

PR SOCIAL CONSEQUENCES OF DESTRUCTIVE TECHNOLOGIES USED IN THEIR COMMUNICATIONS

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Abstract

The article analyzes the concept of PR and its importance, its formation as a separate area, methods of full and effective transmission of information to the target audience using PR technologies, destructive PR technologies, their application and social consequences.

Keywords: Public relations, Communications, PR Technologies, Media, destructive PR technologies, "black" PR, election and professionalism.

Public relations (abbreviation form PR) that is, since the field of Public Relations is a new branch of journalism, scientific research on its research is being carried out in intensive pictures. First of all, the need to research the peculiarities of PR in the non-state structure and various technologies used in PR Communications is increasing every day due to the fact that this area is one of the new areas that are developing in our country, it is studied only as a branch of journalism, mainly in public administration and electoral processes. The main reason for this is that PR service in a non-state structure is a certain layer of society (youth, women, the elderly, workers, etc.) operates with representatives. This ensures that information is fully communicated to target groups using a variety of PR Technologies regarding specialized areas rather than the general transmission of information to the entire stratum of society.

And the effectiveness of PR communication depends on a number of factors, which are considered the main indicators of the process of establishing public relations. For example, it is possible to find a professional contact person, transmit information that attracts public attention on one of the well-known channels, establish effective two-way communication. However, there can be many obstacles in the process of getting information from the source to its recipient. The informal censorship carried out by the editor can lead to a change in the content of the information itself, such as the fact that each Media (a form of abbreviation media) can adapt the information to its content. Also, a certain role in the public perception of information is played by the pose of various social groups or the nature of Information selection based on the values and principles that have formed in their consciousness. Because, in many cases, it is these principles and values that determine the effect of influencing the collective consciousness, managing it, in other words, communications.

Of the specific characteristics of mass communications, it is known that any information that passes through the channels of mass communication is modified or modified and described until it reaches the public from the source. Here he was one of the researchers of the field of public relations A.N.Chumikov it is worth noting that it is true. In his opinion, if the direct transformation of information is observed in any case, then it is desirable to strive to control

the flow of information in order to "consciously change information", that is, to prevent the undesirable transformation of information.

At this point, it is permissible to dwell on PR technologies that are being pumped to convey information to the target audience. It should be noted that destructive PR technologies are becoming more popular than constructive PR technologies.

Hence, the term destructive is derived from the word *inlizcha* destructive and means destructive in the Uzbek language. That is, this type of technology is used to intentionally undermine or distract from an existing situation. Such technologies are also called "black" PR technologies. The period of active application of this type of PR technology is an electoral process. Unfortunately, "black" PR technologies are also widely used in elections on a democratic basis. "black" PR can also manifest itself in a cultural form, and it will be much more difficult to realize the degree of blackness or blackness of such a PR.

There are many types of destructive technologies, and each of them acquires a certain purpose, meaning. Firstly, this type of technology is manifested in the form of mandatory promotion, and secondly, on order, it is carried out on a fairly large scale. Thirdly, although the publication is not recommended by the person in charge, but the printed material can also be "black" PR material. Fourth, shedding the reputation of political opponents with the help of slander is a common type of destructive Piar. "We are never deceived, we ourselves make it possible," wrote Johann Wolfgang von Gete. In this place E.N.Pashentsev's opinion is also justified: "it is difficult to enter into the trust of the public, the voter, but it is easy to deceive him." Another addition to this is that it is also clear that the acquisition of public consciousness, its control is more difficult than it. Indeed, wherever thoughtlessness, indifference, disorganization reign, there is a possibility of deception wounded. However, even in today's era of information awareness, intelligence, opportunities for deception, distraction, influence from Zim have been formed that consciously being able to expose and resist them is a challenge for the most part. The fact that even in history authoritarian politicians came to power and received public sympathy surprised many analysts (an example of this is the coming to power of the Nazis in the 30s of the XX century). Such a situation is explained by the formation of manipulative technologies and the decision of methods of influencing and controlling the psychology of the masses from Zim.

Experts prefer to call such technologies "destructive technologies". First of all, these technologies are assessed as activities contrary to existing election legislation. But there is not always an opportunity to take legal action against them. Secondly, these technologies do not recognize ethical standards. The main thing is that the use of such technologies can lead society to disharmony, the formation of legal nihilism, the decision-making of political depression (apathy) and the destabilization of the management system.

Let's turn to examples: on the eve of the election in one of the regions of Russia, the anti-candidate in a managerial position, the moholic side applies several such technologies. Exposing leaflets-it is, through the press, compromises are made with tons of references to voters. As a result, mer switches to self-justification. The expected result will begin to pay off. In the first round, he loses about 10% of the electoral vote. In the second round, however, he strikes back and wins. With the help of political technologists, the mayor publishes two leaflets and ensures their distribution throughout the territory. These flyers are thrown up to the men's

mailbox. The first leaflet deals with the unprecedented funds spent by the muholif party for the election campaign. The second leaflet informs that these funds are provided by those in the criminal circle. In the election, the mayor's hand comes high, but after a little opportunity he feels that the technologies he and muholifi used had a significant impact on the political situation, undermining governance. People begin to express their distrust of the authorities, as well as its interlocutors. Political apathy is raging. Victory will cost the mayor very expensive .

