



# IMAGE OF THE ARMY IN THE STATE

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**Abstract:** the article examines the changes that have occurred in the social institution of Uzbek society - the army - increasing prestige among the population and demand in the field of professional realization of citizens. The dynamics of changes in public consciousness regarding the army and military personnel are studied, and their causes are identified. The authors come to the conclusion that the successful targeted policy of the country's leadership was the main reason for the popularization of the army in modern conditions

**Key words:** army, image, prestige, reforms, military personnel, salary, weapons.

## Introduction

The army plays an important role in the life of any state, performing the fundamental function of protecting the population and territories. Order and stability in the state, the country's image in the international arena, as well as its position in the geopolitical space largely depend on the strength and power of the army. Over the past two decades, the Uzbek state has tried to improve the institution of the army, associated with increasing funding for military units, developing the military industry, combating the problems of the existing system of relations within military units, etc. Because there was a general systemic crisis of this institution and the decline of its image in the public consciousness. At the same time, the past wave of color revolutions in a number of post-Soviet countries served as an incentive for the country's leadership to pay special attention to the army and take on the solution of problems accumulated in this area.

## The main part

The attitude of citizens towards the armed forces is an essential characteristic of the internal image of the state. This factor is important for Uzbekistan, if only because the image of a powerful military superpower has been formed here for many decades, so that the country's Armed Forces are a reliable shield against external threats, it becomes an instrument of global influence, and people realize the importance of taking into account the peculiarities of mass communications. At the same time, the attention of fellow citizens is not just an object of neutral information - it is constantly subject to persistent influence and serves as an arena of fierce competition. Most researchers working in the field of mass communication analysis believe that the media play a major role in this competitive struggle, which takes place in an oversaturated information environment. The struggle for the attention of the population is carried out primarily in the interests of shaping public opinion, including in the sense of the image of the country, the image of the government or a specific person.

Most researchers agree that the main purpose of communication is to ensure interaction between people, groups, nations, states, during which information about the country, government, and leaders is transmitted. The purpose of such interaction is to evoke in people a certain set of feelings, assessments, and values, which crystallize collectively into a certain image of the country in the perception of each individual person. To achieve this (the necessary behavioral response of the electorate), it is necessary to establish a strong connection between



the subject and the object of communication.” In the modern world, communication permeates all aspects of the life of society, social groups and individuals and, naturally, appears to be of various types. One of them is image communication, which differs, for example, from advertising: if advertising is a direct version of communication, then image communications, as an integral part of public relations, are interested in indirect influence. In other words, advertising generates favorable messages, and public relations generates favorable contexts.

The image of the Armed Forces is a virtual formation that is formed and developed in the public consciousness and, to a large extent, acts as a result of modern information and communication processes. In addition, increased attention should be paid to developing the communicative competence of military and political personnel, since responsible handling of security requires the use of both solid knowledge and trust-building communication. Modern dynamic military-political reality encourages us to take into account the unprecedented saturation of information flows, the high intensity of information processes, the mediatization of military policy and the individualization of political communication. Under these conditions, it is necessary to respond quickly and flexibly to sudden changes in both the military-political situation and public consciousness. The above circumstances largely determine the way the information activities of military and political personnel are structured, and also have a significant impact on the choice of communication model.

In modern political theory and practice, communicative competence is understood as the subject's ability to “produce flexible patterns of behavior,” that is, to structure behavior in such a way as to be able, based on available information, to make contact and behave adequately in a wide variety of situations, arising in the process of social interaction. “Media competence” should be considered a response to the general trend of mediatization and virtualization of modern politics. According to experts, in modern conditions, the ability to build constructive relationships with the media and communicative competence are not only important criteria for political success, but are actually becoming attributes of political power.

A positive image of the Armed Forces and military policy acts as an effective means of strengthening the legitimacy of power. Apparently, it should be concluded that a positive public perception of the army in modern conditions is a necessary condition for an effective security and defense policy. There are many circumstances indicating that Uzbekistan in modern conditions especially needs to develop a comprehensive program for creating a positive image of the Armed Forces. The full participation of citizens in government, including in resolving issues related to defense and security, was the most important democratic achievement of the New Age. The introduction of the concept of “citizen” meant the elimination of inequality and the responsibility of all members of society for their country. It is from this understanding of the status of a citizen, as a person who takes responsibility for the fate of his Fatherland, that the concepts of “soldier-citizen”, “armed people”, “armed citizen”, “citizen in military uniform” originate.

In the meantime, we have to admit that a narrow interpretation of defense may have one of its negative consequences: the exclusion of many of our citizens from the process of defending the country. After all, military service has ceased to be universal, but the right and responsibility of citizens to contribute to the defense of the country has not ceased to remain universal. Therefore, it is hardly justified to exclude citizens who, for one reason or another, do not serve in the military, from participating in the defense and security of the country. To some extent, this also means distrust of them.



