



ACADEMICIA
**An International
 Multidisciplinary
 Research Journal**
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: **10.5958/2249-7137.2021.01038.7**

THEORY OF POLITICAL COMMUNICATION

Ravshanjon Omonov*

*Researcher,

Named after Mirzo Ulugbek National University of UZBEKISTAN

Email id: nuuzteacher@mail.ru

ABSTRACT

The article discusses theories of political communication based on theoretical and methodological views developed by scientists of the world. In particular, theories of minimal effects; theory of usefulness and satisfaction of needs; cultivation theory; setting the agenda, etc. are investigated. The author also examined the characteristics and functions of theories of political communication, the means of struggle for political power in the process of communicative impact on the political consciousness of society. During the article, the nature and content of informational relationships between the subjects of political communication and objects of political communication are studied. The author believes that the considered theories are developed primarily within the general framework of the positivist trend of modern political science and the study of political communication should be focused on the elements of perception. For instance, instead of analyzing the text of the message, it is necessary to find out how this text is perceived by the audience.

KEYWORDS: *Communication, Political Communication, Theory, Micro Level, Agenda-Setting, Elections, Media, Audience, Theory Of Minimal Effects, Theory Of Uses And Gratifications, Theory Of Cultivation.*

INTRODUCTION

The large-scale changes taking place in all spheres of social life in recent years, in particular in politics, economics, culture, communication, including the rapid development of information technology, the formation of a single information space, the spread of the Internet and technical means. contributes to the growing importance of information, communication, and especially political communication in the world. The purpose of the study is to study the role of

communications in the political space, the degree of empirical validation of micro-level theories, the relationship between subject and object.

RESEARCH METHODOLOGY

Since the article is mainly of a theoretical nature, it analyzes the theoretical views of world researchers. The following approaches were used throughout the study: historical, behavioral (to determine audience behavior), and comparative (comparative). In preparing the article, the rules on the nature and structure of political communication, micro-level theories developed by researchers in political science, sociology, philology, journalism, psychology and other fields of knowledge were used. The study is based on the views of the founders of political communication theories G. Lasswell, L. Festinger, E. Katz, J. Gerbner and other scholars. The use of a systematic approach has played an important role in solving research tasks.

Theoretical analysis and results

The study of political communication is initially based on the first conceptual notions of mass-communication processes known as the "miracle bullet theory" and the "theory of theorists". These concepts stem from the assumption that information propaganda has a huge, unlimited impact on the public audience. This audience behaves passively in gathering information and essentially reminds the patient that his condition will change after receiving the required amount of the drug in the form of injections. One of the founders of these theoretical models was G. Lasswell, who in his work on the analysis of propaganda mechanisms for the masses during the First World War gave a classical definition of public propaganda as a "hammer and sickle of collective solidarity." This definition unites millions of atomized individuals into a single "mass of hatred, hope, and trust". In the political context, such a question about the information "miracle bullet", which on the one hand can always find its target, on the other hand, can be seen as a single system of stimuli that creates a holistic system of reactions, and as a result completely subjugates the whole collective body. arouses interest. However, a study of the popular electoral process in the late 1930s and 1950s, led by P. Lazarsfeld, B. Berelson, and E. Campbell, shows that these theoretical views have not found empirical confirmation.

On the eve of the 1940 election, based on an analysis of the results of social data obtained through a series of parallel voter surveys in Erie County, Ohio, P. Lazarsfeld, B.C. Berelson and H. Gode propose a two-tier classical model of communication, which eventually becomes one of the first generally accepted theoretical constructions in political communication [11]. According to this model, the impact of mass communication on the individual is largely mediated by small groups, where individuals who actively read the newspaper, listen to the radio, then discuss what they read or hear from others, and give personal interpretations of facts and events. that is, specific "opinion leaders". In other words, interpersonal and intra-group communication mediates mass communication according to the following scheme: ideas are transmitted to public opinion leaders through radio and newspapers, and from them to the less active segments of the population.

