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# Legal Basis of Organization of Information Services in the System of Public Government and Government Bodies

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**Abstract:** The age-old problem of the relationship between government and society will take on a radically different quality and content in an era of global information and communication openness. A common problem of public authorities is its unpleasant appearance, indifference of citizens, lack of confidence and resistance to the implementation of decisions of government agencies. That is why the formation of a positive image of the civil service is extremely important and necessary for the government. The growing importance of public relations technologies and services in public administration is due to the process of forming new public relations in Uzbekistan. The need for public relations services arises at a certain stage in the development of civil society, with the emergence of its main institutions, the interaction of state and citizens. New public institutions are emerging that are increasingly dependent on public opinion and society's actions toward public authorities. To this end, this article discusses the issues of radical reform of the mechanism of public relations and the development of the information service of government agencies not only in the framework of "media relations", but also the full use of the potential of PR activities. The activity of the press service of the Navoi regional khokimiyat of the Republic of Uzbekistan as an object of scientific research is analyzed. Changes in the sector, the existing infrastructure in creating the image of government agencies and providing the population with information about the organization will be studied.

**Keywords:** Public relations, media relations, government agencies, state units, PR mechanism, PR department.

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**Introduction.** "An important task of the information service of public authorities is to explain the activities of government agencies, the activities of adopted regulations, adopted regulations, plans and programs that affect the lives of citizens. The use of PR in government activities improves the relationship between government and the people. It will allow citizens to be positively informed and aware of the law, and to be able to enforce it in practice"<sup>1</sup>. Indeed, especially at a time when pandemics and restrictions have prevailed around the world for the past two years, press secretaries of organizations have tried to answer questions about a

particular public area through the media, provide information and services to the public at daily briefings. The activity of the press secretary, equated to the position of information policy adviser to the head of the organization, should be the fastest, first and most reliable source of information about the organization. The government information service should be the primary channel through which the media receives daily information about government information activities. Because it is an effective form of communication that directs a large flow of information and conveys it to the public.

**Methods.** Due to today's sharp increase in the need for speed and accuracy of information, the Government of Uzbekistan has also adopted a number of laws to

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<sup>1</sup>Nishonova G., Shukurova G., Qosimova N., O'sarov O., O'rolova D., Alimov B. Zamonaviy mediamuhitda PR xizmatlar. "O'zbekiston". -T.: 2019. -b. 94

improve the information services of organizations, creating opportunities for the development of the industry. Resolution of the President of the Republic of Uzbekistan No. ID-4366 “On measures to radically improve public relations and develop information services of public authorities, economic management bodies and other organizations”<sup>2</sup> to provide the public with prompt, objective and complete information on the goals, objectives and results of reforms, as well as to radically improve public relations of public authorities and administration, economic management bodies and other organizations and increase the efficiency of information services.

The role of specialists in the effective organization of information services of government agencies in the regions is very important. The state units allocated for information services by regional khokimiyats are as follows:

Andijan region - 5 state units

Samarkand region - 6 state units

Navoi region - 2 state units

Tashkent city - 3 state units

From these figures, it can be concluded that the public authorities' PR activities are not fully regulated and provided with sufficient material infrastructure.

**Results.** The results of scientific research show that the draft resolution focuses on PR (Public Relations) - only one area of public relations - media relations.

Research on the subject shows that the system of public relations of public authorities and administration, economic management bodies and other organizations as information services alone is not enough to completely reform the industry. Such an approach can lead to a one-sided development of the public relations system. Because PR is an integral mechanism. This mechanism has the

following structure. PR - mechanism<sup>3</sup>:

- Interaction: mass media, employees of organizations, partners, citizens; government agencies, public associations, the private sector;
- data collection, analysis, forecasting;
- PR company planning - plan implementation.

In this regard, the PR system (Public Relations Department) should be established in the system of public authorities, not Information Services, and should consist of<sup>4</sup>:

- Head of Department;
- Information-analytical department - specialists engaged in analysis;
- Public Relations Department (internal and external relations) - specialists who organize special events for the target audience, carry out strategic planning;
- Department of Marketing and Media Relations - marketing and image-making specialists, media specialists;
- Department of web resources and social networks - information technology and EMS specialists;
- Translation department;
- Technical services department.

