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IMPORTANCE OF MEDIA ACTIVITY IN NEGOTIATIONS



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Annotatsiya: This article states that in the context of the modern information revolution information technologies and public relations play an important role. For the first time in the history of mankind political culture is formed via electronic mass media. In addition, there have been analyzed the provision of the rule of law, the need to comply with it when conducting free negotiations in the information age, and that deviation from the law leads to negative consequences.

Kalit soʻzlar: cyberspace, negotiations, public relations, information technologies, the fourth power, mass media, virtual space, information exchange, political influence.

Abstract: Ushbu maqolada zamonaviy axborot inqilobi sharoitida axborot texnologiyalari va jamoatchilik bilan aloqalarning muhim oʻrin tutishi taʼkidlanadi. Insoniyat tarixida ilk bor siyosiy madaniyat elektron ommaviy axborot vositalari orqali shakllanmoqda. Shuningdek, axborot asrida erkin muzokaralarni oʻtkazishda qonun ustuvorligini taʼminlash, unga rioya qilish zarurati hamda qonundan chekinish salbiy oqibatlariga olib kelishi tahlil qilinadi.

Key words: kiber makon, muzokaralar, jamoatchilik bilan aloqalar, axborot texnologiyalari, toʻrtinchi hokimiyat, ommaviy axborot vositalari, virtual makon, axborot almashinuvi, siyosiy taʼsir.

Аннотация: В статье утверждается, что в условиях современной информационной революции информационные технологии и общественные связи играют важную роль. Впервые в истории человечества политическая культура формируется через электронные средства массовой информации. Кроме того, проанализированы обеспечение верховенства закона, необходимость его соблюдения при ведении свободных переговоров в информационную эпоху, а также то, что отклонение от закона приводит к негативным последствиям.

Ключевые слова: киберпространство, переговоры, общественные связи, информационные технологии, четвёртая власть, средства массовой информации, виртуальное пространство, информационный обмен, политическое влияние.

INTRODUCTION

Cyberspace is an important external environment for interactions between countries. At the same time, the Internet has become one of the important driving forces behind major changes in the world today that have not been seen in a century: the technological revolution has intensified changes in the relative power of major countries, helped the spread of online culture. The country is the main participant in international relations. Each phase of major scientific and technological innovation brings about major changes in the political structure of the country, and information technology is no exception. Unlike other sciences and technologies, the Internet brings not only a scientific and technical revolution, but also an information revolution. Information becomes an important strategic resource for the development of digital society, and it becomes an important resource in the political and economic spheres.

Mass media (mass media) is a means of conveying information to the masses and is one of the most characteristic features of modern civilization. With the help of mass media, people can get information about what is happening in the world in a short time. Mass media mainly include newspapers, magazines, radio and television. Mass communication means a message sent by a person or a group of people to a large audience through a transmission device (medium). Mass media is any medium for the transmission of mass



communications. Until our time, mass media has been defined and organized by eight mass media: books, newspapers, magazines and records, radio, film, television and the Internet.

REVIEW OF LITERATURE ON THE SUBJECT

In recent decades, the role of media in negotiations has gained increasing scholarly attention due to its profound influence on public perception, agenda-setting, and the strategic behavior of negotiating parties. Scholars such as Robert Entman emphasized the concept of “framing,” arguing that the media does not merely report events but actively shapes how conflicts and negotiations are understood by audiences. His framing theory highlights that media coverage can prioritize certain aspects of an issue while downplaying others, thus indirectly steering public opinion and influencing negotiation strategies.

Shanto Iyengar and Donald Kinder also showed through empirical research that media priming affects how individuals evaluate political actors and outcomes, which in turn can create pressure on negotiators, especially in international or high-stakes political dialogues. Furthermore, James Druckman examined how media cues affect the perceived legitimacy of negotiation processes, finding that negotiators adapt their communication styles depending on anticipated media exposure and audience reactions.

In conflict resolution research, William Zartman and I. William Zartman underscored that media visibility can be a double-edged sword. On the one hand, it increases transparency and international engagement; on the other, it may harden positions due to public scrutiny, making compromise more difficult. Similarly, Gadi Wolfsfeld emphasized the paradox of media in peace processes, noting that media tends to favor drama and conflict, which may undermine delicate negotiations aimed at achieving consensus.

Contemporary case studies, such as the Oslo Accords and climate negotiations under the UNFCCC framework, further demonstrate the media's dual role as both a facilitator and an obstacle. In summary, the literature suggests that media activity is not a neutral backdrop but a strategic component of modern negotiations that can shape narratives, alter power dynamics, and redefine the boundaries of acceptable compromise.

RESEARCH METHODOLOGY

This study employs a qualitative content analysis method, focusing on case studies of international negotiations with high media involvement. Data were collected through systematic review of news reports, official press releases, and media statements from negotiation participants. These materials were analyzed using discourse analysis to identify framing patterns and media influence on negotiation dynamics.

