

Impact Factor: 4.951

ISSN: 2181-0788

DOI: 10.26739/2181-0788

www.tadqiqot.uz

IJC

INTERNATIONAL JOURNAL OF CONSENSUS

KONSENSUS XALQARO JURNALI



VOLUME 2, ISSUE 1

2021

Bosh muharrir | Chief Editor:

JO'RAYEV NARZULLA QOSIMOVICH
Siyosiy fanlar doktori, professor, O'zbekiston Respublikasi

**Bosh muharrir o'rinbosari:
Deputy Chief Editor:**

SAIDOV SANJAR SHAVKATOVICH
Siyosiy fanlar bo'yicha falsafa doktori
(PhD), O'zbekiston Respublikasi

**Bosh muharrir o'rinbosari:
Deputy Chief Editor:**

ZAMONOV ZOKIR TURG'UNOVICH
siyosiy fanlar bo'yicha falsafa doktori
(PhD), O'zbekiston Respublikasi

KONSENSUS XALQARO JURNALI TAHRIRIY MASLAHAT KENGASHI
EDITORIAL BOARD OF THE INTERNATIONAL JOURNAL OF CONSENSUS

ALIMARDONOV TO'LQIN siyosiy fanlar doktori, professor, O'zbekiston Respublikasi	NURMATOVA GULSAYRA siyosiy fanlar doktori, professor, Qirg'iziston Respublikasi
ANITA SENGUPTA siyosiy fanlar doktori, professor Hindiston Respublikasi	QIRG'IZBOYEV MUQIMJON siyosiy fanlar doktori, professor, O'zbekiston Respublikasi
BAYDAROV ERKIN falsafa fanlari nomzodi, professor, Qozog'iston Respublikasi	QO'CHQOROV VAHOB siyosiy fanlar doktori, professor, O'zbekiston Respublikasi
GREGORY GLEASON siyosiy fanlar doktori, professor Amerika Qo'shma Shtatlari	QODIROV ANVAR falsafa fanlar doktori, professor, O'zbekiston Respublikasi
FARMONOV RAHMON tarix fanlari doktori, professor, O'zbekiston Respublikasi	ONO MASAKI falsafa doktori, professor Yaponiya
JO'RAYEV SAYFIDDIN siyosiy fanlar doktori, professor, O'zbekiston Respublikasi	TOLIPOV FARXOD siyosiy fanlar nomzodi, dotsent O'zbekiston Respublikasi
JENNIFER MURTAZASHVILI siyosiy fanlar doktori, professor Amerika Qo'shma Shtatlari	VASILIIY NIKULENKO tarix fanlari nomzodi, dotsent, Rossiya Federatsiyasi
MAMADAZIMOV ABDUGANI siyosiy fanlar nomzodi, dotsent, Tojikiston Respublikasi	CHANDER SHEKXAR falsafa doktori, professor, Hindiston Respublikasi
MADAYEVA SHAXNOZA falsafa fanlar doktori, professor, O'zbekiston Respublikasi	Mas'ul kotib Responsible secretary: TO'YCHIYEVA RA'NO O'zbekiston Respublikasi

PageMaker | Sahifalovchi: Xurshid Mirzahmedov

Контакт редакций журналов. www.tadqiqot.uz
ООО Тадқиқот город Ташкент,
улица Амира Темура пр.1, дом-2.
Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz
Тел: (+998-94) 404-0000

Editorial staff of the journals of www.tadqiqot.uz
Tadqiqot LLC The city of Tashkent,
Amir Temur Street pr.1, House 2.
Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz
Phone: (+998-94) 404-0000


МУНДАРИЖА / СОДЕРЖАНИЕ / CONTENT

1. Жураев Нарзулла ГЛОБАЛЬНЫЕ ПРОБЛЕМЫ СОВРЕМЕННОСТИ И ОБЩЕСТВО ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ.....	4
2. Мухитдинова Фирюза ДАВЛАТ ВА ҲУҚУҚ: ТАРИХИЙ-ҲУҚУҚИЙ ТАЪЛИМОТЛАР ТАҲЛИЛИ.....	17
3. Allayarov Otabek, Yarbav Hasan THE ROLE OF INFORMATION TECHNOLOGIES IN THE FIELD OF SCIENCE AND TECHNOLOGY DEVELOPMENT.....	25
4. Саидов Санжар РОЛЬ ГРАЖДАНСКОГО ОБЩЕСТВА В КОНТЕКСТЕ ИНТЕГРАЦИИ ЦЕНТРАЛЬНОЙ АЗИИ.....	34
5. Rajabov Habibullo WHAT IDEAS DO WE NEED?.....	43
6. Ortikova Nargiza POLITICAL ELITE AS A SCIENTIFIC PROBLEM.....	49
7. Amanov G'ofir, Yusufaliev Arzimurod THE EFFECT OF THE INTERNET ON THE FORMATION OF SOCIAL CONSCIOUSNESS OF YOUTH.....	55
8. Mirzalieva Shahodat NORMATIVE AND INSTITUTIONAL FOUNDATIONS FOR THE FORMATION OF THE STATE IMAGE OF UZBEKISTAN IN INTERNATIONAL RELATIONS.....	62