According to the "minimal effect theories" of mass communication, the influence of information through the media during election campaigns tends to favor other factors that determine the specificity of the electoral system, such as belonging to a particular social group or political party. Until recently, other concepts were put forward in the mid-1950s, as opposed to the

“minimal effect theories” of researchers’ interest in the problems of political communication. According to the concept proposed by L. Festinger, views, ideas, and thoughts that force people to doubt their personal ideals or touch their feelings and tastes are forced to assimilate and experience psychological discomfort and fall into a state of “conscious (cognitive) dissonance”. In order to avoid discomfort, a person selects only information that is consistent with his or her views and opinions, and ignores conflicting messages. Although research on mass communication effects during the election campaigns created by W. Weiss in the 1960s did not confirm or partially refute this theory, the idea of selecting information for a specific purpose has continued recently in the works of a number of well-known authors, particularly D. Graber. P. Lazarsfeld's reader and follower, E. Katz's popular theory called "theory of uses and gratifications" originally developed in his work, actively ignored the message, which did not meet the interests of individuals, and in an unattractive way sorts by. The benefits and satisfaction that come from incoming messages can be both emotional and intellectual in nature. For example, during an election campaign, a person may focus only on a message that is not only useful in voting in the upcoming election, but also evokes a sense of personal political competence. In the mid-80s, K.S. Rozengren, L. Wenner and F. The materials of the collective monograph, which saw the world under the editorship of Palmgrin, testify. The influence of the media on election campaigns and the study of election results became more active in the late 1960s and early 1970s. A number of studies have suggested that this phenomenon was largely due to the public appearances and intuition of current politicians. Rather than finding some universal effects, these studies focus on determining the conditions necessary to achieve this or that desired result. The party's influence in the election of a candidate allowed television, which was widespread and very popular at the time, to become a powerful force.

The results of research in the 1970s and 1990s strongly argue in favor of the conclusion that the media and television can influence election campaigns in different ways. The study focuses on the analysis of specific print and electronic “media reality” communication strategies used in election campaigns at the national, regional and local levels, as well as directly working with the individual. This line of political-communicative research first showed in the early 20s that there was a pseudo-environment in the media that replaced the real environment of the average member of society. He was born in Lippmann's works. Of these conditions, in particular Dj. Gerbner's "cultivation theory" (cultivation) stems from [6], according to which the media creates a symbolic world that television viewers tend to perceive as real in the first place. Contrary to the classical theory of rational election, L. Bartels' famous study [3] shows that the electoral campaign is a dynamic (growing) process in which individual desires change frequently, bringing collective decision to an unpredictable level. T. Gitlin, D. Graber, K. Johnson-Karti and G. Koplend, K. and G. Leng, E. Austin and B. Pinklton, R. Hart, Dj. Edwards and S. Wayne's [8] published work in recent years has focused the public audience on the personal qualities of candidates: strength of nature, self-confidence, leadership skills, empathy, and so on, rather than the position of candidates on specific political issues. more interesting, but also says that the financial situation of the candidates for the elected positions is also of great interest. E. Dennis and Dj. Merrill, K. Djemison, D. Kellner, S. Kraus, L. Keyd, M. McKinney and Dj. Tedesco, E. Mikevich, Ch. Firestone and L. Rosell's research [4] has shown that in the context of candidates' superficial thinking about current issues, these areas attract the attention of many citizens who are hesitant in their choice, rather than thinking superficially about current issues.

Mass media companies can have not only a direct but also an indirect impact on the emotions and mood of voters. Thus, P. Abramson, Dj. Oldrich and D. Roud said [2] that if media outlets caused a wave of protests, which in turn affected the political environment and the election results, these results could be partly explained by the impact of mass communication. One of the leading theoretical approaches to the study of the influence of the media on political ethics is the concept of "agenda-setting". From the point of view of this concept, the influence of the media on the audience has a specific structural nature: the more the press, radio or television pays more attention to the coverage of this or that event or problem, the more the event or problem is perceived by the audience. The concept of "agenda-setting" was first introduced in 1972 by D. Shaw and M. Associated with McCombs names. Thus, in the late 50s, N. Long notes that newspapers "play an important role in identifying events that, as a result of the establishment of a larger public agenda, can be talked about by most people, are listed as factual facts, and are assessed as major problems" [12].

On the development of G. Lasswell's proposals, the "Handbook of Political Communication", 1981, edited by D. Nimmo and K. Sanders, D. Judging by Svenson and D. Nimmo's 1990 New Directions in Political Communication and the 2004 L. Cade's Handbook of Political Communication Research, political scientists need to fill in some gaps in sociology and psychology. experts helped. Instead of an example of such research, in particular, the widely popular A.D. Benidger's monograph, as well as U.R. Neyman, L. McNight and R. Dj. Solomon's work can be cited [13].

