

# The Importance of Political Image in Citizens' Political Activity

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**Nuriddin Kolkanov,**

*Associate Professor of the International Islamic Academy of Uzbekistan, Ph.D.*

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## Abstract:

This article provides information about the significance of political image in citizens' political activity in a democratic, legal state and civil society. At the same time, as a result of the change of the socio-political system, the freedom of speech, and the liberalization of mass media, the competition between various parties and groups in the political and social spheres will be briefly discussed. The opinions and experiences given by prominent individuals in this field are mentioned about the factors that help to create, develop, shape and positively influence the political image.

**Key word:** image, image maker, imageology, image creation, positive image, election, democracy.

## INTRODUCTION

One of the important factors that determine the democratic nature of countries developing towards the construction of a democratic, legal state and civil society is the extent to which the country's population's need for political information is satisfied. According to scientists, democracy cannot exist without active communication with the public. Voters should know how the government works, be aware of the decisions made, and be politically literate enough to take advantage of the opportunities given to them to directly and indirectly participate in public administration. The political image has a positive effect on the fate of reforms by influencing the level of literacy of citizens, raising their political culture, establishing democratic values in people's minds.

## DISCUSSION

Concepts such as "image" and "image maker" came into widespread use in Uzbekistan in a new era. The main reason for this is that as a result of the change of the socio-political system, the

freedom of speech, and the liberalization of mass media, the political and social spheres have become a field of competition between different parties and groups.

Based on the many definitions given to the concept of "image", it can be explained as follows: an image is a specially created, pre-determined, stable socio-psychological, emotional image that is given to someone(s) or something(s) in order to achieve a certain goal. serves to form a relatively certain idea, imagination. Due to the positive image, the image and moral character of the political leader is revealed. In the process of visual factors, his best features become a bright personality, his individuality is more clearly visible.

G. P. Pocheptsov in his book called "Image-ology" gives the following definition of the concept of "image" depending on the areas in which it is used: "An image is a set of characteristics of a sign consisting of form and content, it is a means of communicating with the public mind and a product of conscious activity" [1, 25].

And A.I. Solovev defines it as: "Image creation is the conscious formation of certain characteristics and qualities that ensure the subject is visible to society and help to solve specific political goals with his participation (winning in elections, increasing the legitimacy of the government, etc.)" [2, 519].

V. M. Shepel explains in his definition that "Image is a great tool to facilitate our communication, a magnifying glass to better see the personal qualities of people" [3, 7].

From the definitions given above, it can be seen that most of the authors, while giving the interpretation of the concept of "image", emphasized that it is a means of communicating with the public, attracting a lot of people in a certain period and place, winning elections, that is, a means that helps to achieve political goals. This process is focused on being "likeable".

## RESULTS

The image has always been there. But now its importance is increasing. This can be explained by the fact that the image is a natural product of large-scale data analysis. For example, let's say that these are characteristics that have form and substance. We need to know the external aspects that reveal the essence of the existing image.

The image also has visual properties. E. Sampson said: "We are also slaves. In our constant haste, we do not analyze every valid piece of information in depth. We will first pay attention to their visual image. A person's body, clothes, behavior show who he is before he starts speaking" [4, 44].

Some traits that are suitable for one person may not be suitable for another. Because we accept the image positively, we recognize that the image exists and that its influence is necessary. In the process of dialogue, both sides show the types of behavior that they are interested in. No one wants to create a negative or conflicting image for himself.

Personal image manifests itself as a combination of a number of external and internal factors. In particular, there are types of self-image, acceptable image, required image.

**Self-image** reflects the current state of self-esteem based on past experiences. S. Marchan notes about this: "First of all, you should respect yourself. Do the most difficult task for this. For example, study the oldest language, one of the fields of art, literature, history".

**Perceived-image** is how we appear to others. Naturally, this may differ from the above point of view. Because, in many cases, we (especially politicians and historians) do not know how the people around us really feel about us.

**Required image.** Many professions require certain image characteristics. In some cases, the type of clothing helps. For example, a military uniform gives a person prestige and dignity. The teacher's clothes are distinguished by their simplicity. So, image is a complex concept. That is why it can be interpreted differently. It is difficult to find a higher value than reputation, respect, honor. In order to achieve this, entrepreneurs, businessmen, executive directors, political leaders, and state leaders will spare nothing to improve their image. Many of them hire professionals to promote their image and pay them a lot of money. Nowadays, it should be noted that there are certain experts emerging in the world who specialize and carry out their work in this field. Those experts of this profession are called “Image Makers”. Helping to build an image (reputation, respect), these specialists are very valuable and prestigious professions.

Currently, the demand for image makers is increasing. Image makers give advice to the leader on how to appear in front of the people, what to pay attention to when dressing and speaking, how not to act inappropriately.

### **CONCLUSION**

In short, in the conditions of democracy, the activity of the state is aimed at having a purposeful impact on the society, playing a certain role in forming of a free person, a socially and politically active citizen. This problem requires interdisciplinary integration and it requires taking into account the following situations:

on the one hand, the political situation in society, the ongoing political processes, legal norms, the influence of political cultures on the political image;

on the other hand, it covers the issues such as elites and leaders, who are the subjects of political institutions, and their psychological aspects, that is, their needs and motives as well as the methods and technologies they use for government control and effective management.

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