in exclusively pink colors". <https://artem-kazhdy.livejournal.com/326603.html>

From the foregoing, we can conclude: the modern infosphere, including PR communication among media theorists and some part of the public, causes a far from unambiguous reaction. A popular American specialist in the field of mass media D.Rushkoff, one of the sections of his book "Media virus. How pop culture secretly affects your consciousness" in the first chapter of the "Infosphere", one of the paragraphs entitled "The End of the "PR Age" [1; 9].

However, one tendency is now clearly outlined: they often resort to PR for purely propaganda purposes, i.e. imposed certain values, a special philosophy of lifestyle. But is it worthwhile to completely deny this type of communication on this basis. And is this not reminiscent of a story when the appearance of photography was declared the end of painting, the emergence of radio heralded the end of newspapers, television - newspapers and broadcasting, etc. Although the past provides a lot of interesting and instructive experience in the formation and development of public relations.

Let us dwell on some significant events of the past, especially since they are successfully used to this day.

"Public relations", "press service", "information service", "communication service", "public information department", "consumer relations department"- all of them are synonymous with the concept of PR (public relations). This field of activity, which has gained wide popularity today, has a long history and we have the right to say that it originates in ancient times. Its formation and development took place ambiguously and smoothly, and often - contradictory. A clear idea of evolution, its main stages, allows a deeper understanding of the place and importance of PR in the modern world, as well as their effective use to achieve the desired results. Comprehension of these processes is dictated not only by obtaining the necessary knowledge and information, but also to use the experience of the past, where there are examples of successful actions to establish favorable relations with the public.

It is enough to give an example when the methods born back in ancient times are effectively applied today, in particular, in the teaching of law and business at Harvard. This refers to the practice of Socrates, who was the first Athenian mentor who built his moral teachings through dialogue. Subsequently, they were adapted by Aristotle to each specific discipline. He conducted classes in the form of a walk, conducting dialogue with his students. Subsequently, they were adapted by Aristotle to each specific discipline. He conducted classes in the form of a walk, conducting

dialogue with his students. Guided by these methods, classes at the Harvard Law School were first conducted on the basis of real court cases, and then lawyers followed the example at Harvard Business School, where the practice of dialogue analysis is built on specific life situations. In both cases, this is done to strengthen the assimilation of theoretical and practical materials of the courses taught. "Nowadays this methodology, as one of the world's leading experts in the field of business strategies P.Bowes notes, "is used by higher educational institutions of the whole world: not only future lawyers and managers are trained this way, but also doctors, journalists, teachers and even priests - they are taught not only to conduct services, but also to solve problems that they may encounter in their parishes ... Now this is a common picture that clearly illustrates the process of extracting wisdom and knowledge, and knowledge from information" [3; 26-27]. In conclusion, P.Bowes writes: "The companies that hired graduates of the business school were pleased that the new employees were well versed in the everyday business management practices, and not just learned abstract book knowledge" [3; 27-28]. And there are many such successful examples taken from the experience of the distant past.

Many research papers claim that Ivey Lee and Arthur Page are pioneers in public relations. Without denying their outstanding contribution to this area and paying them a well-deserved tribute, we note: the secrets of skillful communication between the "leader" and "followers", the monarch and subjects, overlord and vassals, originated even earlier: almost with the advent of a reasonable person. Since ancient times, this sphere of communication was born and functioned using methods and techniques, about which we can say that they were the forerunners and prototypes of public relations.

The proto-forms of public relations consisted not only in the exchange of information and communication between people, but primarily in the fact that always and at all times there were problems between people that required regulation and reaching agreement. Some studies even say that the first example of establishing public relations is the veneration of a deity by a person, who, in turn, created a person who, as it were, created his first image maker (ancient Greeks, Romans, Egyptians, as well as other nationalities of that period, many gods were worshiped).

The leaders of the primitive communities also used protopiar, seeking the location of their environment, not only through coercive measures, but also by forming among the representatives of the clan a certain positive opinion of themselves, or, using modern terms, creating some kind of desired image. Such situations, being an urgent need for human communication, and of social life itself as a group, arose in different regions at the same time, therefore it is impossible to determine exactly which country, who specifically are the homeland or founder of the early forms of PR. So, E.N.Pashentsev wrote: "The ritual dances of the shaman, the first drawings on the cave

walls of the first artist of the Earth, the bloody sacrifices, the leader's speech in front of his fellow tribesmen - all these forms of social communication were a distant prototype of modern PR" [4; 34].

