

Modern Methods of Promotion

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Abstract

In this article, the authors argue that by the new century, the character of all types of propaganda has fundamentally changed, that propaganda has become a powerful tool used on a global scale for the purpose of various social groups and political forces, and that these changes in the propaganda system are taking place under the influence of a number of social processes, trends, and factors.

Keywords: propaganda, propaganda systems, geopolitical forces, globalization, propaganda methods, propaganda tools.

Modern propaganda systems are a concept that summarizes propaganda methods, methods, and principles used to spread a certain idea, doctrine, opinion, or argument in economic, political, social, and ideological space.

Among them, there are propaganda systems designed for various economic goals, subordinated to social tasks, and used in the political sphere.

Today, most modern promotional systems are mobilized to perform *two main tasks* :

1. Propaganda should form acceptable public opinion among the population of the country and decide on a vital position. Up to the new century, the fulfillment of this task did not cause serious difficulties. For this, it was enough to ensure that the population has access to appropriate information sources, and to close alternative channels that distribute inappropriate information. However, the unprecedented development of mass communication tools in the world and the acceleration of globalization processes have fundamentally changed the situation in this regard. Now it is not enough to skillfully use the most effective methods to form acceptable public opinion among the population and decide on a vital position. In addition, the need to protect the population from the influence of the propaganda system of the opposition forces is increasing day by day.

2. Propaganda should convey a certain socio-political position to the population of the opposing country, to encourage them to abandon their views. Any geopolitical power that aims to become the leading economic, political, social and ideological power in the world pays special attention to the promotion of its positions and ideological principles. However, even in this regard, the situation is getting complicated. Because the opposing geopolitical forces also have their own propaganda and counter-propaganda system, this system also carries out propaganda work on a large scale with the help of modern methods and methods, factors and tools. In such a situation, increasing the effectiveness and credibility of propaganda becomes a really important, urgent problem. The solution to this problem is rooted in strong political will, potential scientific potential, significant material and financial resources.

Modern propaganda systems have a solid theoretical and methodological support. That is why they carry out their activities based on different methods.² These methods can be divided into

two groups according to the tasks set before the propagandists. *The methods of the first group* are usually used in order to form acceptable public opinion among the country's population and decide on a life position. The most widely used of them are:

1. "Appropriate image". This method is usually used in promotion with the help of television broadcast or video material transmitted over the Internet. According to him, the image of the announcer should match the content of the information being transmitted. We have seen this situation many times in ordinary TV shows. Usually the announcer tries to read positive information with a bright face and negative information with a worried expression. The image of the announcer is suitable for the information he is conveying, which prepares the ground for the quick and appropriate absorption of the information.

2. "Differentiation". The method recommends interpreting the entity carrying out the propaganda in bright colors, and the opposing forces in a negative context. Because, as you know, white looks whiter on a black background. The more negative the opponent is covered, the more progressive and fair the subject of propaganda appears. This method is widely used in propaganda. Each geopolitical power tries to present itself to its people as a subject living with its dream hopes, while portraying its opponents as a group trying to derail the situation. The information to be distributed is also selected in this context. It is usually possible to identify the groups interested in promotion based on the "distribution of roles".

3. "Defining the problem". Propaganda cannot force people to think in one way or another. However, you can specify which problem they should think about. For this, it is enough to present the right "agenda" to the audience. Defining the problem means selecting information about a certain event or process and conveying it as important news for the life of society, leaving out the unfavorable information. When information about a problem is increased and transmitted continuously, the population begins to perceive this problem as a task of social importance and gets used to thinking about it. Today's in the day all modern propaganda systems this from style efficient not in use .

4. "Repeat". What needs to be conveyed must be repeated over and over again. Usually, information that is constantly repeated is not only firmly fixed in the memory, but is eventually accepted as true. Consolidating an idea into a few simple expressions and repeating it continuously makes people think calmly and logically. Geo-political forces resort to this method to form the necessary public opinion on the eve of the implementation of a certain policy (for example, when there is a need to increase the amount of funds intended for military purposes).