CONCLUSIONS AND SUGGESTIONS

Thus, the following theories were considered during the study: "minimal effect theories" (according to which information influence through the media during election campaigns by its effectiveness favors other factors that determine the specificity of the electoral system, such as belonging to a particular social group or political party); "Theories of utility and satisfaction" (in which the information is actively sorted, ignoring the message, which is manifested in a way that does not meet the interests of individuals, as well as unattractive); "Cultivation theory" (according to which the media, primarily television, creates a symbolic world that viewers tend to perceive as real); "Setting the agenda."

The theories we have considered are mainly developing within the positivist direction of modern political science. In turn, the study of political communication should focus on the elements of perception. For example, instead of analyzing the text of a message, it is necessary to learn how that text is received.

The study of the "critical" direction will focus primarily on the analysis of the social consequences of political communication. Thus, M. Edelman's influence [5] seeks to define the "structure" of messages that leads to the inertia and submissiveness of the oppressed masses due to their bias towards dominant groups. B. It is noteworthy that Ginsberg and M. Schefter did not see elections as a true expression of the desires and interests of society [7], the authors of this study came from certain assumptions about what OKV (not what it actually should be) should look like. These perceptions are adapted to the ideal of an absolutely free, independent OKV that represents the public interest and at the same time enlightens these masses. In fact, the fact that the press, radio, and television are almost inconsistent with this ideal is not uncommon. Baudrillard allows us to write in the spirit of a "requiem on the media" and to think about the

“death of importance” that results from their activities. At the same time, most researchers in the "critical" field believe that scientists should take an active political position and take all possible measures to promote the transformation of society based on the principles of equality and justice and change the structure of political and communication processes. This activity is in many respects S. According to Hall's descriptive description [9], at first glance it takes on the nature of a "discursive war" against the already established socio-political order, which is reflected in the revelation of the hidden ideological essence of innocent messages. As a result, the concept of political communication in “critical research” expands until any communicative activity has a political nature.

REFERENCES:

1. Липпман У. Общественное мнение. – М.: Институт Фонда “Общественное мнение”, 2004. – С. 38.
2. Abramson P.R., Aldrich J.H., Rohde D.W. Change and Continuity in the 2000 Elections. – Washington, D.C.: CQ Press, 2002. – P. 33.
3. Bartels L.M. Presidential Primaries and the Dynamics of Public Choice. – Princeton, N.J.: Princeton University Press, 1988. – P. 37.
4. Dennis E.E., Merrill J.C. Media Debates: Great Issues for the Digital Age. – Belmont, CA : Wadsworth/Thomson Learning, 2002. – P. 21.
5. Edelman M. Constructing the Political Spectacle. – Chicago: University of Chicago Press, 1988. – P. 17.
6. Gerbner G. Institutional Pressures on Mass Communicators // The Sociology of Mass Media Communicators: Sociological Review Monograph. – Vol. 13. / Ed.: Halmos P. – University of Keels, 1969.- P. 205.
7. Ginsberg B., Shefter M. Politics by other means: politicians, prosecutors, and the press from Watergate to Whitewater. – 3rd ed. – New York: Norton, 2002. – P. 26.
8. Gitlin T. Media Unlimited: How the Torrent of Images and Sounds Overwhelms our Lives. – New York: Metropolitan Books, 2002. – P. 26.
9. Hall S. Encoding / Decoding // Media and Cultural Studies: Keywords / Eds.: M.G. Durham and D.M. Kellner. – Malden, Mass.: Blackwell Publishers, 2001. – P. 166.
10. Lasswell H. Propaganda, Communication, and Public Opinion: A Comprehensive Reference Guide. – Princeton, Princeton University Press, 1946. – P. 43.
11. Lazarsfeld P., Berelson B., Gaudet H. The People's Choice. – New York: Free Press, 1944. – P. 18.
12. Long N. The Local Community as an Ecology of Games. // American Journal of Sociology. – 1958. – Vol. 64. – P. 246.
13. Neuman W.R., McKnight L., Solomon R.J. The Gordian Knot: Political Gridlock on the Information Highway. – Cambridge, Mass.: MIT Press, 1997. – P. 32.