This was due to the fact that people tried to achieve mutual understanding and trust. Long before the letters and numbers appeared, they used cuneiform writing and pictograms. In the caves of primitive people you can see wall paintings. Messages in the form of paintings are also located on such ancient structures as the pyramids. By the time preceding the emergence of Egyptian writing, there are several finds that are examples of descriptive and graphic way of visual communication. The most famous of them is the Narmer palette, dated around 2850 BC, which is a slate plate with the feats of a certain lord depicted on it.

Unfortunately, no one today will name a person who has taken the first step for the development of science and art such as PR in the future, as well as the first farmer, inventor of the wheel, scribe and calligrapher, etc. It just so happened that history cared about preserving only famous personalities in memory.

The preparatory phase was quite lengthy. A microscopic embryo, from which many centuries later developed and grew into a PR, which now has become an important component of the modern infosphere. Even in ancient Mesopotamia, wine, grain and livestock traders had their own brand names - emblems that allowed them to identify their products. The presence of the stigma with which skillful artisans (potters, jewelers, gunsmiths) marked their goods should also be attributed to the most ancient elements. Along with them, the property sign was widely used - a brand that was burned not only on domestic animals, but also on "living goods" - slaves. This was the development and implementation of iconic means, which over time, after many centuries, were transformed into logos, brands, trademarks.

About this V.G.Korolco explained briefly: "Monuments, various forms of monumental art of the ancient world are evidence of the first attempts to influence people. Pyramids, statues, temples, tombs, paintings and ancient monuments of writing are all examples of the perpetuation and deification of rulers, whose strength rested on religious beliefs. Ancient art and literature also glorified the heroic deeds of commanders and leaders, presenting them to the public as gods or like gods. It was not by chance that the speech of the leaders or those who strove to belong to them was full of eloquence ..." [5; 25-26].

But who initially threw the "grain" from which subsequently the PRs themselves "sprouted"? Is it not a merchant of living human goods (slaves) from Ancient Rome who said: "He hears well with both ears, sees with both eyes. I guarantee his abstinence in food, honesty, humility." Or was it a plotter-plotter? He knew how to create them, was a rather respected person in the society of those years. It was believed that the deity could read such a tablet and fulfill what is written on it. Or maybe it's the ancient Egyptian priests, ideologists? According to Egyptologists, they did not set out to suppress the will of the Egyptians by religion

and did not intimidate ordinary people with it. Moreover, religion for that civilization was the key to social development and personal improvement.

We still know little about the origins of "civilization" (the organization of people in sustainable communities). Nevertheless, it seems that we owe many of the achievements of modernity to the ancient Babylonians. In particular, they were experts in the field of astronomy, and there is evidence that twelve zodiac constellations and division of the circle by 360 degrees, just like an hour by sixty minutes, and minutes by sixty seconds, ascend to them.

The question of what knowledge the Egyptian priests possessed is still an open question. But one thing can be said for sure: the vast majority of scientists do not deny the version that humanity today uses their discoveries and technologies. In addition, the priests were engaged in science: they made astronomical observations, made mathematical calculations during the construction of buildings, observed various natural phenomena, conducted, as they say, "opinion polls", reporting on the results of their work personally to the pharaoh.

Centuries later, Timur ibn Taragai Barlas left a similar inscription during his campaign against Tokhtamysh in 1391. He ordered the inscription in Chagatai to be knocked out near Mount Altyn Shoky in Uyghur letters - eight lines and three lines in Arabic containing the Quranic text. "In the name of Allah the Merciful, the Merciful!" Lord of the Existent, Sanctuary of Truth, Vigilant Protector, Almighty and Almighty, Wise Giver of Life and Death! In the summer of seven hundred and ninety-third, in the middle month of the spring of the year of the sheep [April 6, 1391], the sultan of Turan Timur-bek rose with three hundred thousand troops for Islam to the Bulgarian Khan Toktamys Khan. Having reached this area, he erected this mound to have a memorial sign. God willing, God grant justice! May the Lord show mercy to the people of the country! May they remember us with a prayer!" [6].

Or maybe the countdown should begin with ancient sculptors, who, with their sculptures of statues of rulers, commanders, eminent citizens and panegyrics (laudatory inscriptions) to them, laid the first brick for the initiation of public relations activity. Does their work not remotely resemble the work of modern image makers engaged in the formation of a positive image of a particular personality.

The rudimentary elements of public relations are also found in descriptions of the "official duties" of royal scouts in ancient India. In addition to the actual tracking, they were charged with keeping the king informed about the mood of his subjects, public opinion, creating a favorable image of his overlord in society and spreading rumors beneficial to the government as a whole. Already in those days, the need for a third party was recognized, which would provide information communication and settle problems between the ruling elite and the people.

