

THE GENESIS OF ELECTION CAMPAIGNS AND ELECTORAL TECHNOLOGY

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Annotation:

This article will focus on the organization of election companies, the goals and objectives they set for themselves, the actions they carry out, their participation in competitive processes, the main feature of election technologies, the issue of socio-psychological mechanisms.

Keywords: election companies, sharp struggles between political opponents, modern election technologies, electoral strategy, campaign analytical information.

Annotation:

Mazkur maqolada saylov kompaniyalarining tashkil etilishi, ularning o'z oldiga qo'ygan maqsad va vazifalari, amalga oshiradigan hatti harakatlari, raqobatli jarayonlarda ishtirok etishlari, Saylov texnologiyalarining asosiy xususiyati, ijtimoiy-psixologik mexanizmlari maslagiga e'tibor qaratiladi.

Kalit so'zlar: Saylov kompaniyalari, siyosiy raqiblar o'rtasidagi keskin kurashlar, zamonaviy saylov texnologiyalari, saylov strategiyasi, saylov kampaniyasi tahliliy axboroti.

Аннотация:

В данной статье основное внимание будет уделено организации избирательных кампаний, их целям и задачам, осуществляемым действиям, участию в конкурентных процессах, основным особенностям избирательных технологий, социально-психологическим механизмам.

Ключевые слова: избирательные компании, острая борьба политических оппонентов, Современные избирательные технологии, избирательная стратегия, аналитическая информация избирательной кампании.

Candidates to participate in the election struggle, determine how to act in order to perform the task set by them. The sum of all the actions that candidates to achieve its goal of the candidates, parties, election associations are called the polling campaign[1].

The election campaign is a unique view of political administration[2]. The object of this process is acidicated if the team led by the candidate as a government subject (party

organizations, units, political advisers). The duties of governance stem from its purpose. It is clear from the practice that all candidates will also not set a goal to win according to the results of the election. Some candidates approach the election campaign from the point of view that the candidates will not be able to vote for the strongness of the candidates and participate as the starting stage of movement for subsequent elections.

Each election campaign will take place in the context of sharply struggles between political opponents. In fact, the election process is a competitive process, which is a competitive process, which is divorced, to the public, and to have significant resources. That is why these competitions are created and preventing various crises and establishes the election process. Of course, legislation may not cover the activities of all candidates in the election process. Nevertheless, these principles are created so that they do not leave them out of a certain limit and form the criteria for applying sanctions against those who do not follow it[3].

Taking into account the various approaches of election campaigns, it is necessary to focus on the following. These, firstly, deprive the election campaign initiatives in the role of management of the right to manage the "Rules of the Game". None of the candidate or political force cannot be issued a decision or order that determines the electoral character. Second, Management entities should not be able to use legitimate power against potential voters, not to punish them[4]. No one has the right to force a democratic society to vote for any candidate. So, it requires voters to use the forms of influence in the approach to voting. Therefore, the main goal of the election campaign is the struggle for the people, their minds, hearts, mood, and thinking.

The sum of tools used to encourage people to encourage people to vote for any candidate and are called electoral technology[5]. The main feature of electoral technologies is that based on socio-psychological mechanisms focuses on individual moods, interests, values and counseling.

It should be noted that a political adviser between the people and politicians is a mediator for two sides[6]. Political consultation (political consulting) is one of the important institutions of a democratic society. They are "assistants and friends of politicians." Most meetings and articles will be a subject of candidates and voters, whether they contradict or contradict the rules between journalists. Answer, political advice is not a special area of public relations or advertising, but mainly special activities associated with politics. According to scientists, this is not only the institution of a democratic society, without a deep history of politics. Those who oppose its contradiction to the rules of ethics are those who are evaluating outside the essence of work[7].

Until the middle of the twentieth century, election campaigns were carried out by party activists, candidate's friends, genuine citizens who wanted to help politicians. Under such

activities of candidate assistants, liability for the activities and idea of the party, liability, lay qualities such as readiness to win elections. A good organizers of political campaigns came from among such people. However, they acted mainly based on their experience and skills, ignoring the character of the character and the scientific history of the electoral technology[8]. While the prohibition of modern electoral technologies, it is necessary to distinguish between rich practical experience and scientific knowledge gathered in political struggle. In the same reason, it is important to understand, as well as the use of methods that have been tested in previous elections, and understanding the nature of certain causes of certain technologies. However, they are able to correct the organizers of the election campaign, correctly assess the situation, understand the interests and actions, painful points, "and in the presence of their ability to secure them. This is the case, on the other hand, demonstrates the need for qualified political technologies of the election campaign, qualified political technologist who have certain knowledge and skills[9]. Currently, many professions and agencies are formed in many countries. In 1968, the Association of International Advisors on political campaigns was formed in Paris. In Russia, 1995-1996 election campaigns in Russia announced the presence of organizations involved in consulting organizations[10].

Election Technology serves as a powerful weapon in the hands of people in their hands, and in winning the confidence of voters[11]. It should be noted that these technologies are comprehensive in accordance with the focusary-based election strategies and changes in competitive actions, public opinions can only give their efficiency.

Each polling campaign is unique, and it will not be returned in the same way after a certain time. Even the candidate cannot use the slogans and advertisements that have previously applied in five years in the previous county. After all, as time is over, it proves this idea that the interests, values, values, changing thoughts of the people are. The long-definitive politicians are preparing for preparation until the election campaign is officially announced. The idea that the election campaign will start on the date of the election results and the election of the activities began for the beginning of its work[12]. Even in practice, the winners of the election are visible activities for voters (dosing the roadbinds) in the next elections, and it is important to make a good impression on the minds of the voters[13]. In general, the first step of politicians is analyzing the situation in the county. During the study, organizers of the election campaign will bring the necessary knowledge and develop an election strategy. In this way, the election campaign will have analytical information.

