



SCIENTIFIC AND PRACTICAL METHODS OF ORGANIZING SPIRITUAL AND EDUCATIONAL PROPAGANDA WORK: DIGITAL OR TRADITIONAL PROPAGANDA

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Abstract: The article reflects on propaganda, its history, its role in social and political processes, its manifestations and the main methods of propaganda used in world practice today. There are also several techniques cited by the author for use in digital propaganda.

Keywords: digital propaganda, anonymous authority, emotional resonance, berisha contrast, constructive, destructive

Introduction

The 21st century, the information age, can be called the age of propaganda in the truest sense of the word. We cannot deny that a tangible but "invisible" battle is underway between powerful states under the slogan "to conquer the world with ideas and ideology." Although the word propaganda and the activities associated with it seem simple, there are different opinions among researchers when it comes to defining it, determining its theoretical origin, and also determining its methodology. In particular, the American sociologist C. Simman argues in his research that propaganda is a continuous process, the first manifestations of which appeared as soon as people began to communicate and exchange information through words. According to sociologist B. Tsuladze, any form of research affects not only people's minds but also their emotions, and can be both positive (constructive) and negative (destructive). The purpose of positive propaganda is to educate people, to form a complete person, to create a healthy social environment in society. This form of propaganda performs an educational and informational function. Negative propaganda, by its very name, is used to cause various disagreements in society, political conflicts, and discontent between people. In other words, we can call such forms of propaganda constructive and destructive.

Russian sociologist S. Kara-Muza divides propaganda into "white", "gray" and "black" types. In "white" propaganda, the information is true and its source is clear. In "gray" propaganda, it is not clear whether the source of the information is either true or false. In "black" propaganda, the information is completely false, and its indicated source will also be incorrect.

While such definitions are a number in science and see the mechanism of implementation, today we can divide propaganda into two, namely, traditional



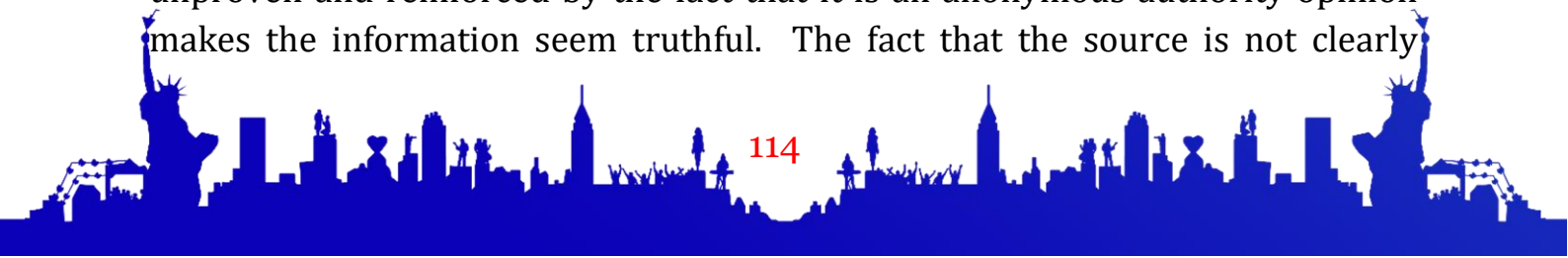


and digital types of propaganda. In some cases, we also come across the term traditional and digital propaganda blend – hybrid propaganda. The main big difference between digital (social media) propaganda from traditional propaganda by experts in the field is recognized as the fact that it is independent and democratized. It is known that traditional propaganda is engaged (publicly) mainly by the government, specialized scientific propaganda centers, scientific institutes. Propaganda carried out on social networks or, in other words, digital propaganda can be dealt with by any person with a certain opinion, idea and progress (enthusiasm).

As a result of digitization, we were able to influence the audience in any corner of the world without being moved from one point. That is, digitization eliminated the problem of space and time limits for propaganda. Also, unlike traditional propaganda in digital propaganda, influence is transferred individually to an individual rather than a team. So the more our chances of influencing others have increased, the more serious the risk of being influenced by others. This requires each "information consumer" to have the potential to synthesize and analyze information. The information that is being promoted today, as noted above, will in most cases be "invisible". And its precisely "invisible" is a methodology developed by powerful diplomats and politicians of the world, according to which its effectiveness will be higher if it is not known whether any propaganda IS propaganda.

