

SPECIFIC ASPECTS OF POLITICAL TECHNOLOGY IN THE PROCESS OF GLOBALIZATION

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DOI: 10.5958/2278-4853.2022.00329.9

ABSTRACT

In the next thirty years in different areas of the earth there have been tremendous changes. Today, due to various revolutions, extremism and the problems that terrorism brings, a number of countries are experiencing deep political tensions and instability.

KEYWORDS: *Political Technology, Globalization, Development, Information, ICT, Computer, Internet.*

INTRODUCTION

President of the Republic of Uzbekistan Sh.M.Mirziyoyev: “We all know that there is a sharp economic competition, information attacks, terrorist threats in the world. Bloody clashes and conflicts continue in different parts of the world, especially in the Middle East region. A thousand unfortunately, the foci of such turbulent tension are increasing instead of decreasing.

Taking into account such a threatening situation, we are obliged to comprehensively strengthen our activities to strengthen peace and quiet in our country, to combat various risks. This is a demand of the times” [1].

Under these conditions, each state, including the Republic of Uzbekistan, should pay great attention to protecting the indigenous national interests of its people from external and internal threats.

Most of the events taking place in the international arena are carried out on the basis of pre-developed scenarios of Western countries, in which various political technologies are effectively used in these processes.

Since the second half of the XIX century, political technologies have been used by certain states to achieve the political goals pursued within the framework of their territory or territory, while the globalization of the information space in subsequent years, the intensive use of information and communication technologies in political processes have led to a further expansion of the scope of political technologies.

The development of political technologies at the global level is directly related to the following factors:

firstly, the rapid development of information and communication technologies, as well as the fact

that in 2018 55.1% of the world's population use the global Internet network, 68% use mobile communications, 42% use social networks, created broad conditions for the global use of political technologies;

secondly, as a result of the formation of a common information space, which does not obey any national borders, it has benefited from political technologies for developed countries, providing ample opportunities for the implementation of foreign policy in their national interests;

thirdly, as international relations develop, the interdependence of states increases, and the political processes taking place in a particular state also have an increasingly serious impact on the processes in other states.

These factors are influenced by the perception of the emergence of new forms of political technologies that are used on a global scale.

Political Technologies are understood as the totality of procedures, methods, paths used in the implementation of political power, aimed at achieving the expected successful results in the political sphere and increasing the effectiveness of the political process[2].

Political Technologies were originally used by political parties to solve the tasks facing them, which have the following advantages:

- Choosing the most rational, simple and effective way out of all the ways to achieve the set goal;
- Ensure that the expected results are clearly-concisely defined and that the chances of achieving them are relatively high and controlled;
- The use of the most economical methods of attracting personnel resources and material and technical means to solving the assigned tasks;
- Formation in participants of the process of implementing political technologies of solid skills and methods of performing the tasks set in repetitive conditions and situations[3].

The use of political technologies in increasing the effectiveness of political processes, in turn, led to the development of their various forms. In particular, experts note the presence of the following forms of political technology at present:

- Development and adoption of specific political projects and decisions;
- Implementation of political decisions;
- Formation of political power;
- Work with the electorate or related to elections;
- Formation of social thought;
- Coordination of social interests;
- Organization of activities of political parties, organizations, associations;
- Formation of political culture and civil consciousness;
- Finding solutions to political conflicts and others[4].

At present, such forms of political technology are being studied in depth by specialists and

improved in accordance with the requirements of the time. Political technologies developed by Western politicians are used not only to control domestic political processes, but also to control and influence processes within the international framework.

Currently, one of the new forms of political technology has appeared global political technologies. Global political technologies are political technologies used by certain political forces, based on their own political interests, through modern information and communication technologies in political processes of an international scale.

As a result of the development of political technologies, the methods of its implementation are also developing. Scientific researcher P.Vasilyeva notes the following as methods for the implementation of global political technologies:

- Global network projects;
- Structuring and managing global political movements;
- Projects to actualize the issue of national equality and stimulate separatist movements (uyghur project, finno-ugric world, kurkish project, etc.);
- Global geopolitical projects ("Great Turan", Eurasian project);
- Destructive global technologies (international terrorism, drug trafficking control) [5].

In addition to this list, it is also advisable to include the "soft power" style. It is worth noting separately that the role and importance of "soft power" (soft power), which causes scientific controversy among experts, is increasing today. Although the phenomenon of "soft power" has long been known, it was the US political scientist J.Nay who brought this concept into scientific circulation. "Soft power" is the ability to achieve the expected results, without the use of means of coercion, by voluntarily attracting allies and partners. "Soft power" is manifested in the fact that the country attracts with its culture, political ideas and programs[6].

The specifics of global political technologies are seen in:

- The widespread spread of political ideas in the global information space and the growing number of supporters of these ideas. International TV channels such as BBC, CNN and Al Jazeera, which are currently leading globally, play a leading role in the psychological impact on the general public. In addition, the internet resources that distribute information are also increasingly developing in the next years.
- Establishment of politicized groups on social networks on the Internet. Facebook, Instagram, Twitter, YouTube, Instagram, Live Journal, Tumblr, Flickr, Google+ have been established politicized groups on popular social networks and their number is increasing. As an example, these groups can be cited, ranging from patriotic-spirit societies that support the government, to groups in various radical movements. There are opportunities by social media controllers and political technologists to influence and manage social groups like these.
- To convince the population of the information that is being distributed in the media and the internet, where political goals are hidden. As a result of the development of information and communication technologies, it has become a powerful means of manipulative influence on the consciousness of the population. It is actively used by various states or political groups in order

to arouse a negative or positive attitude towards the general public regarding a particular reality in the pursuit of its political goals. It is the implementation of a propaganda campaign in the media with the aim of concealing political tension or certain events in a state or region as such styles; the manipulator can exaggerate useful information and, on the contrary, hide useless information; under the influence of strong emotionality, it is possible to cite such as falsification of reliable information[7].

The above-mentioned global political technologies are further improved in the future under the influence of the deepening of the globalization process and the further development of information and communication technologies, and it is possible to predict the emergence of new types of them in the near future. Therefore, our in-depth analysis of the specifics of these political technologies serves to prevent the emergence of various instability in our society and situations that contradict our national interests.

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