In the election strategy, the direction of the election studies will be determined by the initiators. In order to create a positive image of a candidate, it is necessary to learn how voters in his counties can vote. What ideas for voters, without studying their values and interests, and learning of public opinion, cannot be formed. In the election campaign, the use of technological methods

depends on the tactics of the election struggle. The purpose of tactics is to support the candidate by supplying necessary information to voters, to make positive reaction to him and vote for the candidate. Strategy for the election struggle "What to do?" If the UVING tactics can be raised "What steps should we need to achieve the goal of UVING tactics?" must answer the question[14]. Tactics The election campaign requires a creative approach to their work. Because each election campaign requires use new tools to obtain voters. To effectively organize the election campaign, it is necessary to identify its main directions.

The question arises on what are the main directions in the study of the election situation. The first stage is the duty to comprehensively study the county before the election. This task is said that some scientists should start a year before the election, and the other scientists believe that it should be started to start for three to six months. During this time, all types of county information (amount, social and ethnic structure of the population, majority and industrial production, agricultural and industrial production) are gathered by the information, centers of educational and small businesses, and the interests, requirements and requirements of the population, and what candidates. This information is analyzed, and this basis will develop a conference campaign strategy.

The second stage provides an analytical information on the election campaign, which began. The dialogue between the organizers and voters plays an important role and will allow the candidate to correct its actions[15]. For the organizers of the election campaign, the information is collected by various methods. Economic growth in the county, demographic composition of the population, living standards, information on the previous election results, through the study of statistical documents; through social surveys among the population; using focus groups; Accessing the actions of the competitors are collected on the basis of the control and analysis of their speeches[16].

Providing the election campaign with analytical information is a luxurious, professional skill and process. Because a superficial approach to the development of the election strategy leads to the results of the elections and lose many opportunities. The election campaign cannot begin without the development of a clear strategy that is determined by ways to achieve the goal. If the candidate and his team have a clear strategy, the movement is chaotic, in some cases, in some cases, and eventually all attempts may leave.

The information on the question of the question of the question of the question of the question is to find the answer to the question of the question. In creating the image of the candidate (image), what should be considered in his speeches and programs? How can you earn the confidence of the voter and receive their voice? These questions become the main topic of the election campaign. There are two ways to choose a topic. The first is a topic based on the study of the thoughts, views and values of voters; The second is to choose a topic based on personal

experience. It is important to say that when the second method is used, it is possible to make a mistake in the development of the election strategy. Because human opinion changes, which indicates that it is impossible to act by relating to personal experience.

Of course, the election strategy of forces is different from each other. This difference will depend on the candidate's consultation, the severity of the political impact, what problems in its program and to reliance on which layer of the population. The election strategy of various political forces is also different because the values, views and interests of various social strata are different.

Each voter will surely belong to a social layer. Depending on the attitude of the candidate or other political strength, the electorate can be divided into five groups:

- 1) Active supporters are actively cooperating with the candidate and team, for certain reasons (e.g., values, their values, compatibility), supports their efforts. People of this group vote for "their own" candidacy or party and encourages others to the same;
- 2) Passive supporters are the group that they are kind to a candidate or election association, but does not export any practical assistance to it. This group can vote for "its" candidate in the election. These actions are usually motivated by non-policy factors (for example, the candidate's marital status, place of work);
- 3) Moderate positions are not fluent in the candidate's programming purpose because such people have little information about candidates or party. Their positions against the candidate will not be clear. Because they are people who are divided into their problems. It is not clear whether they vote for, not to come to the election not even;
- 4) The mood of insecurity does not believe that this layer of electorate is usually able to solve problems in the country, in the country of any party or candidate, in the country. Such voters vote or deliberately not come to the election.
- 5) The strictly opponent mood is the group of opposing party members and their active supporters. Along with voting in such moods, other candidates and the opposite reflects their activities and opposite their hostility to political forces.

Organizers of the election campaign should lead to the third group to its side, and those in the fourth and fifth group "disinfect". Usually, those in modest moods make up most of the electorate. Candidates will fight to get the attention of this group.

In this struggle, the candidate and his team should be viewed by people in moderate moods as individuals, thoughts and plans. This means that previously filed slogans, speeches and advertisements are required to take different effects on each of them.

The use of modern technologies is emphasized by a number of experts. The American socior claims: "We often make mistakes to make everyone and everyone to success. We must not turn to everyone, we must choose someone (a group) [17].

"Social strata of the selected narrow circle in the selected narrow circle are called the Addressary Campaign Organizers to choose the relevant Address groups. Because thousands of excess advertising products are used without producing a significant effect on the relevant groups.

Today, demographic (youths, old men, men, women), place of residents (city and villages, large and small cities), ethnic (especially in a large-dimensional area). Property distinguishes (large property owners, homels, representatives of the medium classes) and so on, segmented. Such segment of the electorate can be easier to determine how many groups of people belong to each group based on existing statistics. The purpose of segmenting the electorate is to contact as many people as possible, to respond to tortured problems, to deliver clearly-oriented advertising products and cover accurate advertising products[18].

In conclusion, election campaign is determined by the concepts of the campaign and the concepts of election technology, fully reflect the election process. The election strategy and tactic is an integral part of the election campaign, which will be established by electoral technology. Moving a strategy in organizing election campaigns, and on the basis of the use of electoral technologies, is the primary factor in the fact that the election is exposed to voter. In developing this, the Institute of Political Advisory Institute is the main task, which is one of the policies.

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