Any information found in our daily life promotes a certain idea or action. In addition to being formally open or closed, digital or traditional, promotions can also be in specific methods and styles – methods. The method of promotion, on the other hand, is chosen in terms of time, space, age of the audience, gender, socio-political status and the like.

The anonymous authority method is one of the methods most used by the media today, with a high result. The authority being addressed can be a famous politician, Deputy, Master of his field, representative of the religious sphere, scientist or any person who is respected. In this method of propaganda, the authority does not publish the surname of the name, the views cited are reinforced by such words as "as scientists claim", "doctors recommend", "as a testimony of a senator who does not want to make himself known", "as a result of the studies of Deputies". But it is not disclosed which doctors, which scientists or political figures are (first names). The fact that such information is largely unproven and reinforced by the fact that it is an anonymous authority opinion makes the information seem truthful. The fact that the source is not clearly





indicated in this order frees the informant from any responsibility. So, in most cases, information that began in the media, such as "as indicated in the sources" or "on the recommendation of scientists", is not information "hidden" propaganda.

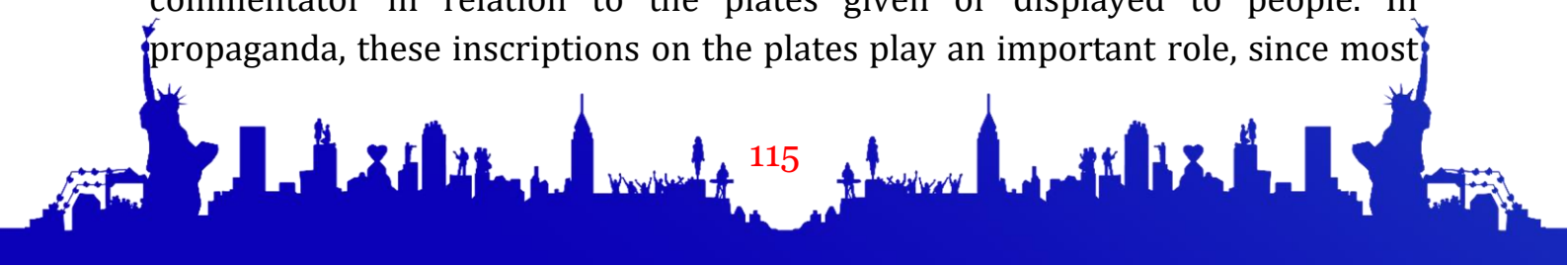
The "teach "or" adapt" method is used to promote information that is negatively perceived by people when openly propagated. In sources on psychology, this method is the most diplomatic propaganda. This propaganda method is used for the purpose of training people to perceive an issue as simple, that is, to get used to it. For example, the gradual delivery of unpleasant messages, such as daily violence, murder, theft, with a clear and quiet voice, teaches people to adapt to these messages in relation to people, to the simple reception of negative information. Through the "acclimatization" method, the effect of psychological acclimatization is achieved, that is, through this method, a simple and passionless reception of messages that are unusual and unpleasant for society is achieved.

The method of "scratching "or" overreaching" is used to divert attention from an issue that is actual in some way, or to elicit a negative conclusion regarding that issue. For example, by tirelessly and in huge quantities through the media about a person, soon the psyche of boredom and inattention towards the same person will be strengthened in the public. People become the ones who perceive information about this person with nervousness and tension.

The method of "emotional resonance" or "impact on consciousness" – under the motto that it is necessary to influence the senses, and not the human mind, first of all, is used mainly in the absorption of patriotism, tolerance, humanitarian psyche. In this case, the promoted maqad and muddao are conveyed under another information, achieving acceptance in a positive spirit in relation to this information through a mechanism of perception in the consciousness of the individual. Also this method gives a positive result in instilling in the listener such feelings as patriotism, nationalism.

The "testimonial" method-information and information provided with words such as "special from the scene", "we are on the air online" - increases the veracity of information in listeners, as well as causes an increase in confidence in this information in people.

"Comments" is a method of using separate tagyozovs, which are given to plates in the media. The goal is to encourage the subjective opinion of the commentator in relation to the plates given or displayed to people. In propaganda, these inscriptions on the plates play an important role, since most





people will have the opinion that the information given in the media is 100 percent correct and truthful.

