

## THE EXPERIENCE OF FOREIGN COUNTRIES IN THE FORMATION OF THE IMAGE OF STATE POWER IN THE MINDS OF CITIZENS

**Davron Bekchanov\*; Sharifakhon Kodirova\*\***

\*Associate Professor,  
Department of Legal basis of Public Administration and Structured,  
UZBEKISTAN

\*\*Senior Lecturer,  
Department of Art of Management,  
Academy of Public Administration under the President of the Republic of UZBEKISTAN  
Email id: sh\_kodirova@gmail.com

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### ABSTRACT

*This article is devoted to the analysis of foreign experience in the formation of the image of state power in the minds of citizens. The article presents the experiences of such countries as the USA, Great Britain, Germany, and Japan. The experience of the above countries shows that the image of state power in the minds of citizens is formed by several channels, such as: - outsourcing from state organizations to consulting companies in the direction of image-making; - coverage of expert opinions of the scientific community; - vigorous activity of both opposition and ruling political parties; - live broadcast of the government's report in parliament; - proper public control by civil society institutions; - the functioning of special departments created under the bodies of the personnel service. Also, based on the experience of countries, the importance of raising the legal and political culture of citizens, which originates from the inclusion of relevant subjects in school education, was identified.*

**KEYWORDS:** *The Experience Of Foreign Countries, The Image Of State Power, The Minds Of Citizens, Outsourcing, Image-Making Companies, The Scientific Community, Public Control, And Civil Society Institutions.*

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### INTRODUCTION

Today we see the intensive development of the world, the global community, and, in connection with this, the use of various creative and innovative approaches in the system of interaction between the state and citizens. In order to study the valuable experience of other states, in addition to the theoretical and methodological analysis of the features of the formation of the image of state power in the minds of citizens, it is important to study the practices of image formation in those states. This will allow us to see the mechanisms, factors, and measures in shaping the image of state power in the minds of citizens of advanced states, which will help us explore this topic in more depth, correlate theoretical concepts with implementation in practice, and most importantly, identify those aspects that we can use in our republic.

To do this, we will further describe the features of the formation of the image of state power in the minds of citizens of such states as the United States of America, Great Britain, Germany, and Japan.

**Experience of the United States of America.** The United States of America (USA) is a federal presidential republic. There are several approaches to the formation of the image of state power at all levels. Because heads of administrative units at all levels (merstvo, governorate, and presidency) are elected directly by the citizens, to form their image, they attract specially trained professional image makers who form both a personal image and the image of their activities. This is also due to the fact that candidates nominating themselves for the post of heads of administrative units at all levels must go through two stages: 1 - intra-party elections "primaries" (from primaries, primary elections); 2 - general elections (general elections) [1]. To participate in the primaries, candidates individually work on shaping their image, attracting special experts. After winning the primaries, the political party itself will contribute to the formation of the candidate's image. From which it follows that one of the main tasks of a political party is to increase the image of a candidate within their party and lower the image of a candidate within other parties through the use of various political technologies. From these, it can be concluded that political parties are one of the main institutions for shaping the image of power in the minds of citizens.

Also, the mass media (media) in the United States is one of the main elements that forms both a negative and a positive image of power in the minds of the people.<sup>1</sup>. One of the main functions of the media is to cover various problems of citizens and criticize the activities of state bodies, to force them to reconsider their activities. This is the main tool for exercising public control, through which citizens give their assessments to state bodies and influence decision-making, ensuring the development of relations between the state and citizens.

In addition, in the United States, public organizations represent the interests of various groups to which their activities are directed, performing a number of state functions in identifying, highlighting and solving the main problems of this target group. It is for these purposes that public organizations establish contacts with state bodies. At the same time, four main functions of public organizations are carried out: 1 - they initiate new ideas for the development and solution of problems, 2 - carry out state orders regarding their target audience, 3 - exercise public control over the activities of state bodies, 4 - form public opinion among the target audience on the activities of the relevant state bodies<sup>2</sup>.

Lobbying in the United States is also important; this is considered a legal activity to regulate legislation.<sup>3</sup> Where interest groups, promoting their economic and (or) political interests, influence public opinion by forming a certain image in the minds of citizens about the activities of politicians and government bodies on specific issues<sup>4</sup>. In this regard, there are special lobbying companies that provide lobbying services such as the development of specific arguments and strategies for shaping public opinion, etc. Based on this, we can say that lobbying is one of the key institutions for shaping the image of power in the United States.