KONSENSUS CONSENSUS

Mirzalieva Shahodat Mirzanazarovna,
Researcher of the Uzbek state
university of world languages,
chief specialist of the information service
Tourism development in the Tashkent region
E-mail: shahodatmirzaaliyeva@gmail.com

NORMATIVE AND INSTITUTIONAL FOUNDATIONS FOR THE FORMATION OF THE STATE IMAGE OF UZBEKISTAN IN INTERNATIONAL RELATIONS

 <http://dx.doi.org/10.26739/2181-0788-2021-1-8>

ABSTRACT

This article discusses some aspects of the regulatory and institutional framework for the formation of the state image of Uzbekistan in international relations. Consequently, the Republic of Uzbekistan has a unique image in the international arena, which is reflected in a number of laws and regulations. In particular, the article presents a number of factors in the formation of the state image of Uzbekistan. Naturally, it is worth noting that economic, social, political and cultural factors are of great importance in shaping the image of the state. Consequently, a comprehensive analysis of the place and role of tourism in the large-scale reforms implemented in the country over the next three years was carried out. Also, the goals and objectives, factors and features of the formation of the image of the state have been studied, scientific theoretical and scientific-practical conclusions are made.

Key words: tourism, image of the state, economic, social, political and cultural factor, world economy, international values, sustainable development.

Мирзалиева Шаҳодат Мирзаназаровна,
ЎзДЖТУ тадқиқотчиси,
Тошкент вилояти туризмни ривожлантириш
департаменти ахборот хизмати бош мутахассиси
E-mail: shahodatmirzaaliyeva@gmail.com

ХАЛҚАРО МУНОСАБАТЛАРДА ДАВЛАТ ИМИДЖИНИ ШАКЛЛАНТИРИШНИНГ МЕЪЁРИЙ ВА ИНСТИТУЦИОНАЛ АСОСЛАРИ

АННОТАЦИЯ

Ушбу мақолада Ўзбекистоннинг халқаро муносабатларда давлат имиджини шакллантиришнинг меъерий-институционал базасининг айрим жиҳатлари тадқиқ этилган. Бинобарин, Ўзбекистон Республикаси халқаро майдонда ўзига хос имиджга эга бўлиб, у бир қатор қонун ва қоидаларда ўз аксини топган. Жумладан, мақолада Ўзбекистоннинг давлат имиджини шакллантиришда бир қатор омиллар келтирилган. Табиийки, давлат имиджининг шакллантиришда иқтисодий, ижтимоий, сиёсий ва маданий омиллар муҳим аҳамият касб

этиши атрофлича таҳлил қилинган. Хусусан, кейинги уч йил мобайнида мамлакатимизда амалга оширилаётган кенг қўламли ислохотларда туризмнинг ўрни ва роли атрофлича мавзу доирасида ўрганилган. Шунингдек, давлат имиджини шакллантиришнинг мақсад ва вазифалари, омиллари ва хусусиятларини тадқиқ этилиб, илмий назарий ва илмий-амалий хулосалар келтирилган.

Калит сўзлар: туризм, давлат имиджи, иқтисодий, ижтимоий, сиёсий ва маданий омиллар, жаҳон иқтисодиёти, халқаро кадрятлар, барқарор ривожланиш.