Today, experts equate the political situation with the ecological environment. Just as environmental pollution has led to an environmental disaster, destructive technologies also lead to destabilization of the political environment. From this point of view, the application of Pure Technologies in political processes, work with reference to moral standards and justice are considered in all respects appropriate.

To combat destructive technologies, it is necessary to have detailed information about them. At this point, it is not always necessary to evaluate the distribution of a compromise that makes the candidate notorious, undermines his reputation as a "black" technology. Because this accusation can be justified and true. The law also guarantees the right of any person to express an opinion against the candidate and call for a vote against him. If the notorious information does not correspond to reality, the appropriate penalties can be applied, being legally qualified as slander or insults. Experts judge the electoral process precisely as a period that allows the truth about politicians who have been kept secret to pop onto the surface at some point. For some reason, elections are a time of trial and hard for society and the public.

Some manifestations of destructive technologies. The technology called " evening call " has passed its era in Western countries and Russia.

However, this technology can work in countries where it is not used. The voter is bothered by a phone call midnight. The person who introduces himself as a supporter of a particular candidate or chief of staff asks them to vote for that candidate. The conversation can also take on a different look. For example, the opinion of the voter about the candidate is asked. Importantly, a negative attitude towards the candidate's personality is generated in the voter awakened from sleep, and he will never vote for this candidate. Another method is that under the pretext of conducting a social survey by phone, the candidate is asked about his involvement in the mafia, that he has a large sum in the Swiss bank, that he is an agent of Foreign Intelligence. With this, the purpose of associating the name of the candidate with criminal activities and generating an opinion against him is pursued. Technologies like these have certainly been used by the opponent, causing the formation of a negative attitude towards the candidate. In the West, "do the opposite" against this technology, that is, vote for the same candidate, a method of striking was formed at his reception.

Another manifestation of destructive technologies is associated with the spread of various rumors. Although the rumors are not so convincing in the character of communication, they are considered effective in terms of attracting the attention of many and spreading rapidly. Also, rumors undergo major changes, exaggerations throughout the spread. Every communicator person who spreads the rumor will certainly speak by adding to himself. In this regard, supporters of the " black " PR try to ensure that the rumor is convincing and disseminated by a convincing person. Volunteers hired from special promoters or citizens will

tell stories and draw the attention of the population in a convincing way in community transport, in the market and in various community places, as if they were witnesses themselves. Or if not, walking door-to-door as the candidate's illegitimate son, asking for alms also causes rumors and undermines the candidate's reputation. In general, there are so many cases that cause rumors that exposing them is a great challenge.

As you know, the most effective propaganda on the eve of the election, this is a meeting with voters. There are a number of technologies that are aimed at preventing a rival candidate from meeting with voters, using which one can easily lose confidence in a candidate. For example announcing that the scheduled meeting was postponed to another day and saying that the candidate went to rest as a reason. Voters interpret it as an act of contempt for themselves. Or setting the date of the meeting on behalf of the opposing candidate. And the result is known, voters will gather, an ignorant candidate will not come. On-the newspaper publishes an article about the irresponsibility of the candidate.

Experts believe that in order to resist such technologies, it is necessary to apply specific measures in accordance with the situation. One of the methods they proposed is called "a reaction greater than the stock". That is, given the impact of the destructive technology used, it is proposed to make a counter-strike on a wider scale, in a larger circle. One of the next methods is called "asymmetric reaction". It is known that self-justification in response to popular accusations causes a negative state of public consciousness. From this point of view, it is considered more preferable to carry out the answer not in a way of justification, but in a way of providing open information. Even by providing enough information to the population about destructive technologies and their consequences, it is possible to be protected from falling into their trap. In general, the fact that citizens are not indifferent to political processes, have strict political views eliminates the possibility of deceiving, distracting them.

Experience shows that the destructive technologies used do not always give a guarantee of winning the election. Sometimes there may also be a reflection of the expected result. In the 2008 US presidential election, such destructive technology is used against Baraka Obama, a Democratic candidate. Cartoonists from one of the leading magazines "N'yu-Yorker" describe Obama and his wife Michelle as supporters of Ben Laden. The public sharply protests against this. From all sides, charges are poured into the magazine and a boycott is announced against it.

In a short period, Obama's supporters will sharply increase. Commentators of the incident note that the "black" PR action gave the opposite result. Experts evaluate the use of "white" PR technologies in the fight against unclean technologies as effective in all respects. Still, destructive technologies in most cases can give the expected result. What is the reason for this? From the research, it turned out that the public focuses on the news of a negative nature, events (such as crashes, crises, fights, mistakes), and tries to look for more material about this. This is due to the fact that the public is constantly interested in situations where struggle, competition, opposition from the parties are observed. Therefore, destructive technologies can be more effective than they correspond to the psychological interests of people.

Today, however, a positive situation is observed, which is worth noting about. Over time, people realize that political technology is a weapon to control public opinion and consciousness in the hands of power. Realizing this, it is natural that the public seeks to protect itself from the

influence of "black" PR technologies, not wanting to be controlled by whom. As long as the penalties for those who use the "black" PR are not increased, it becomes more complicated to win over it and not allow it to be applied in practice. The main way to eliminate the problem is to ensure full compliance with the norms of the codes of ethics. After all, the true essence of public relations is aimed at ensuring mutual trust between the government and society, establishing mutually beneficial relations by conducting the PR activities necessary with the help of transparency, truth, sincerity.

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