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THE IMPACT OF MODERN MEDIA AND COMMUNICATIONS THROUGH POLITICAL TECHNOLOGIES ON IMPROVING THE EFFECTIVENESS OF PUBLIC ADMINISTRATION BODIES: THE CASE OF FOREIGN AND NATIONAL EXPERIENCES

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Abstract
The thesis analyses the impact of modern media and digital communications on the transparency and effectiveness of public administration bodies. It covers the integration of the internet into national journalism, changes in legislation, the possibilities of social networks and crowdsourcing, and artificial intelligence technologies. The practical indicators of multichannel media communication are examined using the example of the Youth Affairs Agency. The thesis concludes that reliable information, verification and media literacy are the main conditions for the effectiveness of political technologies.

Keywords: public administration, mass media, political technologies, digital communication, social networks, omnichannel, verification, artificial intelligence.

Annotatsiya
Tezisda zamonaviy OAV va raqamli kommunikatsiyalarning davlat boshqaruvi organlari faoliyati shaffofligi va samaradorligiga ta’siri tahlil qilingan. Internetning milliy jurnalistikaga integratsiyasi, qonunchilikdagi o‘zgarishlar, ijtimoiy tarmoqlar va kraudsorsing imkoniyatlari, shuningdek, sun’iy intellekt



texnologiyalari yoritilgan. Yoshlar ishlari agentligi misolida ko‘p kanalli medianing amaliy ko‘rsatkichlari ko‘rib chiqilgan. Xulosada ishonchli axborot, verifikatsiya va media savodxonlik siyosiy texnologiyalar samarasining asosiy sharti ekani asoslangan.

Kalit so‘zlar: davlat boshqaruvi, ommaviy axborot vositalari, siyosiy texnologiyalar, raqamli kommunikatsiya, ijtimoiy tarmoqlar, omnichannel, verifikatsiya, sun’iy intellekt.

Аннотация

В тезисе анализируется влияние современных СМИ и цифровых коммуникаций на прозрачность и эффективность деятельности органов государственного управления. Освещены интеграция интернета в национальную журналистику, изменения в законодательстве, возможности социальных сетей и краудсорсинга, а также технологии искусственного интеллекта. На примере Агентства по делам молодёжи рассмотрены практические показатели многоканальной медиакоммуникации. Обосновано, что достоверная информация, верификация и медиаграмотность являются основным условием результативности политических технологий.

Ключевые слова: государственное управление, средства массовой информации, политические технологии, цифровая коммуникация, социальные сети, omnichannel, верификация, искусственный интеллект.



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Introduction

The effectiveness of public administration bodies is one of the most important areas in the system of governing society. In the digital age, modern media and communications are of great importance in making state activity transparent, strengthening contact with the population and streamlining the implementation of political decisions. Through social networks, online platforms and mobile applications, state bodies can deliver important information to the population quickly and accurately.

The aim of this thesis is to reveal the impact of modern media and communications on public administration through political technologies, using foreign and national experience.

Main Part

The internet and the transformation of the information space. The joining of Eastern and Western countries into a single network has to some extent erased notions of news tied to the time of day. In the words of Professor Yu.N.Zasursky, the globe has become a 24-hour society [1]. As A.Nazaykin points out, in organising "media relations" with sources, the media use e-mail, websites, chats, forums, blogs and social networks [2]. Because such messages are stored on the network, they serve as evidence in disputes with a source.

The German scholars S.Kapidzic, Ch.Neuberger, F.Frey, S.Stieglitz and M.Mirbabaie note that although the internet offers diverse information, the level of the reliable information audiences demand is low. The internet is a valuable tool for selecting topics, studying witnesses' opinions and checking facts quickly, but many journalists confine themselves to hypertext and do not enter into direct contact with the source [3]. At the same time, "The New York Times" and "The Washington Post" make effective use of Twitter quotations [3]. Since an official's

statement on a social network is written by the official personally, it is logical to cite it with a clear indication of the source. M.Adamkolo and co-authors, noting that young people make up a large part of the audience, assess positively the use of electronic sources by traditional media [4].