Мирзалиева Шаҳодат Мирзаназаровна,
Научный соискатель УзГУМЯ,
главный специалист информационной службы
департамента по развитию туризма в Ташкентской области
E-mail: shahodatmirzaaliyeva@gmail.com

НОРМАТИВНО-ИНСТИТУЦИОНАЛЬНЫЕ ОСНОВЫ ФОРМИРОВАНИЯ ГОСУДАРСТВЕННОГО ИМИДЖА УЗБЕКИСТАНА В МЕЖДУНАРОДНЫХ ОТНОШЕНИЯХ

АННОТАЦИЯ

В данной статье рассмотрены некоторые аспекты нормативных и институциональных основ формирования государственного имиджа Узбекистана в международных отношениях. Следовательно, Республика Узбекистан имеет уникальный имидж на международной арене, который находит отражение в ряде законов и нормативных актов. В частности, в статье представлен ряд факторов формирования государственного имиджа Узбекистана. Естественно, стоит отметить, что в формировании имиджа государства большое значение имеют экономические, социальные, политические и культурные факторы. В частности, был проведен всесторонний анализ места и роли туризма в широкомасштабных реформах, осуществляемых в стране в течение следующих трех лет. Также исследуются цели и задачи, факторы и особенности формирования имиджа государства, делаются научные теоретические и научно-практические выводы.

Ключевые слова: туризм, имидж государства, экономический, социальный, политический и культурный фактор, мировая экономика, международные ценности, устойчивое развитие.

INTRODUCTION AND RELEVANCE.

Today, tourism, as a leading branch of the world economy, makes a significant contribution to the socio-economic development of countries. According to the World Tourism Organization, in 2015, "This sector accounted for 9.8 percent of global gross product, 7 percent of exports of goods and services, 30 percent of total exports of services, 9.5 percent of total employment, and every eleventh new job in the world was created in the tourism sector "[1].

Since the first years of independence, special attention has been paid to the development of the tourism industry in our country. In this direction, targeted measures were implemented, certain results were achieved, including the achievement of "a share in the country's GDP of 3.2 percent, a share in the export potential of 1.5 percent". Today, our country attaches great importance to the accelerated development of the tourism sector as one of the targets and priorities of the state policy in the field of tourism in the medium term stated: "... giving tourism the status of a strategic sector of the economy, turning this sphere into a powerful tool for diversification, structural transformation and sustainable development of the economy, which should become the leading force for the integrated accelerated development of all regions and interrelated industries..." [2]. In order to develop the tourism sector in the world, further increase its socio - economic importance and share in the economy, special attention is paid to modern scientific research that creates the basis for the effective development of the tourism sector. The innovative economy is characterized by the urgency

of identifying the features and trends in the development of the tourism industry and improving the organizational and economic mechanism of its effective development [3.10].

RESEARCH METHODS.

The article uses chronological and systematic periodic data, comparative and quantitative methods. More than ten scientific papers on the topic are used to explain "Normative and institutional foundations for the formation of the state image of Uzbekistan in international relations". In addition, the researcher used different materials to collect data related to the study.

RESEARCH RESULTS.

For the purposes of legal regulation of relations in the sphere of tourism, development of tourism market and protection of rights and legitimate interests of tourists and subjects of tourist activity, the Law of the Republic of Uzbekistan "On tourism"(1999) 20 Aug). However, in accordance with the decree of the President of the Republic of Uzbekistan "About modification and additions in the decree of the President of the Republic of Uzbekistan "dated 2005"on state program of tourism development in Uzbekistan for the period up to 1999" (1999) 15 APR.) has become an important factor in the development of the industry [4.639].

In the age of globalization, in the conditions of increasing competition, the image of the country acts as a strategic capital. This capital indirectly serves to strengthen the geopolitical position of the state in the international arena, to ensure the security of the country. The image of the country also contributes to the protection of national interests, the formation of a stable psychological climate that creates favorable conditions for the integration of the state into the international community [5.73].

Scientists around the world note that in modern conditions, the power and influence of any state is directly related to its place in the information space. Indeed, today's information flows are able to fill any gaps in society.

It is through the media expressed the interests of the state, expressed a political position on a particular international or regional issue, formed the outlook of people, is mediated of the state, strengthening its international relations, various blocks, sometimes overcome serious contradictions.

Currently, the Uzbek mass media are making efforts to promptly inform the whole world about the world achievements achieved in the republic. In this process, modern technologies of national mass media, in particular the Internet and satellite capabilities are used.

But it would be advisable to increase the effectiveness of the existing information potential, strengthen the mechanisms that strengthen the country's image in the global media space, and summarize the work in this direction. P. Zhukova believes that "In modern society, there is always an objective need to coordinate the behavior of subjects in the field of defense, security and image formation. In our opinion, it should become part of the system of democratic control over the spheres of defense and security in the country" [6.55].

This definition emphasizes one of the most important functions of international public relations – the function of ensuring the national security of the country. Nevertheless, international public relations perform many tasks. In this regard, its comprehensive development remains an important issue. Today, Uzbekistan has firmly defined its position of building a free civil society based on the principles of democracy. Along the way, the public relations phenomenon is crucial to bringing all our people together around a single goal. It is through the mass media that we can involve every citizen and the entire nation in the processes in our country.