ANALYSIS AND RESULTS

The first mass media are newspapers. The first newspaper. It was a handwritten pamphlet called «Events of the Day» published in Rome in 59 AD. Magazines appeared in the 18th century. The first magazines were compiled from newspapers and booksellers' catalogs. Radio and television appeared only in the last century.

The most popular mass media is television. Television brings images and sounds directly into people's homes. Thus, it is possible to watch what is happening in different parts of the world on TV without leaving the chair.

The most common mass media is radio. The reason for the widespread use of the radio is its compactness. This means you can easily carry the radio with you. People like to listen to the radio while relaxing, while driving, or while walking down the street. The main form of entertainment on the radio is music.

The cheapest media is a magazine. Magazines are not primarily concerned with covering daily and frequently changing events. They do an in-depth analysis of what happened in a certain period of time, for example, a week or a month. Magazines are designed for long-term use, so they are printed on thick and high-quality paper.

People often think of mass media as just news, but mass media also includes entertainment such as television shows, books, and movies. At the same time, it also includes education in nature, so educational programs are provided to the public in the form of public broadcasting stations. Political communication is spread through mass media, including propaganda. Thus, mass media is an important part of human society. Understanding media is central to understanding population and culture, and this explains why the field of media is so vast. Observing, reading and interacting with the media of any nation is the key to understanding what people think. For this reason, B.M. Hasanov said, «In Uzbekistan, as in other democratic countries, the mass media, especially recently, are not viewed as a means of communication that transmits information from person to person or to the public, but as a democratic institution that protects the interests of the state, society and individual. This requires taking into account the demands of media liberalization and the fact that it is an important institution of civil society. Such attention is primarily related to the need for free expression of opinions



and beliefs, political and ideological pluralism, freedom of speech and thought, and the need to additionally support other social values guaranteed by the Constitution of the Republic of Uzbekistan [1]

A free press is an integral part of a democratic society. The mass media, as one of the powerful tools influencing all aspects of society's life, plays an important role in shaping public opinion, as well as determining the directions of development of socio-political processes. However, there is also a concept of «journalistic ethics» in the world. Every media outlet must adhere to the best principles of the press and be impartial and honest in reporting information to the public. Because «social and political freedom of mass media, i.e., consistent creation of economic and legal guarantees, further strengthening of their role in the development of the country, serves to immediately convey to the people the essence and importance of the comprehensive reforms that are being rationally implemented, and the successes being achieved in the way of building a new society of Uzbekistan[2]. «

Today, mass media is the most important tool for people to achieve change in the world. It is true that mass media is a means of entertainment, information and education as well as guidance. One of the moral obligations facing the media in Uzbekistan today is to follow the values and basic principles of the media.

The press of Uzbekistan is really acting as a messenger of advanced ideas. The mass media should not forget their responsibility to the society while putting all economic interests above them. But, unfortunately, it is impossible to see this in the mass media of some Western countries. Moral erosion, decline, departure from universally recognized moral and ethical standards and rules of professional etiquette, working based on the interests of political and economic circles have become a common norm even for a number of foreign mass media with historical traditions. Those societies that want to teach us a lesson about democracy, that are not lost in the dream of demanding democracy from us, should first of all see the light in their eyes.

Mass media is the most important tool for people to be aware of global changes. It is true that mass media serves as a tool for manipulating people as well as entertainment, source of information and education. «In the implementation of the concept of deepening democratic reforms and development of civil society in our country, we believe that citizens' self-governing bodies - neighborhoods, as well as non-governmental non-profit organizations, free and impartial mass media, will play an active role, as before. In the implementation of the important principle «from a strong state to a strong civil society», we first of all rely on the strength and capabilities of these social institutions[3].

One of the most important roles of mass media in modern societies is their position as intermediaries between political authorities and citizens. The mass media informs its audience about events in various spheres of politics, helps to shape public opinion, the ideological environment of individuals and their voting behavior. The main and sometimes the only source of information is communication through mass media, because it often conveys events that are outside the scope of direct experience of most members of society. At the same time, the mass media are not only an important source of information for citizens, they receive information from their products about the events happening on the political scene, the actions of the government, parliament or regional and local representative institutions, members of political parties, opinions and actions. Political communication plays an important role in this process.

Political communication is the process of forming and exchanging ideas between political actors, the media, and the public. It is concerned with the creation, distribution and influence of information in the mass media. It is a dominant element of the entire electoral and political process, including through which political information can be turned into political advantage. It is an interdisciplinary field that brings together a number of social sciences, from political science, sociology, psychology to media studies, economics and communication studies.