In turn, state bodies on an ongoing basis study the opinions of citizens about their activities through the involvement of private consulting companies, the main function of which is the development and implementation of measures to improve the image of this organization. There

are over 15,000 such companies in America today.<sup>5</sup> In this regard, professionally trained groups of specialists are engaged in the formation of the image of state power, which ensures constant monitoring and maintenance of a positive image, despite the activities of many interest groups.

Thus, in the political and social structure of the United States, there are many groups of influence, on the basis of which the process of forming the image of state power requires a lot of effort and resources. To reduce the manipulation by groups, a high level of political and legal consciousness among citizens is required. For this purpose, special training sessions have been introduced in schools, such as the state structure of the United States, "public policy" and "problems of modern America", where the student's political position and critical thinking are formed.

**UK Experience** Great Britain, or the United Kingdom of Great Britain and Northern Ireland, is a unitary parliamentary democracy and a constitutional monarchy. The formation of the image of state power in the minds of citizens in a given country is determined by the peculiarities of public administration. First of all, the fact that British civil servants are employees of His Majesty the King. This means that the image of the state apparatus and state power in the UK is directly related to the image of the Royal Family. In this regard, the formation of the image of state power as a component of the image of the monarchy has historically been given great attention, which begins with the creation of a positive image of the Crown and its employees.

It can be said that the formation of the image of state power in the minds of British citizens is carried out with the help of the following institutions: the "Shadow Government" the "Parliamentary Clock", public organizations, the media, ministries and departments, as well as "think tanks" from the scientific community.

An important feature of the state-political structure of Great Britain is the presence of the "Shadow Government" (Shadow Cabinet), which is formed by the opposition party. The structure of the "shadow government" consists of a shadow prime minister and shadow ministers, which duplicate the officially functioning government<sup>6</sup>. Each representative of the Shadow Government, depending on his position, is engaged in the study, identification of shortcomings, and development of proposals for the relevant positions and persons of the official government. It is they who set the tone for assessing and shaping the image of the current government.

Also held on a permanent basis (every week) in the House of Commons, "Parliamentary hours" allow the opposition, deputies to discuss various components of the activities of the official government, ask questions, and put forward alternative solutions and ideas for the functioning of the government<sup>7</sup>. This, in turn, forces the official government to have a clear position, reason, and think through its activities comprehensively, knowing that they are under the supervision of the opposition, which expresses the interests of citizens and the state. "Parliamentary hours" are held openly on the air, which directly affects the formation of the image of government in the minds of British citizens.

In addition, public organizations in the UK are active, studying the opinions and needs of their target audience and improving their standard of living, which increases the level of satisfaction of this target group of citizens and contributes to the formation of a positive attitude towards the state and the image of state power<sup>8</sup>. Also, these organizations actively exercise public control

over the activities of the relevant state bodies. Thus, they form the opinion of the target audience about state power.

At the same time, one can notice the special activity of party organizations that constantly monitor and provide expert assessments of the government's activities. It is the political parties that have seats in parliament that promote the interests of lobbying groups that purposefully form public opinion about the activities or inaction of public authorities.

It is also important that, in order to form a positive image of the civil service, the image of ministries and departments as an important component of the British government, the necessary measures be taken by the functioning Commission on Personnel Issues. The secretariat of this commission has a special department to improve the image of the UK civil service, where public opinion is studied on an ongoing basis and, based on the results, special measures are taken and strategies are developed to improve the image and attractiveness of the civil service.

In addition, in the UK, the scientific community has a great influence on the formation of the image of state power. Many scientific and educational institutions operate "think tanks" where research activities are carried out in various areas of public policy. It is the "think tanks" that periodically publish the results of their research on the activities of the current government, its shortcomings and relevant recommendations. Their publications influence the formation of public opinion and the opinion of the scientific community about government<sup>9</sup>.

The UK media is based on the principle of freedom and covers both the negative and positive sides of the government. At the same time, an important function of the media is to cover various problems of citizens, discuss the activities of state bodies, and show directions for their adjustment. This makes it possible to realize the essence of the media as a tool for exercising public control and influencing the decision-making of state bodies at various levels.

Based on the above, we can conclude that in Great Britain there are elements of the personification of state power when it is perceived through the personalities of sovereigns. In addition, the activities of the government are clearly controlled and evaluated by the "Shadow Government," party organizations, and other institutions, which leads to the constant, careful work of the current government and the UK state apparatus to form an appropriate image of state power in the minds of citizens.