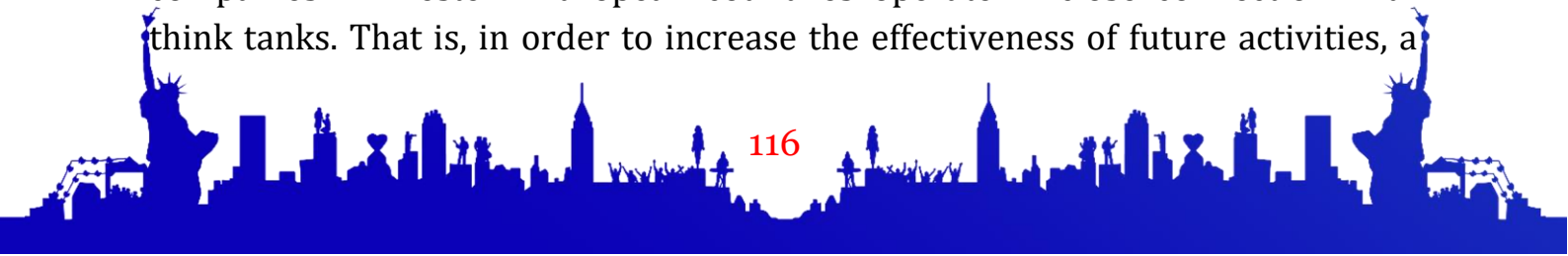
The "contrast" or "compare" method is when white appears brighter in front of black and Black appears brighter in front of white. Even in social life, the laziness of such a lazy person in reality comes to even more attention and causes discussion when compared to a hardworking person, a hard-loving person with anger, and or two-reader with excellent ones. This method is mainly used in cases where information cannot be given directly, or when it is difficult to be accepted by people at once when openly propagated.

The "chosen truth" method is a method used by most bloggers today. To convey to the listener only in the part that is beneficial to the information or vocation itself. The main role in this will depend on the subjective approach of the promoter to the event.

The "role model" or "Happy People" method is the use of well-known, wealthy, and socially prominent politicians, businessmen, entrepreneurs, scientists, and the like in propaganda. The motto of this method is "be like them and be as them."

The above methods are used in propaganda and are well-known to many, and many more such propaganda methods exist and need to be developed in the field. As in all fields, a scientific approach is needed in propaganda today, and it is important to recognize it as a separate object of research. As the President of the Republic of Uzbekistan Sh. Mirziyoyev emphasized, "Today, the conquest of the human mind and heart is becoming increasingly stronger in the world. The forces at the forefront of this work are using all methods of propaganda to achieve their goals. In such a situation, we need to fundamentally reconsider scientific and practical research on protecting our society from spiritual threats. We need to form methodological foundations for combating cases of disregard for our universal, national and religious values. In this sense, the Centers for Spirituality and Enlightenment, Development Strategy, Islamic Civilization, and research institutes in the socio-humanitarian direction should become real centers of reason."

"Think tanks" are expert and analytical organizations that study socio-political problems and provide independent opinions and recommendations. They play a leading role in shaping policy in developed countries of the world, recommending expert opinions in various situations. Almost all agencies and companies in Western European countries operate in close connection with think tanks. That is, in order to increase the effectiveness of future activities, a





tender is announced for think tanks on a special order basis, and state and non-state organizations conduct “internal analysis” (financial analysis, activity analysis, performance analysis, employee performance analysis, etc.). That is, the state and society themselves demand objective analytics. This need is the main reason for establishing think tanks.

For example, for a given project, several think tanks propose different ideas and opinions, and the project manager compares them with each other, which allows him to assess and eliminate potential risks. One of the most urgent tasks facing us today is to establish think tanks as private sector entities and support them in the initial stages. No matter how potential the state-owned think tanks in our country are, they carry out their activities based on the government's position. This can hinder objectivity and the presentation of clear and transparent analytical results. Without a transparent analysis of the activities of a particular sector, it is impossible to correct its mistakes and shortcomings and predict its future activities. We cannot deny that the poor performance of one sector in the government sector affects all other sectors. Therefore, in a word, we can call think tanks the drivers of the development of the state.

Conclusion

In conclusion, it is worth noting that today it is the demand of the times that every step and action we take should be scientifically based and have a forecast of predictable results. As we live in a globalization and open information society, it is more important than ever to organize spiritual and educational propaganda on a scientific basis. A scientifically based approach helps to correctly select the subject, take targeted actions, obtain predictable results, save time and money, and minimize strategic and tactical errors.

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