Communication and mass media are constantly evolving, mainly due to technological advancements. Since the beginning of the 21st century, the main role in political communication has been taken not by printed newspapers and party materials, but by internet media, social networks and television. With the advent of the Internet, the amount of data to be analyzed has increased significantly. Scientists and analysts of political subjects are moving to new computational methods to study political communication (they analyze the speeches of politicians, formal and informal conversations between the public, media output and their conception). In this field, the relationship between the three processes of political communication is intensively studied. Content is what the messages contain and what they are intended to convey to the recipient. Production is the way news is developed and communicated to the public in the mass media. Affect is the way messages are received and interpreted.

The elements of political communication are constantly changing. This change is mainly driven by the technological progress of the 21st century. Therefore, political actors are compelled to adapt to evolving techniques and technologies while attempting to use these developments to their advantage. Political organizations and politicians today not only use printed party materials and press conferences but also communicate with the



public directly through social networks such as Twitter and Facebook. Social media allows modern political actors to reach the public without intermediaries like traditional media outlets.

However, the downside of such direct communication is the ease with which false and populist messages can be spread to win elections. Political communication is an interactive process of information exchange among politicians, the media, and the public. This process operates in three directions: from governing institutions to citizens, horizontally between political actors, and upward from public opinion toward those in power. Political communication has always played a central role in electoral processes and policy-making.

Another well-known comparison that emerged in the 19th century relates to the classical threefold division of power legislative, executive, and judicial. In this context, the media has often been described as the “fourth estate,” acting as a mechanism that monitors all three branches. Just like each of the traditional powers, the media also carries responsibilities. For example, in established democracies, the executive branch is accountable to the legislature, just as a politician is accountable to their constituents; similarly, traditional media editors are accountable to their readers, listeners, or viewers.

The concept of the mass media as “guardians of democracy” includes the press, radio, television, and informational websites. These outlets not only provide news and updates about events in society but also serve as platforms for ideas that critically reflect politics and amplify societal concerns. Political accountability to the public is often ensured through the media, which plays a key role in exposing abuses of power, incompetence, or corruption. However, this watchdog function can be performed effectively only when the media is independent and operates within a legal framework that guarantees freedom of expression.

An essential aspect of the media’s influence in shaping public policy and opinion lies in its relationship with public sentiment. The media are perceived as carriers, collaborators, and representatives of public opinion. This concept generally symbolizes the set of views and evaluations expressed by members of society on particular issues and serves as an interpreter of collective interests.

On June 27, 2018 – the Day of Press and Mass Media Workers – the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, noted in his official address that significant progress had been made in strengthening the material and technical base of radio broadcasting, as well as in enhancing human resources. Most importantly, he emphasized that serious efforts had been undertaken to ensure diversity of opinions and perspectives in the press, which, as he put it, “is well known to all of you” [4].

When it comes to information, the responsibilities of states are more serious than those of ordinary citizens, as people tend to trust what authorities say. The freedom to seek information, which is integral to freedom of speech, includes the duty of states to actively disseminate content that serves the public interest and to foster diverse sources of information. This obligation is particularly crucial today, as individuals increasingly struggle to distinguish truth from falsehood.

Equally important is the responsibility of states and their representatives not to create or disseminate disinformation. As G.S. Mamatov rightly pointed out, although “information policy” is considered both national and universal, it is vital for society to establish a comprehensive system for receiving and distributing information. In the current era of globalization, distinguishing between accurate and fabricated information, ensuring that consumer rights are upheld, and preventing the spread of false information are all practical imperatives facing society. In this context, we may view state information systems as a kind of “data bank” that plays a strategic role in policy. For instance, platforms such as Norma, Pravo, and Lex.uz [5] serve as examples of such systems.

In modern societies, media coverage of politics or public interest issues cannot be separated from media coverage of political decision-making. The mass media has participated in the political direction of society’s life since its inception in its direction and form. This became evident when political trends and currents began to manifest themselves as social entities and political parties began to emerge.

Political parties are the main organizational structures through which different social groups promote their specific interests. Mass media are the center of attention of parties and their representatives, because citizens-voters form their perceptions about party activities more or less through mass media. Just as in ancient times orators tried to engage the audience with their point of view and purpose in their speeches at public gatherings, so do politicians today in the mass media. Therefore, the main issues that the parties are dealing with are their long- and short-term relations with the media and their strategies to influence, maintain or strengthen the media.

Currently, with exceptions, when the official affiliation of the mass media to political parties does not exist in practice, mass media try to act as translators of public opinion, more precisely, advocates of common interests, in relation to political parties. However, on the one hand, they cannot be clearly defined, and on the other hand, the form of mass media always sympathizes with a certain political trend, opinion, ideology, individual politician, etc. This is especially true of the private media sector. Public radio and television should be closest to this idea in terms of their functions. However, it is precisely these social institutions that politicians put a lot of pressure on in legal and illegal ways.