Unfortunately, non-profit organizations are not yet able to allocate enough money to this industry, so most of the sector is in the public sector. The consistent solution of problems in the social, political, economic and cultural life of Uzbekistan gives hope that, along with other areas, international public relations will also develop, which will become an important tool of social propaganda, stimulating the formation of a civil position of members of society, directing the flow of public opinion[7.142] .

Summarizing the main goals and objectives pursued by the creation of a positive image of a particular state at the international level, several categories can be distinguished:

1. Gain international recognition and trust.

2. Bringing its internal and external problems to the international level.
3. To have support or partners in the person of other subjects of international legal relations in conflict situations.
4. Entering the world market, achieving the competitiveness of its own products and services and, conversely, improving the quality of imports on preferential terms.
5. Be able to impose their position on international issues to other subjects of international legal relations.
6. Attracting investment for the development of the country's infrastructure.
7. Maximum uses of domestic resources, in particular, the development of tourism.
8. Have a certain status at the international level.
9. Ensuring internal and external security, countering military, political, economic, cultural and information attacks.
10. Ensuring the security of its citizens and economic or political interests outside the country.
11. Transmit information about their culture and ideology to other countries of the world, thereby gaining a certain power of influence.

In the above tasks, the main target audiences of the process of forming the international image of the state are: international governmental and non-governmental organizations (UN, UNESCO) that are sources or subjects of international law); international specialized organizations (in the field of economics, finance, trade, culture, sports, education, professional activity); political elite of foreign countries; foreign investors and shareholders; international public organizations; an expert community whose professional interests include this state (financial and industry analysts, politicians, social scientists, economists, journalists, etc); subjects are representatives of the international community (citizens of another country) who have state interests and needs, including potential and real tourists, as well as the population of foreign countries in general.

The economic elements that strengthen the international image of the state include: published statistical indicators, international rankings; use of brands that evoke positive emotions; escorted goods and services, advertising campaigns (within the country, corporation, individual projects); companies listed on the stock markets and their financial performance; scientific achievements, discoveries, creation of scientific awards and funds, holding of international scientific events; publication of tourist guides and reference books about the country; tourism; socio-political events taking place in the country; it is formed by conducting interviews and conversations with leaders of politics, economy, culture, experts, representatives of civil society[8].

Activation of the formation of a positive image of the state of Uzbekistan is an important and topical issue in both domestic and foreign policy of the republic. In the age of globalization, in the conditions of increasing competition, the image of the country acts as a strategic capital. This capital has a direct impact on the following results: economic development; attracting new investments; expansion of the export market; improving the competitiveness; creating a reliable environment in the financial sector, etc. Also, this indirectly contributes to the capital: strengthening the geopolitical position of the state on the world stage; ensuring the security of the country; protection and promotion of national interests; formation of a stable psychological climate that creates favorable conditions for the integration of the state into the international space; ensuring that the country occupies a worthy place in world economic relations; consolidation of political success on the world stage, etc.

World experience shows that, as a rule, state organizations are engaged in the image of the country. In the era of the formation of the global information community, the activation of various competing forces trying to seize financial, investment and natural resources, the creation of a positive image of the country becomes the most important tool for ensuring its competitiveness.

The gradual development of Uzbekistan, the stability and reliability of the existing financial and banking system, successful structural changes in the economy and every step towards modernization in general are widely recognized in the world community.

In general, Uzbekistan is a country that has a sufficient level of strength and potential to form its positive image. But it is necessary to conceptually bring the existing approach to work in this direction to a new level. To this end, it is necessary to review the work of public administration

bodies, information services of various ministries and organizations, institutions aimed at shaping the country's image in the media space, evaluate them, and use relevant conclusions and experience to activate them.

Currently, there are still untapped reserves and a number of pressing issues, with the help or solution of which it is possible to achieve the awareness of many that the formation of the country's image is a "common cause". Naturally, in an era of fierce competition, the state, citizens and business circles must be at the forefront of changes in order to reach the next qualitative stage, aimed at strengthening the positive image and brand of the country.

First of all, a systematic and comprehensive approach to the formation of a positive image is required. In this area, it is necessary to generalize concepts, identify priority areas, goals and objectives, and develop methods and forms of implementation.