5. "Hide the problem." Any geopolitical power likes to publicize its achievements and keep its problems and defeats in the shadows. A simple way to cover up a problem is to replace it with information about other events, to distract people from the main problem. The use of this method in the information space can be easily observed: usually, an event reported on, say, the Euronews channel is not covered on the Rossiya-24 or CNN channel. A widely commented event in one domain is left behind in another domain.

6. "Inventing threats." It is relatively easy to unite the population under fear. Panicked people are ready to support any effort to get out of a situation that they don't like. Today's geopolitical powers seem to have mastered this well. In the propaganda carried out by them among their own population, a certain "global threat" is amplified to an unprecedented level and thus creates mass fear. In this situation, it is easy to direct the negative energy of the people to other objects, to manipulate their consciousness for certain purposes.

7. "Hindering conclusions." Destructive propaganda is not interested in an individual's independent thinking, in arriving at the correct conclusion through logical reasoning. That is why the mass media serving the goals of various geopolitical forces do not consider it desirable to

² See: Aronson E., Pratkanis E. *Sovremenn et tekhnologii vliyaniya i ubejdeniya*.- M.: Prime-Evroznak , 2008; Vasilova D. *Ispolzovanie metodov skrytoy propagandy i telenovostyakh* .- M.: LAPLambertAcademicPublishing , 2012; Sorochenko V. *Entsiklopediya metodov propagandy*.- M.: HippoPublishing , 2010 , etc.

present their material in a logical sequence. To distract, TV shows are interspersed with commercials, crossword puzzles and other material are published between articles, broadcasts are interspersed with songs, and so on. In this way, a person is completely denied the opportunity to draw an independent conclusion and is encouraged to accept the proposed ready conclusion.

8. "Feedback". The importance of feedback in increasing the credibility and effectiveness of the information conveyed to the audience is extremely great. The endorsement of information by a random respondent makes a big impression on people. Today's advertising channels make extensive use of this method. However, the subtlety of the matter is that such a respondent is pre-selected by the promoter. Naturally, a respondent who is in an unfavorable social position will not be sent near the air.

9. "Simple interpretation". When there is a need to inform the population about problems or defeats, even the biggest problem is communicated simply, as usual. As a result, the social significance of the event is reduced, people perceive it as a problem that does not deserve serious attention.

10. Information blockade. Each geopolitical power forces the propaganda channels and mass media under their influence to spread certain information and to exclude the inappropriate information. The political activity of a person, political actions carried out by a country, some political events, analytical materials and conclusions can be considered as inappropriate information.

The second group of propaganda methods is used in order to convey the socio-political position of a certain geopolitical power to the population of the opposing country, to encourage it to abandon its views. The most widely used of these methods are:

1. "Unknown source". Style is used to justify information that is actually false. Usually, such information begins in the form of "According to the conclusion of experts", "According to the information of a source in such and such ministry". The exact source is not indicated. In this way, information is presented as if it has a basis, proof.

2. "Catch the thief." The method is used when it becomes known that the information provided is false. In this case, the source who transmitted the information starts looking for the culprits who transmitted the false information, and diverts people's attention to another object.

3. "Speed effect". Being the first to know and deliver the news is one of the main methods of current propaganda sources. In this way, it is first possible to cover the information in the necessary perspective. People's reaction to the event is usually formed on the basis of the first received information. If the subsequent information does not correspond to the first one, it is evaluated in a critical spirit.

4. "Participant Effect". A report prepared from the scene of the incident increases its credibility. That is why today it has become common practice for propaganda systems serving geopolitical goals to prepare productions that "expose" the inhuman behavior of the opposition forces, and to organize reports against its background.

5. "Establishment of the fact". Style is used to create the necessary mood in people. In this, the desired event is described as if it actually happened. News such as "the economy of such and such a country is in crisis" and "politics of such and such a country has brought it to the brink" serve these purposes.