In a democratic political regime, power cannot be exercised legitimately without support from society. At the same time, citizens' support for government power – and especially in Uzbekistan – largely depends on the image that the army and the military department have. Today, not only for defense specialists, but also for many citizens, the fact that Uzbekistan is becoming more and more open to society is becoming increasingly obvious. Attempts to adapt the old “Soviet” model of military-civil relations to new conditions turned out to be ineffective. Against the background of the general economic recovery in the country, the prestige of the army and the attractiveness of military service in Uzbek society have sharply decreased, and the current system of relations between civil society and the army does not meet the needs of either the majority of the country's population, or military personnel and members of their families.

The increasing socio-political significance of military service and the Armed Forces in ensuring the security of the individual, society and the state determines the high socio-legal status of military personnel. The aggravation of these social problems in the military-political sphere leads to a decrease in military personnel's assessment of the army's ability to effectively perform the state functions assigned to it to ensure the security of the country's development.

Military personnel and civilians react differently to problems in civil-military relations. Thus, if military personnel are more affected by structural changes in the army, a decrease in the combat readiness of troops, the deterioration of their socio-economic and legal status, and social problems of military families, then civil society reacts more sharply to manifestations of negative social phenomena in military groups - “hazing” and suicides among military personnel, facts of the command exceeding official authority, as well as military failures. “At the same time, both of these priorities significantly deform the usual ideas of the military and citizens about the state and the army, and destroy many of the norms of professional activity and civic consciousness characteristic of them”.

At present, it can be stated that in the system of military-civil relations there are currently a number of problematic manifestations. Military construction in Uzbekistan faces the task of forming an effective organizational, legal and socio-economic mechanism that would make it possible to bring the structure and organization of the Armed Forces, and then, in turn, in accordance with the vital national interests of the country, its geopolitical characteristics and the military doctrine of the state, the military organization of the state itself - with resources for its creation and improvement. A serious social problem in the development of our statehood remains the formation of a new political model of military-civil relations in the interests of effectively ensuring national security. At the same time, one should consider the manifestations of civil-military relations in all areas of public life. In the political sphere, military-civil relations are characterized by the state of civilian control over the Armed Forces, which largely determines the sustainability of the political stability of society. Political experience shows that ensuring the political stability of society is largely due to the implementation of the principles of objective civilian control over the armed forces, such as:

- ensuring compliance of military policy, military doctrine, and the state of the armed forces with the objective needs of the state's military security;
- eliminating the possibility of illegal use of the army to interfere in the affairs of society and the state;
- ensuring a decent socio-economic and legal status of military personnel, citizens discharged from military service and members of their families;

- ensuring the development of military-service relations on a humane and legal basis, respect for the rights and freedoms of military personnel;

- ensuring the education of military personnel in the spirit of loyalty to the ideals of the Constitution. Military labor, the content of which is directly related to ensuring the military security of the state, society and the individual of each citizen, must receive an adequate socio-economic assessment in the country. In the context of the development of military-civil relations, the formation of an effective communicative discourse should become one of the main directions of information and analytical support for the Armed Forces.

In these conditions, information and analytical activities to strengthen the international authority of the Armed Forces should reach a new qualitative level and maximally contribute to the formation and strengthening of the image of Uzbekistan as a strong and peace-loving state making a significant contribution to maintaining global stability and security. The key to increasing the effectiveness of the information and analytical support system of the Armed Forces is to gain and maintain information initiative both in the internal and external information fields. In this regard, there is a need for a fundamental rethinking of the role and place of information and analytical support for the Armed Forces in the overall system of supporting their livelihoods. Despite the fact that information support is in fact already one of the areas of activity of military command and control bodies, the scientific and organizational aspects of developing information and analytical support into an independent type of support have not been developed. Unlike material objects, social phenomena, even using the entire arsenal of scientific tools, are very difficult to measure.

Some political science studies often bear the stamp of order and ideologization. Along with the fact that military-political analytics touches on problems that are very painful for the authorities, it also has other features. It should, in particular, be pointed out that the focus of her attention regularly turns out to be issues directly related, firstly, to security, and therefore, secondly, of concern to the broad masses of people. In this regard, information and analytical support for the Armed Forces acts as a necessary condition for finding an effective response to constantly transforming threats and challenges in the field of security and, to a certain extent, protects against making ill-considered political decisions.

### **Conclusion**

As a conclusion, it can be noted that the product of analytical activity is a forecast, a verified scientific foresight, which is essentially a “look” into the future. At the same time, information about the causes of the conflict and the factors due to which the conflict develops into a crisis, and then, possibly, into a violent confrontation, can be very diverse. Identification of conflict-generating factors, collection and analysis of information, and provision of it in one form or another to the public is a difficult process in which many experts participate.

The forecasts of qualified experts regarding the upcoming crisis and the description of its characteristics are highly accurate, since they are based on a deep knowledge of the situation and the ability to draw the right conclusions. The basis for the development of military-civil relations is the nature of information interaction; ensuring partnerships during the dynamic process of carrying out deep socio-economic and political transformations largely depends on the effectiveness of the chosen strategy and tactics of state information policy. If society does not feel involved military reform, his alienation inevitably increases. In this case, the only method of ensuring the effectiveness of power becomes the forceful suppression of the rights and freedoms of citizens, which has nothing to do with either a legal or democratic state.



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