In terms of government, **Germany, or the Federal Republic of Germany**, is a parliamentary republic. Germany consists of 16 federal administrative units, which form the government at three levels: 1) at the level of the federation; 2) at the land level; and 3) at the municipality level [1]. This, in turn, forms the specifics of the system for forming the image of state power in the minds of German citizens. A feature of German public administration is a multi-party system, due to which many ideologies compete, ranging from the radical left to the radical right.<sup>10</sup> It is they who form public opinion based on their political platforms, which directly affects the formation of the image of state power in the minds of citizens.

Also one of the features of the German political system is the creation of a coalition government by several parties. In this regard, members of the coalition parties are consolidating their forces to shape the image of power. Each party creates an image in the minds of citizens according to its political line<sup>11</sup>.

In addition, public organizations in various areas are actively functioning in Germany, which perform a number of tasks to identify and solve the problems of their target audience and develop proposals to improve their quality of life.<sup>12</sup> At the same time, these organizations exercise public control over the activities of the relevant state bodies. It can be said that public organizations in Germany are highly active and influential in the life of society; thereby they participate in shaping the image of state power in the minds of citizens.

It should also be noted that the German media are based on the principles of freedom of speech and expression of will and represent one of the most influential institutions in the formation of public opinion. Given their potential, public authorities are making efforts to fully cooperate with the media. To do this, in all state organizations in Germany there are press services, where professional public relations specialists work. Thanks to their activities, the image of a state body is formed in the minds of people.

The functioning of the Commission for the Public Personnel Service of Germany, which is a collegial body and in its activities develops and implements the state personnel policy of the country, is also significant. In the structure of the executive apparatus of this organization, there is a department for improving the image of civil servants. This structure, on an ongoing basis, simultaneously studies the moods of civil servants and the image of civil servants in the minds of citizens while developing appropriate proposals for their improvement, which directly affects the formation of the prestige and image of the civil service as a significant component of state power.

**Japan Experience.** Japan is a decentralized, unitary democratic state with a constitutional monarchy. The government of Japan is formed by the political party that wins the most seats in the lower house of Parliament.<sup>13</sup>

In the system of forming the image of state power in the minds of Japanese citizens, the existing Commission on Personnel Policy plays an important role, which monitors the conditions, expectations, and problems of civil servants on an ongoing basis and, accordingly, takes the necessary measures to improve the performance of civil servants, focusing on enhancing the image and attractiveness of the Japanese civil service among the population. Also, this body conducts an assessment of the competence of civil servants in order to develop them and increase the efficiency and competence of the human resources potential of the civil service, which also directly affects the increase in the prestige of civil servants.

Also, another institution for shaping the image of state power in the minds of citizens is the Public Councils under state bodies, where experts and members of the public are involved in assessing the image of state bodies, identifying shortcomings, and developing proposals for their elimination.<sup>14</sup> Through which, a certain image of state power is also formed in the minds of citizens.

In addition, it should be noted the prevalence in Japan of “quasi” NGOs created with the support of the state. At the same time, the institution of amakudari (from Japanese, “who came from paradise”) is important in the functioning of these organizations, which is a system for the formation of the staff of NGOs by people who have retired from public service, who have experience, connections, influence, and respect. They play an important role in shaping public opinion in relation to state authorities.

Also in the Japanese Parliament, weekly "parliamentary hours" are held, where the opposition party issues questions about the activities of the government, which are then assessed. This process is broadcast live and affects the formation of the image of power in the minds of citizens.

Further, local representative bodies are the main institutions on the ground that exercise control over the activities of local executive authorities. The established commissions in the representative bodies of local authorities in various areas carry out a systematic inspection of the relevant executive authorities. These commissions publish the results of reports on inspections in the media, which also directly affects the formation of the image of the relevant state body.

In addition, there are Citizen Complaints Centers in Japan. In these centers, work is mainly carried out on a voluntary basis, and the main function of these centers is to listen to citizens' complaints about the activities of state bodies. These organizations periodically hold press conferences, which directly from the image of state power. In this connection, government agencies are making efforts to work closely with these centers.

The experience of the above countries shows that the image of state power in the minds of citizens is formed by several channels, such as: - outsourcing from state organizations to consulting companies in the direction of image-making; - coverage of expert opinions of the scientific community; - vigorous activity of both opposition and ruling political parties; - live broadcast of the government's report in parliament; - proper public control by civil society institutions; - the functioning of special departments created under the bodies of the personnel service. Also, based on the experience of countries, the importance of raising the legal and political culture of citizens, which originates from the inclusion of relevant subjects in school education, was identified.

It can be said that all studied foreign countries have in common the fact that enhanced public control has been established over the activities of the government, which obliges them to constantly make efforts to form a positive image of state power in the minds of citizens.

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