



## Ensuring the Stability of the Political System in Modern Societies Is the Role of Socio-Political Advertising

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### **Abstract**

This article analyzes the significance of image in politics, image formation in electoral processes. The article also gives general conclusions on the importance of socio-political advertising in the formation of image in the electoral processes.

**Keywords:** *Political Image; Election; Electoral Process; Public Relations; Pre-Election Struggle; Socio-Political Advertising*

### **Introduction**

In the XXI century, it has brought human development to a qualitatively new level. Against the background of unprecedented innovations in the world, new ways of mastering the social space, including its technologicalization, are gaining popularity today. In this context, both social relations and political processes are becoming the object of technologicalization. The main purpose of the use of political technology is to ensure that policy actors effectively fulfill their tasks and responsibilities. It is well-known that as a result of the growth of mass literacy, the development of the Internet, the fact that smartphones meet the most modern requirements, citizens are demanding that the government fully perform its functions and not eliminate irresponsibility. In many cases, public scrutiny and pressure are forcing political groups and stakeholders to change their positions. While the use of socio-political advertising as a technology in influencing political processes allows to actively influence social life, the use of technology to create the image of a politician serves to realize the potential and potential of political actors.

Given the role of image in politics, professionals working in this field are constantly trying to form a political image and maintain a positive image. Image is an important form of political capital of political subjects, as well as a mechanism for its reproduction. Initially, the term “image” was used to distinguish one type of product in commercial advertising. In the 1960s, with the development of new methods of organizing election campaigns, this concept began to be widely used in the United States to differentiate political leaders. As a result, the image shifted from an economic category to a political category. In the economy, the image helps to sell products, attracts customers in banking, and in politics, it serves to form a positive attitude to this or that politician.

### ***The Main Part***

Image is the essence of advertising creativity. After all, in the implementation of socio-political advertising is important to create the image of the candidate and his reflection in advertising. Because the image is “materialized” only when it is made public, and the image that is not made public is not available. The role of the image in the election victory of the candidate, in ensuring the legitimacy of the government in crisis situations, in popularizing the political leader will increase. According to experts, “the movement of image makers can provide an average of 15-20% of the vote to a talented candidate” [1].

Subject-object relations in socio-political advertising have their own characteristics. The candidate’s communication with voters is often of an indirect nature. This is due, on the one hand, to the need to influence a large number of people (using the media for this), and, on the other hand, to the inability of an individual to express his whole human nature and qualities in public. Therefore, a certain image, which contains the real qualities of the candidate and the ideal qualities that reflect the interests of the electorate, is lost and separated from him. The image serves as a mediator between the leader and the public, inspiring the people, expressing people’s aspirations. The voter receives exactly this image, that is, the image. Qualities related to the leader’s attitude to a particular policy, worldview, biography and appearance are expressed in the image as a whole, based on the wishes of the electorate.

Indeed, given that most voters do not have the opportunity to communicate directly with the leader face-to-face, we understand that the choice depends more on his or her image than on the candidate. In this case, more important than the identity of the candidate is what image he is presented to the voter. In this regard, in 1968, the organizers of R. Nixon's election campaign explained their strategy of action as follows: “We must change the impression about him, not the person” [2].

The Latin term “image” in the Uzbek language means “appearance, image, emblem, beauty, famous, important, handsome, beautiful, attractive, prestigious, influential” [3]. In the language of modern communication, image is interpreted as a multifaceted phenomenon. There are many definitions and classifications of image in this context.

Image is defined as “a purposefully designed and promoted image of a candidate” [4]. Uzbek scientist U. Karabaev writes: “Image is formed on the basis of a crystallized image of the person around. More precisely, a person’s merits, abilities, and products of his activity appear after he is recognized by many” [5]. In connection with the process of implementation of socio-political advertising, image is “a visual representation of reality that embodies the idea of advertising in an impressive, memorable and symbolic way. In this case, sound, image and verbal symbols reveal the suggestive functions of the advertising product” [6].

“Creating an image in politics is the process of forming an image of a political subject that attracts people’s attention in order to achieve a political goal” [7]. In other words, an image is a set of perceptions formed about a political figure in people on the basis of the information obtained. The image also captures the impression gained from the leader’s policy documents, statements, and decisions. In creating an image in politics, a treasure trove of different means and methods of targeted influence on the audience is used, based on the interests of an individual or group seeking public recognition.

