

APPLICATION OF PR TECHNOLOGIES IN FORMING CORPORATE IMAGE**Mahfuza Masabirovna**

University of Journalism and Mass

Communications of Uzbekistan

2 nd year master's student.

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Abstract. *This scientific at work corporate image formation in the process public with connections technologies place and importance wide illuminating is given. Current informed society under the circumstances organizations social appearance their successful activity in the conduct of important from factors one PR technologies are considered in the study. corporate to the image impact analysis done their effective application mechanisms open is given. Also image formation in the process information policy media with work and public his/her opinion management to the issues separately attention Focus on the work. results corporate management and communication in the field scientific and practical importance has*

Key words: *corporate image PR technologies public with connections communication information policy organization reputation.*

Login: Today on the day every how organization or company in the activity corporate image important strategic resource as manifestation is happening. Competition intensified modern market under the circumstances product or service quality with one in line organization in society reputation and social Appearance is also important. importance profession It will. Exactly. this aspects consumers partners and public to the organization was attitude by designating gives.

Corporate image by chance does not form maybe thorough planned and systematic communication process as a result to the surface comes. In this process public with connections that is, PR technologies leader tool as service PR activities through organization own values goals and social responsibility wide to the public delivers and reliable positive image shapes.

Information technologies intense development is also new to the PR field opportunities and one of time in itself complicated tasks loading. Social networks online platforms and digital media tools through information fast is spreading and public opinion short time inside is being formed.

This because of corporate image PR technologies in management effective and responsibility with use current to the point has become.

This scientific of the work main purpose corporate image PR technologies in the formation place and opportunities analysis to do and their practical importance open from giving consists of. Research PR activities during theoretical basics and modern application experiences is studied.

Home Section: Corporate image organization external in the environment general appearance it is public in mind formable stable imagination complex This means imagination organization activity leadership employees products and social position based on to the surface comes. Image positive was in case to the organization relatively confidence increases negative in case and to reputation damage enough.

PR technologies corporate image in formation main communication tool PR activities organization and public between two one-sided the connection provides.

In this process information only not transmitted maybe public The idea is also studied. and analysis is done. As a result organization own activity society to the needs adaptation to the possibility has will be.

Corporate image PR technologies in creation various in forms manifestation will be.

Public information tools with cooperation organization activity positive in lighting important role plays. Press conferences interviews and official statements through organization own position open and understandable in a way This represents public in mind accuracy and trust strengthens.

Modern PR technologies digital also active in space is being used. Social on the networks take to go communication through organization own audience with directly to communicate enters. This process openness and speed demand does. Correct organization done digital PR strategy corporate image to strengthen service does.

Also corporate social responsibility projects also image in formation important importance has. Society in the interests of service to do initiatives organization positive appearance creates and his/her social importance PR technologies through such activity wide to the public delivered and effective communication is provided.

Results and Discussions: Take visited research results this shows that corporate image formation PR technologies in the process place incomparable is considered. Organizations by planned and consistent take visited public with connections activity social in mind stable positive imagination to the formation service does . Research in the process studied theoretical views and practical PR technology experiments only information distribution tool it's not maybe strategic management instrument that confirms.

To the results according to corporate to the image the most strong impact indicating from factors one organization openness PR technologies through done increaseable transparent information policy in public confidence awakens . Information clear own on time and logical delivery organization to the activity relatively positive relationship This situation especially public information tools with take to go systematic in cooperation obvious manifestation will be .

Research results also showed that PR technologies wrong or superficial used in cases expected fruit does not give . Some PR activities in organizations only official events or advertisement to messages directed observed . Such approach public in mind artificiality feeling waking up confidence level to decrease take arrival possible . This PR technologies due to in use strategic planning and audience features deep into account to take important is considered .

Discussion in the process digital PR technologies importance separately attention worthy that identified. Social networks and online platforms through take to go communication corporate image to the formation directly impact Research shows . results this shows that digital in the environment active and consistent participation arriving organizations public with further close connections on the road This is organization modern and open image to form help gives .

Also research during corporate social responsibility PR technologies of projects with harmony positive results giving was identified . Society in the interests of directed initiatives about right and effective communication take to go organization social appearance strengthens.

Such activity as a result organization only economic subject as it's not maybe society development contribution adding important institute as acceptance will be done.

Discussions this shows that corporate image one one-time PR campaigns through it's not maybe far term and consistent communication as a result PR technologies are formed.

Continuous developing to go public needs and information in the environment to changes to adapt demand does. In the study analysis made sources of PR activities permanent monitoring and analysis image under the management important factor that confirms .

To the results based on to say maybe corporate image PR technologies in the formation efficiency their content right selection and at a professional level done to increase related to.

Organization leadership PR activities by strategic importance to be given communication of the policy success This determines with together with PR specialists qualification and creative approach is also important role plays.

In general when receiving results and discussions this shows that PR technologies corporate image in formation many edged and complicated process it is permanent improvement demand Organizations this technologies right used without own reputation reinforcement public trust to win and competitiveness increase possible.

Conclusion. Research results this shows that corporate image formation PR technologies in the process important and inseparable factor is considered. Correct planned and systematic take PR activities undertaken organization positive image to create service does and public with stable connections provides.

PR technologies using organization own of activity openness manifestation will trust strengthens and far term positive relationships shapes. Especially modern information PR activities in the environment strategic importance further increasing is going on.

Conclusion as in other words corporate image effective management PR technologies for conscious and responsibility with use A professional approach to this process is necessary.

Continuous monitoring and public his/her opinion into account to take important importance profession will reach.

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