There is a large, albeit little-known literature proving that in all the ancient states - Babylon, Egypt,

India and China - such primary forms of PR as dialogue and the art of communication were highly valued. In many ancient manuscripts that have survived to this day, one can guess the features of commercial PR. Thus, the British Museum stores a unique papyrus with inscriptions, and in Shanghai - a wooden plate dated to the 10th century with an engraved image of goods.

A historical analysis of public relations shows that many of its features as a social institution were laid long before BC. For example, the laws of the Babylonian ruler Hammurabi regulated the economic, and family relations of Mesopotamia at that time. They limited and regulated private property relations, asserted state control over economic life. According to some researchers, the modern principle ("innocent until proven otherwise") actually follows from the Hammurabi Code. In the case of self-mutilation, the principle of talion (eye for eye) is consistently carried out, although if the social status of the guilty party is higher than that of the victim, the punishment is much milder. Currently, the post with the laws of Hammurabi is stored in the Louvre.

In this context, it is interesting to refer to G.G.Pochepstova, who quoted Frank Jeffkins, probably implied the ideas of his work Public Relations (London, 1992): "You can also say that the holy books of world religions are a form of public relations in which ancient scribes tried to convey an understanding of their faith" [7; 32]. Therefore, it can be argued that the scriptures of the main world religions that have survived to this day contain in one form or another the elements of modern PR, since the ancient scribes tried with their help to gain an understanding of their beliefs.

The heralds who have been widely circulated throughout the world, both in the East (hot) and in the West, have contributed to the birth of this sphere. The purpose of their activity was to disseminate information in crowded places - markets, squares, where, in addition to trade, public meetings were held, where socially significant information was publicized: on honoring famous commanders, on ambassadors who were in the city, on upcoming battles of gladiators, government orders. The latter often hid all kinds of political appeals, which we have the right to consider as structural elements of political PR.

These processes have become more dynamic, and the use of information has become more pragmatic since the inception of cities, where social life expanded, took various forms. The division of labor, the emergence of politicians, and the formation of political institutions - all taken together contributed to the increasing role of heralds in public life. In the same period, speakers began to appear who were highly respected in society.

Science and practice of antiquity have given excellent examples of the protoforms of PR. One of them was publicity, to which the rulers of those times willingly resorted. This is evidenced by the call "vote for Caesar. He is a good man, discovered by archaeologists during excavations of ancient civilization, which in 59 BC. was placed in the protogazette "Acta Diurna". To glorify the emperor's

achievements, the Commentaries of the same Caesar were widely distributed.

One of the most popular in ancient Rome was the saying "vox populi - vox dei" ("the voice of the people is the voice of God"). Not only the great scientists Socrates, Plato, Aristotle, but also prominent figures in political and public life (Demosthenes, Cicero) tried to achieve a positive attitude of people by using, in addition to logical evidence, psychological and emotional techniques to achieve a friendly disposition of listeners. Certain phrases and ideas that were present in the political dictionary of the ancient Romans, as well as in the writings of medieval scholars, resonate with modern concepts of the formation of public opinion. In particular, the well-known word "dialectics" meant at the time of its appearance coming to an agreement as a result of mutual discussion of the problem in question in the form of a philosophical debate.

In the activities of famous speakers, important rudiments of harmonizing relations in society were laid, which are now directly related to PR-technologies. The skill and art of influencing the masses, which have an ideological and psychological influence on them, formed opinions, perceptions, aspirations that prompt one or another action.

Such an impact could be exerted by the rhetoric that social need brought to life; the main trends in the development of this art correspond to the underlying political and philosophical processes. The historical excursus shows that there were two different trends in its development: on the one hand, the desire to create a system of functional interaction based on sound philosophical and moral foundations within the framework of the triad speaker - speech - audience; on the other, to turn rhetoric into a servant of politics. The tragedy of insolubility and at the same time the splendor of the insights of ancient rhetoric theorists lies in the fact that they tried to determine all the possible regulators that ensure the effectiveness of speech interaction. She began to flourish when the ability to speak publicly became an integral characteristic of a citizen. Aristotle defined rhetoric as "the ability to find possible ways of convincing with respect to each given subject", distinguishing three types of speeches: deliberative (which are intended to incline or reject some opinion), judicial and epidemic (which are intended to praise or censure something). Socrates noted that in this case, not novelty should be valued, but "the skill and brilliance of the performer, not the originality in choosing a topic, but the ability to excel in its development" [8; 40-41].

In conclusion, we note: PR communications, both in the past and in the present, helped not only to establish trusting relationships between people, various groups of the public, but also helped to navigate the environment. Now they help in the selection of goods and services, participate in political and social processes. The world is becoming more complex from year to year, where it's hard for individuals to do without the appropriate navigators, which are just PR and political technologies.

