FUNCTIONAL ROLE OF POLITICAL TECHNOLOGIES IN ADAPTATION TO MODERN POLITICAL PROCESSES

Isanova Gulbahor Taxirovna
Associate Professor,
Department of Political Science,
National University of Uzbekistan.

Abstract. This in the article political of technologies modern political to processes adaptation tool as functional role scientific in terms of analysis Political in space face giving changes, social of requirements update and information environment expansion political of technologies content and in a shape improvement requirement Research during political of technologies society with politics between mutual relationships order in the garden importance , political decisions acceptance to do to the process impact and political of institutions flexibility in provision role It is also covered in political of technologies legitimacy , social confidence and political stability in formation place analysis The article political technologies modern under the circumstances effective of application social and political importance based on is given .

Key words: political technology, political process, political adaptation, political communication, public opinion, political institutions, political stability.

Introduction. Modern in the world political processes increasingly society becomes more complex of life all to the fields directly impact showing. Political systems not only state management with limited not, maybe social relationships, cultural values and information place with closely related without is developing. Such under the circumstances political of processes stability provision and society to the needs adaptation important importance profession will reach.

Political technologies exactly this adaptation process important tool as manifestation They will be political of subjects society with communication provides, political of decisions acceptance to be done impact shows and political of the system effective to work service does.

Political technologies through political institutes in society to changes adapts, public his/her opinion in consideration takes and political processes manages.

Today informed society under the circumstances political of technologies importance further increasing Digital communication tools, social networks and public information area political technologies application methods fundamentally changed. As a result political adaptation process accelerated and political from subjects high level flexibility demand is being done.

Home Part. Political technologies political of the system inseparable part are, they are political processes planning, organization to grow and in management important role plays. Political technologies through political subjects society needs determines, social mood analysis does and own activity This is process political of the system legitimacy to strengthen service does.

Political adaptation political of institutions in society to changes suitable accordingly updated to go means. Political technologies this adaptation practical mechanism as manifestation

They will be political of decisions acceptance in the making social factors into account to take opportunity gives and political of processes stability provides.

Political communication political of technologies important structural part is considered.

Society with political authority between communication how much open and effective if so, political adaptation so much successful Political technologies this in process information flow management, political messages to deliver and public his/her opinion formation task will do.

Modern political in space political technologies through social trust formation important to the task has become. In society political of decisions fair and open acceptance to be done about imagination political of stability important condition is considered. Political technologies this trust to strengthen service does.

Also, political technologies political competition under the circumstances political of subjects position to strengthen help They give. political campaigns, public with connections and political image formation in the processes active This is used. political of processes systematic and controllable to be provides.

Globalization under the circumstances political of technologies international political to processes adaptive role also increased is going on. Various countries experience analysis to do and adaptation through political technologies political systems efficiency to increase service does.

Conclusion. Modern political processes becoming complicated going under the circumstances political of technologies importance increasingly increasing Research is ongoing. results this shows that political technologies political of the system society requirements adaptation provider important mechanism as manifestation They will be political institutes and public between communication on the road to put, political of decisions acceptance to be done process consistent and understandable to do through political stability to strengthen service does.

Political technologies through in society there is social mood, need and interests political in activity in consideration This is the case. political real social implications of decisions to the conditions suitable to be provides. As a result political of the system legitimacy strengthens and citizens political to processes was confidence increases. Research in the process It was found that political technologies only political campaigns with limited not, maybe daily political management also important in practice place occupies.

Also, political technologies political of institutions internal activity to improve service

They do. political decisions prepare, carry out increase and assessment in the processes systematic approach provides. This is political in management efficiency to increase, from resources reasonable to use and social of conflicts prevent to take opportunity creates. Political technologies using political systems own activity analysis to do and necessary in cases him/her update to the possibility has will be.

Informed society under the circumstances political of technologies communicative importance further is increasing. Public information tools and digital platforms through political subjects society with fast and open communication installation as far as possible has This is happening. political of processes transparency increases and political adaptation accelerates. This with together, political from technologies responsibility with use the need is also increasing is going on, because wrong or manipulative approaches political to trust damage to deliver possible.

Conclusion as in other words, political technologies modern political of processes inseparable part and they effective and scientific basically application political of the system stable development provides.

Political technologies through political institutes society to the needs adapts, political decisions acceptance to do process will improve and social stability Therefore, political technologies study and them in practice right application today's political science and sociology sciences in front of standing current from tasks one is considered.

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