At the same time, the activities of public relations in the activities of government agencies have a number of unique features:

- Institutions are required to have the necessary set of tools for successful PR activities. These include: material and technical base, administrative and organizational experience in conducting

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<sup>2</sup><https://lex.uz/docs/4390515>

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<sup>3</sup> Morris T., Goldsworthy S. PR sectors and specialisms. In: Public Relations for the New Europe. Palgrave Macmillan, London. –2008. –p. 28. [https://doi.org/10.1057/9780230594845\\_5](https://doi.org/10.1057/9780230594845_5)

<sup>4</sup> Morris T., Goldsworthy S. The structure of the PR industry. In: Public Relations for the New Europe. Palgrave Macmillan, London. –2008. –p 17. [https://doi.org/10.1057/9780230594845\\_3](https://doi.org/10.1057/9780230594845_3)

any PR companies, historically formed experience in working with society and public organizations;

The reason is that “PR plays a special role for government agencies themselves, as a well-designed individual, highly professional program becomes a demand by society, which cannot but contribute to the creation of a positive image of government”<sup>5</sup>.

Almost every office has press services, press centers, and public relations departments. The main tasks of these structures are to promptly inform the public about the activities of the public authority and its positive image, as well as the formation of a positive image of the head of the body and other officials. At the same time, an important component of working with the public, such as seeking mutual understanding based on truth and complete information, is often overlooked. On December 15, 2021, the Deputy Head of the Presidential Administration of the Republic of Uzbekistan held a seminar on “Further increase the efficiency of the Council of Ministers of the Republic of Karakalpakstan, information services of regional and Tashkent city administrations, territorial departments of the Agency for Information and Mass Communications”. The Council of Ministers of the Republic of Karakalpakstan, regional and Tashkent city khokimiyats allocate at least 4 state units in the information services, and in the territorial departments of state bodies and organizations.

It should be noted that today the issue of attracting qualified personnel to the field of effective functioning of information services of local authorities has not been resolved at the required level. Information services are not organized in the territorial departments of some government agencies

and organizations. This means promoting the results of reforms in the country in the regions, regularly informing the public about issues related to the activities of government agencies and organizations, on the basis of which the full openness and transparency of public administration. Shows that not enough attention is being paid to the replacement of information services.

**Discussion.** So how is the press service of organizations organized today? In the course of our research, we also tried to explain the differences and interrelationships between the information services and PR activities of government organizations. There is a lot of good evidence for this. Government agencies make many mistakes in organizing public relations. Insufficient staff, the need for additional specialists affect work efficiency. We will cooperate with the regional television in case of need to prepare video material. In order to translate, you need to hire outside experts who know the language well. There is a need for most equipment and personnel for the material and technical base, for editing, or for the preparation of video material. The responsibility for running channels and pages covering the organization's activities on social networks should be shared equally among employees. It follows that it is wrong for a press secretary to be limited to writing a press release and presenting it to the media. Press secretaries and their teams should also produce independent video and audio materials on behalf of the organization, disseminate them to the public through other sources and draw their attention, as well as develop ways to deliver information quickly.

**Conclusion.** At the same time, the government itself, its political structures and institutions are undergoing significant changes. Modern Internet technologies create virtual spaces and communities, offering the state, its partners and opponents more and more new ways and

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<sup>5</sup>Кондратьев, Э.В. Связи с общественностью: учебное пособие для высшей школы / Э.В. Кондратьев. - М.: Академический Проект, 2012. –с. 342.

means of interaction. The management of state power using online and e-government technologies is gradually becoming a hallmark of our time. Government agencies have begun to adopt PR-communication technologies, political advertising, non-profit advertising and other modern ways of communicating with civil society, as well as continuing contacts with partners and competitors. The use of new communication technologies will lead to a qualitative change in society based on the principles of civil and information society. All these changes are leading to the formation of a new form of government in modern societies - a media that creates a unique political relationship between society and the ruling class, creating new opportunities for the use of state power.

A study of the experience of government agencies in public relations shows that improving the efficiency of activities is closely linked with the need to use all available forms of communication in the complex. Today, public relations services in Uzbekistan face a variety of challenges, which require multifaceted, diverse strategic scenarios and tactics to help shape a positive image of the civil service.

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