National legislation and practice. The entry of the internet into national journalism was also reflected in legislation. The oral or written request in Article 6 of the Law "On Guarantees and Freedom of Access to Information", adopted in 1997, was supplemented with the electronic form in 2015 [5]. Presidential Decree No. PF-6247 of 16 June 2021 set out the procedure for providing information through the electronic resources of state bodies and the Open Data Portal. Articles 33 and 81 of the new edition of the Constitution, in force from 1 May 2023, enshrined the right to freely seek, receive and disseminate information [6].

Newspapers, radio and television began to use internet data from 1997 [7]. Whereas in 2000 the newspaper "Hurriyat" based its foreign news on bulletins and BBC radio, from 2002 it moved to internet materials. N.Muratova stresses that online content became an effective solution to the problem of sending special correspondents abroad for television [8]. Organisations' websites also became an important source. For example, the "For the media" page on the website of the State Customs Committee brings together accreditation, the review of information requests and press releases [9]. This saves journalists time and eases access to official data.

Practical indicators of multichannel media. Multi-source and multichannel (omnichannel) media relations are of great importance in the digital communication of state bodies. The official Telegram channel of the Youth

Affairs Agency has more than 255 thousand subscribers and publishes from 2,000 to 3,000 items of digital content a year. The press service also transmits more than 1,000 media materials to the media during the year [10].

Media type	Materials per year	Share, %	Main platforms
Internet and news websites	450–500	47	Kun.uz, Daryo.uz, Uza.uz, Qalampir.uz
Television and radio	300–350	33	O‘zbekiston 24, Yoshlar, MY5, Sevimli
Print and other media	200–250	20	Yangi O‘zbekiston, Yoshlar ovozi, Xalq so‘zi

The table shows that information policy is not confined to a single channel. Nearly half of the materials go to internet publications, which confirms that information consumption has moved to digital platforms. The continuing share of television, radio and print shows that the media habits of older people and the regional population have been taken into account. Such integration should ensure not only the volume of information but also its transparency and quality.

Social networks and crowdsourcing. Whereas print publications communicated with their audience through letters to the editor, online publications have moved to crowdsourcing technology. It makes it possible to establish information exchange, obtain valuable footage, collect different approaches to a problem and gain data in emergencies [11]. President Sh.Mirziyoyev also noted that private publications are increasing their circulation because they cover problems of utilities, prices, medicine and entrepreneurship, and raised the question of the competitiveness of party publications [12].

Coverage of the earthquake in Türkiye and Syria on 6 February 2023 showed different approaches. "Kun.uz" used electronic sources [13], "Toshkent oqshomi" attached social media comments in its 10 February issue, and "Darakchi" reviewed the event on 16 February. "Yangi O'zbekiston" confined its print issues to political information, but its website carried reports taken from official foreign news websites. Although reliance by state publications on official sources alone ensures reliability, it limits the diversity of information.

The main obstacle to using electronic sources relates to verification. N.Muratova, N.Toshpo'latova and G.Alimova stress that social network users approach reality subjectively and note that they cannot be an official outlet [14]. Therefore, journalists should not be restricted from the internet; rather, their media literacy should be raised and fact-checking skills developed.

Artificial intelligence. The arrival of generative models has created new opportunities for finding and processing sources. "Bloomberg", "Associated Press", "Reuters" and "The Washington Post" use artificial intelligence algorithms to prepare financial reports, sports reviews and rapid digests. In national practice, too, leading television channels, internet publications and the press services of state bodies apply technologies such as speech-to-text, virtual presenters, automatic translation and infographic generation. With the time saved, journalists are paying more attention to in-depth analysis and investigation.

Conclusion

First, modern media and digital communications have become a political and technological factor that increases the openness of state bodies and strengthens public trust in official sources. Second, legislation in the information sphere has gradually adapted to the digital environment and has risen to the constitutional

level. Third, the experience of the Youth Affairs Agency shows that a balanced combination of traditional and digital media reaches different audiences. Fourth, the effect of new technologies depends on the choice of reliable sources, verification and media literacy: media seeking to create quality content must turn to reliable information sources.

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