All mass media are in the field of political interest, because the difference in their technological nature allows politicians to use them for different ways of informing and persuading the public. But it is precisely this situation that requires the ability of politicians to comply with these special conditions of the media. On TV, a person with a sympathetic appearance who has mastered expressive abbreviations looks more reliable and convincing, on the radio the defect of visual appeal disappears, on the contrary, the importance of good articulation, logical structure of speech and pleasant tone disappears.

Politicians also seek to present themselves in new media. The Internet hosts the websites of individual political parties and politicians. Sometimes, for example, during elections or other campaigns, political parties spend a lot of money on billboards, leaflets and posters, paid advertisements, television and radio advertisements. The most recent discovery of the possibilities of mass media is the use of telephone and Internet mail for political campaigning. The ability to use modern digital technologies, which are able to present a «personal» message to a large number of users based on the organizational principle of the network, offers the appearance of an individual approach.

The above-mentioned features apply to the relationship between media, political parties and politicians, but as the oldest media, the press has come a long way with its partners and other media have only just joined it.

Today politics is done only through mass media. In them, the election campaign is held continuously, not once every four years. Politicians no longer intend to change the world, because the decisive processes here actually happen outside of them (at least in their opinion). In the 21st century, political activity is no longer about attracting the attention of citizens, but of viewers, listeners, and readers. It is not about people who consciously participate in democracy, who rationally evaluate the facts and proposals presented by politicians. Rather, it's about crowd control and anticipating cultural trends. Such a task requires different abilities, different skills than before. Being closer to the political scene in the media than in the cabinet pays off more. Because it is politics - even more powerful than before - that has become a theater, a kind of media reality show. Therefore, the winner is not only the one who can hypnotize the audience. The parties have already learned to live in the spirit of this order.

Narrative marketing succeeds. In the media, politics becomes a battle of constructed narratives, and election campaigns become narrative contests. It is no exaggeration to say that most political parties have long agreed that their agenda should be set by the mass media. Early morning television and news portals determine what people will discuss today, and politicians will have to adapt to the agenda. It is clear that they will be asked mainly (or only) about what journalists are currently interested in. All attempts at resistance, even holding press conferences on national issues, are futile.

Unable to change the situation, the politicians chose the way to carefully inspire the media, so that the journalists are convinced that they are the ones who set the agenda, when in fact the topic of the day is given to them by the party advisers.

The new information paradigm of international negotiations means that the effectiveness of the actions of the leaders participating in the negotiations largely depends on the information dominance in the virtual space. The modern concept of international negotiations requires the revision of outdated schemes and rules based on the latest information technologies and socio-cultural priorities. Today, good preparation for international negotiations means not only careful preparation of negotiating documents and development of strategy and tactics, but first of all, implementation of an excellent information campaign accompanying the negotiations in mass communication media. It is necessary to use new soft information technologies, to develop public relations with a subtle influence on public opinion in the world. Archimedes once said, «Give me a fulcrum and I will overturn the Earth.» Today, he would say, touching on the electrical means of our communication, «I will affect your ears and your nerves and your eyes and your brain and the world will turn at any speed and in any way that I want.»

The modern information revolution is bringing new principles and rules of political communication, changing the political image of the world. G'.S. Mamatov said, «The role of the mass media in our modern society should be as follows: providing information (that is, informing the population); mobilization and formation of public opinion; to support political literacy, education, political socialization of citizens; articulation of various interests in society; control state and local government bodies and express critical opinions on their activities; integration of policy subjects» [7].

The information is distributed in the space in an instant and it can be used by the political actors of different districts at the same time. As E. Giddens rightly noted, «we live in a world built on knowledge applied entirely by intuition, and in other words, we never believe that any element of it will not be revised [8]. «

From the point of view of political mobilization of society, information resources have the ability to cover everything and have an impact at the same time, which was almost impossible before the information revolution. The Internet is far more powerful than the combined power of the traditional three powers in terms of its power,



speed, and penetration. Political struggle is expanding day by day in the virtual information space and entering new, post-traditional virtual forms.

CONCLUSION AND SUGGESTIONS

Conclusion, in the age of information, it is not appropriate to bring up various topics in the name of free discussion. It is required to ensure the rule of law, to follow it. However, it is surprising that among the non-democratic countries that do not respect the freedom of speech and opinion, regularly interfere and control its work, and are in the last fifty places of the rating table, there are also countries that are economically very strong. Because many people think that in order to have free speech and opinion, first of all, the economy should be strong and financial issues should be eliminated. The negative consequences of deviating from the law can be shown by the fact that in various countries of the world, under the guise of democracy, quarrels and wars arise during the organization of rallies and meetings, which lead to state development and chaos.

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