6. "False analogy". Making false analogies and comparing opponents to negative forces in history has also become a common method of destructive propaganda. It does not take into account that the parties being compared have very little in common. It is enough if people form a negative attitude about the opponent.

7. "Witnesses". This method is also used in order to increase the level of credibility of the material and its interpretation. A "witness" of the event supporting the acceptable position is

found and his interview is prepared. The interview serves to prove the truthfulness of the previously conveyed information interpretation.

8. "Interpretation of History". Interpreting historical events in one's own way, striving to "rewrite" history in accordance with one's own goals and interests has also become a typical method. This method serves not tactical, but strategic purposes: with its help, people gradually develop an acceptable worldview.

9. "Opportunity". Propaganda tools that serve geopolitical purposes provide more opportunities for their supporters when covering a process or event. As a result, supporters of one position gain an upper hand in the information space, and the opportunity for the other side to express their point of view decreases. In this way, the possibilities of promoting the necessary idea are expanded.

10. "Switching Concepts". Style is used to change the character of the happenings and interpret them. For this, the event that happened, its participants are called by other concepts. For example, the concept of "extremists" is replaced by the concept of "opposition forces", the concept of "terrorist actions" by the concept of "liberation movement", the concept of "disorder" by the concept of "protest", the concept of "hired militant" by the concept of "volunteer".

11. "Test". Some sources of propaganda, before promoting an idea or point of view, distribute it in a small area and study how the population will accept it. In this way, it is determined whether the idea is compatible with the local mentality or not. Then the modified and "edited" opinion begins to be propagated publicly.

12. "Mental paralysis". Demonstration of scenes of disasters, terrorist acts, and murders that paralyze people and leave them stunned have become commonplace. In fact, it has clear political goals: after the demonstration of these scenes, public opinion begins to negatively evaluate the forces that are shown as its organizers.

13. "Rating". Another trick of destructive propaganda sources is to rank countries with different attitudes. In recent years, various sociological studies have been conducted, and efforts have been made to determine the ranking of countries, sometimes according to democratic values, sometimes according to the provision of citizens' security, sometimes according to the elimination of corruption cases, sometimes according to the provision of freedom of conscience. In fact, this is nothing more than instilling certain norms and principles.

14. "Universality and urgency." In order to introduce a certain idea or point of view to the public in the right perspective, it is first necessary to break the mental protection in it, to worry it. For this purpose, first some information is transmitted as information of an extremely comprehensive nature, which needs to be conveyed urgently. After that, the anxious audience is presented with the necessary feedback as a way to get rid of it.

15. "Information wave". In order to form a firm social position in people, the necessary information is transmitted one by one from several sources of information. In this way, an information wave is created. The purpose of this is to achieve a wide discussion of certain information among people.

16. "Combining sentences into one text." Sometimes events from different places are combined in one text. For example, an informational text states that there was a shooting in such and such a city, that grenade launchers were used, a kindergarten was accidentally shot, and two children were killed. As a result, it is concluded that the shooting was the cause of the children's death. In fact, the shooting happened at a completely different time, in a different place, and the children died for a different reason. But, regardless of this, the information serves its purpose.

Of course, this classification of propaganda methods has a conditional character, because the methods used in the propaganda process inside the country can be used in the geopolitical space in some cases, on the contrary, the methods intended to be used against the opposing geopolitical forces can work inside the country as well. But if we look at the frequency of application of these

methods, we can be sure that some of them are used more during internal propaganda, and others during external propaganda. We classified styles based on this criterion.

To sum up, by the new century, modern propaganda systems have become a system that incorporates complex institutions, mechanisms, centers, and tools coordinated by state authorities, and is provided with sufficient funds. Today, it is subordinated to the tasks of forming acceptable public opinion and deciding on a vital position, conveying a certain geopolitical position to the population of the opposing country. To fulfill these tasks, the modern propaganda system widely uses a set of improved propaganda styles and methods, effective tools.

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