To summarize, image is defined as “a set of qualities that remind people of a particular person”, “an image capable of endowing a person with qualities that are not unique to him”, “your perception by others”, “the overall picture of your personality in the eyes of others”. Based on research on the image, some of its features and characteristics can be distinguished:

- The image represents a simplified portrait of its object. Dominance is a characteristic of the image - it is an abbreviated message, a large amount of information about the object is converted into a limited set of symbols through the image;
- Image emphasizes the originality and uniqueness of the object, so that the image is radically different from the stereotype that generalizes events;
- The image is clear but changeable; it is constantly changing, adapting to the requirements of the current situation, the wishes of the audience; the recipient's exposure to the information is controlled;
- This is a feedback loop. Messages are created taking into account the expected exposure from the population;
- The image corresponds to the advertised object to some extent and at the same time idealizes it, thereby exaggerating its useful, acceptable features or "enriching" the object with additional social, ideological, psychological values that meet the expectations of consumers of advertising;
- Although associated with the appearance of its object, the image is governed by its own laws;
- Image combines object-specific features with the imagination of the audience;
- The image is between the real and the desired, between the perception and the imagination" [8].

Image performs a number of social functions: a) identification, due to which the image of the candidate will be easily recognizable; b) idealization, the image created by the candidate as a result of this task is far from his real qualities; c) comparison, which allows the task to be distinguished from other images" [9]. In addition, scientific sources distinguish the communicative, nominative, aesthetic and address functions of image [10]. The communicative task primarily assumes that the image serves to facilitate the audience's perception of policy information. In addition, the communicative function of the image is to create a favorable and acceptable environment for the candidate to be accepted by the people as a result of conveying to the audience the qualities that are acceptable to the electorate. As a special type of communication, the image serves as a kind of "mirror" for its protagonist.

The nominative function of the image is to help to distinguish the candidate from other people, to demonstrate his / her unique qualities, to focus on his / her advantages. Her appearance, attractiveness, and way of dressing also play an important role in creating a leader's image. That is how the aesthetic function of image is manifested. The targeting function implies that there is a connection between the image and its target audience.

It is worthwhile to cite the classifications of the image from a number of sources. When approached from the perspective of political communications, it is important to distinguish between objective, subjective, ideal, and modeled images. An objective or objective image is defined as "the impression that voters have on a particular candidate" [11]. The objective image is not permanent, but changes as a result of changes in the political situation, as well as the efforts of the creators of the strategy of the political campaign. An example of a subjective image is "the perception of a candidate and his or her team of how voters perceive a candidate" [12].

An ideal image is "a set of qualities of a supposed candidate that best respond to a particular election situation" [13]. These are the perceptions of electoral groups about any desired leadership qualities. Admittedly, man is not perfect. Therefore, attempts to determine the ideal image of a candidate will naturally arouse mistrust in people. Thus, the implementation of socio-political advertising requires the creation of an image close to reality, based on the objective qualities of the candidate. Solving this task requires creating a modeled image. "A simulated (strategic) image is an image that a team of candidates and professionals are trying to create" [14]. The modeled image is transmitted to the audience. Strengthening the modeled image in the minds of voters ensures the effectiveness of socio-political

advertising. This is because the most optimal case for an advertising strategy is the transformation of the modeled image into an objective image, that is, an image that is strengthened in the minds of voters.

According to another classification, primary and secondary image are separated. “The primary image of a political leader formed in the minds of voters as a result of his first acquaintance with him, describing him as a person, a subject of political activity” [15] is called the primary image. The primary image includes the main features of the ideal image, but differs from the ideal in a number of features. During the election campaign, the primary image changes: while its main features are preserved, new qualities are added that reflect the specific features of the emerging election situation. The new image that appears is called the secondary image.

The image has a complex structure. Sources distinguish three groups of qualities that are included in the image. These are personality-related, i.e., personal qualities, social qualities and symbolic qualities [16]. Personal qualities include: the physical and psychophysiological characteristics of the politician, his character, personality, decision-making style, charisma. Qualities such as appearance, enthusiasm, biography, popularity of the candidate also play an important role. Unifying and mobilizing ideas are promoted and proclaimed using social attributes. The social qualities of a leader also include his status (not only a certain official position, but also his origin, etc.). Symbolic qualities represent a leader as a carrier of a certain ideology, provide some guarantees for a certain perspective, ensure that his actions have a certain direction.