REFERENCES:

1. Рашкофф Д. Медиавирус. Как поп-культура тайно воздействует на ваше сознание. М.: Ультра. Культура. 2003.
2. Харари Ю. Н. 21 урок для XXI века. М.: Синдбад. 2019.
3. Боуз П. Стратегическое искусство Александра Македонского. Вне времени: урони строителя величайшей империи. - М.: «Олимп-Бизнес». 2005.
4. Пашенцев Е.Н. Паблик рилейшнз: от бизнеса до политики. 2-е изд. М.: Финпресс, 2000.
5. Королько В.Г. Основы паблик рилейшнз. М.: "Рефл-бук", К.: "Ваклер" - 2000.
6. Надпись Тимура 1391 г. // Историография и источниковедение истории стран Азии и Африки, Вып. XXI. СПб. СПбГУ. 2004.
7. Почепцов Г.Г. Паблик рилейшнз для профессионалов. М.: Рефл-бук: Киев.Ваклер. 2000.
8. Кондратьев Э.В., Абрамов Р.Н. Связи с общественностью: учебное пособие для высшей школы. М.: Академический Проект. 2008.

Rakhimova Gulbakhor Valijonovna

*Lecturer at Fergana Regional Center
of Public Education Training and Retraining Staff,
Uzbekistan*

IMPROVEMENT THE CULTURE OF USING MEDIA FUNCTIONS OF ADOLESCENTS

Abstract. The scientific article highlights the functions of shaping the culture of using media by adolescents and their quality formation in practice.

Key words: modern information, free use information, information force, and activity motivation.

Enhancing the pupil's world-view through modern sources of information, increasing his or her mind, is undoubtedly one of the main advantages of the 21st century. However, information circulating around the globe, including innumerable propaganda for adolescent personalities, contributes to the decline of moral standards and endangers the mental and physical health of the younger generation.

Nowadays, children have tremendous freedom of information. One of the main problems that students interact with in the information environment is their inability to distinguish between the good and the bad of the information; excessive access to information is the lack of information security. That is why the question of the ability to receive information has become the most important issue today.¹

In today's globalized world, information plays an important role in international and interstate relations.

The unanimous opinion is that the media evoke new ideas that are incompatible with the national mentality. Therefore, the media require and the development of a culture of media use in teaching and learning to identify what is important in educating students, controlling their influence, and establishing a culture of use.

We all see that modern information technology gives mankind tremendous opportunities. However, as with both sides of the coin, such technologies support the implementation of various destructive, malicious goals. Such words as "information war", "computer crime", "cyber terrorism", "information attack" are emerging in our language. Information can also be seen as a major means of provoking an information attack at

the hands of malicious people. The main reason for this is the ease and speed of information dissemination. Given the ever-evolving nature of information technology, it is easy to see that increasing awareness about the use of information not only for young people but also for older users is important. Today, even our mobile devices are connected to the Internet. According to scientists, 85% of the information is obtained by viewing information and the remaining 15% by hearing. Therefore, the role of television and the Internet in this regard is ever increasing.²

In the context of globalization, it is not only a positive impact, but also an understanding of the essence of the moral dangers posed by the media, the moral dangers posed by art. However, as the first President of the Republic of Uzbekistan I.A.Karimov wrote, "today, in some parts of the world, as a result of such actions, there is a great moral loss, the age-old values of the nation, national consciousness and way of life, morality, family and community life. And that their behavior is in serious danger".

As the scholars of the East said, "The greatest riches are intelligence and knowledge, the greatest legacy is good education, and the greatest poverty is ignorance!" Therefore, the acquisition of modern knowledge, genuine enlightenment and high culture must be a lifelong commitment for all of us.³

Education plays an important role in adolescence. They like independent forms of training. Successful adolescents in science, their interest, and the ability of the teacher to explain the teaching material in relation to children of other times are dependent on the subject.

¹ Ф.М.Кучукбаев, Д.Ф. Абдуазимова, Р.Х.Джураев, М.С.Диванова, М.Э.Иноятова "Ўқувчи шахсига салбий таъсир курсатувчи интернет сайтлари ва телекурсатувларнинг уларда салбий ҳис-туйғуларни вужудга келтиришнинг олдини олиш бўйича профилактик коррекцион дастур". Тошкент-2016 й. 9 бет

² Ахборот кураши – ахборот хуружими? www.biznes-daily.uz. 6 февраль 2017йил.

³ (Ўзбекистон Республикаси Президенти Шавкат Мирзиёевнинг Олий Мажлисга Мурожаатномаси 2020 йил 24 январь)