D. Whitntser, one of the experts in the field of socio-political advertising, writes that “a candidate should have one or more qualities that inspire us, he should be active, passionate, victorious, self-sacrificing, sincere, self-confident and determination must shine” [17]. In addition, leadership must be accepted as someone who knows how to succeed and win. In creating the image of a leader, it is also expedient to show that he is ready to take responsibility for the affairs of the country, government, territory.

In order for a candidate to fit the image of a true leader, it is important to cover not only his present but also his past accordingly. Therefore, the genre of biography has a special place in socio-political advertising. Biographical information used in socio-political advertising is sorted in terms of whether it meets the ideals of the audience. Unwanted information in the leader's biography is removed, “forgotten” or interpreted as necessary.

In creating the image of a candidate, it is necessary to consider not only their positive qualities, but also their negative ones. The presence of some insignificant negative qualities in the image of the candidate does not weaken the image, but further enriches it. This brings the politician's image closer to the public, enriches it with pure human qualities, in return for which the candidate receives a “credit of trust”.

In the image, the image of the future proposed by the candidate is important. Therefore, in order to win the election, it is necessary to develop a thorough program or focus on editing the existing program in accordance with the wishes of stakeholders. Socio-political advertising certainly simplifies this task, as it turns the conflict between political programs into a confrontation between alternative ideas. But it is precisely because of this that socio-political advertising becomes an effective tool of the beneficial movement.

In the analysis of socio-political advertising as a means of shaping the image of political actors, it is necessary to focus on other subjects of politics. After all, in addition to individual citizens involved in political activity, socio-political advertising also includes advertising of political parties (associations), public administration bodies and public organizations. The image of a party is also created through socio-political advertising, and its propaganda serves to attract supporters, attract new members, disseminate the

ideas and principles of the new party to the general public, or encourage members of society to participate in a particular political event.

In expressing the party's image through socio-political advertising, attention should be paid to the following:

- image of social groups;
- propaganda (political, economic, social ideas), values, morals;

Ideological goals (in order to achieve them, the party seeks to gain power);

- ways (means) to achieve the set goals;
- generalized description of the members of the social group, socio-demographic portrait of the group (representatives of the social and demographic strata of the group, their social status, age, income, etc.);
- group history, its reputation;

Organizational characteristics of the social group or stratum (publicity of the group, number of members, number of local structures, activity, development of infrastructure, including the development of party media, the presence of youth, sources of funding, etc.);

- the role of the group in the relationship "power – opposition", as well as its proximity or distance to other groups, social strata, groups;
- group participation in regional processes and events;
- support of the group by independent, influential people;

Symbols - emblem, colors, logo, flag, colors, etc. [18].

As a result of frequent display and promotion of the image of a political subject through socio-political advertising, the image of a politician is remembered, the image of the party takes root in the public consciousness, which in turn encourages citizens to support these policy subjects. In this regard, all the actions of the subject of propaganda in connection with propaganda should be subordinated to the task of disclosing his image. At the same time, politicians are forced to act in accordance with their image because of the image that has been instilled in the masses by the media.

One of the most widely used methods in shaping an image is to give an opinion of a celebrity about this candidate. In this case, the psychological law of copying the qualities of a celebrity begins to apply, more precisely, the qualities of a celebrity are transferred to the subject of advertising, thereby instilling confidence in him. Such support allows a third party to talk about the candidate, i.e. the person supporting the candidate will be able to say things that the candidate is uncomfortable talking about about himself or herself.

## **Conclusion**

In short, the effective implementation of such tasks as increasing the prestige of the political subject, creating an attractive image in the public mind, expanding the number of its supporters, influencing political opponents, forming electoral tendencies, mobilizing the public to support certain political forces requires application. In order to increase the effectiveness of the advertising of a political entity requires serious work on the creation of its image, the rational use of mechanisms that serve to

create a leading image. In this regard, a special and scientific analysis of the issue of creating the image of political actors through socio-political advertising serves to study the problem in detail.

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