For the practical implementation of these works, not only public funds can be widely used, but also the capabilities of leading experts and business circles of the country. In addition to all this, it is desirable that all layers of civil society take an active part in the implementation of the "image policy". At the same time, special attention should be paid to the following issues, based on the experience accumulated in the country and studied foreign sources. In other words, to increase the effectiveness of the "Unified Media Image Policy", it is necessary to expand cooperation between state organizations.

The Government of the country has adopted several documents in this direction: resolutions of the Cabinet of Ministers "On measures to develop public relations of state and economic management bodies", "On openness of the activities of state and economic management bodies", "On comprehensive measures to counter threats and risks to national security of the Republic of Uzbekistan in the information and ideological sphere in 2013" and others.

Currently, various government departments, ministries and organizations are working on the formation and strengthening of the image of Uzbekistan in the world media space, based on their directions. For example, the information service of the Ministry of Foreign Affairs, based on the tasks assigned to it, cooperates with foreign correspondents accredited in the country. This will ensure correct and objective coverage of Uzbekistan's domestic and foreign policy in foreign media.

From a tactical point of view, the relevant organizations are making efforts to immediately take measures to solve the problem that has arisen in the global information space or to minimize the consequences of the danger that has arisen. Only in very rare cases is a direct rejection of external criticism given. Targeted periodic promotions are not organized. The authorities' efforts in this regard are often limited to appearances in the national media. But to achieve the strategic goal, state organizations must complete their work. Protecting the internal and external image of the country requires efficiency, accuracy and joint actions. Otherwise, the hands of competing centers and Powers in individual States may be higher.

In addition to the above, there are cases of insufficient funding for programs and activities aimed at developing a positive external image of the country. Expenditures in this area are mainly carried out by ministries and departments and are subject to a pre-agreed plan. In official reports, it is noted with the standard phrases "The Conference was held", "the round table was organized", "in connection with Nawruz (New day), Independence and other national holidays, reception ceremonies were held".

But the costs of measures to form the country's image are not clearly spelled out in any document of state bodies. In addition, to date, the issue of effective financing of the industry has not been studied particularly. For this reason, the costs necessary for the formation of the image of the Republic are difficult to calculate for specialists.

It is worth noting that such strategic documents have been developed in a number of countries around the world and are being implemented today. Sufficient experience gained in this direction People's Republic of China, USA, Republic of South Korea, Israel, Russian Federation, Malaysia and other countries and international organizations such as NATO, the European Union. In particular, the strategy of foreign policy propaganda of the People's Republic of China serves: the implementation of Beijing's goals in the international arena through information resources,

propaganda work related to the sovereignty and territorial integrity of the country, strengthening external sympathies towards it for the internal development of the country, maintaining a positive image of the state. China assures its distant and close neighbors that it is “a big country that does not pose any danger, is not actually an aggressor politically, but is an equal, reliable, respectable country.” It is worth noting that this proposal corresponds to the experience of the United States, Russia, China and other countries [9].

In particular, in America, the United States Agency for International Development (USAID), an independent agency of the US federal government, deals with the issues of the country's foreign policy image. Naturally the country and its policy provide military assistance to foreign countries (that do not have a military nature). It includes not only State institutions, but also non-governmental organizations, private corporations, and the media. International experience (USA, Russia) shows that the work to increase the authority of the state on the world stage is based on financial support from the state and the non-state sector. In the budgets of ministries and departments of these countries, the amount of funds spent on a positive image is indicated separately. Combines material and non-material resources and uses them effectively. Supports initiatives related to foreign policy and protects national interests. Such an important task:

In the United States, the Agency for International Development (USAID) and other similar organizations; in Russia, the Federal Agency “Rossotrudnichestvo”, the Russian World Foundation, the Gorchakov Public Diplomacy Support Fund, etc., are successfully operating; In Korea, the Korean International Cooperation Agency; in Japan, the Japanese International Cooperation Agency [10.61].

Based on the above experience, the Fund for International Cooperation of Uzbekistan can: effectively use funds aimed at implementing the country's image strategy (mainly from the state budget, as well as the private sector); plan projects and monitor their duration. An important point is that the accumulation of funds invested in the image of the republic in one place will facilitate the procedure for their transfer to special programs and projects in this area (designed to be carried out abroad and in the country itself).

Due to the weak actions of commentators, who remain only within the framework of our internal media shell, the work on forming the image of Uzbekistan mainly lies with state bodies (ministries and departments, Zhunun A.A, Uzbekistan Today newspaper, etc.).

At the same time, a good result in the development of the country's image will be the involvement of representatives of economic circles in the following projects: preparation of commercial catalogs on the topics “Made in Uzbekistan”, “Doing business in Uzbekistan”, organization of business and PR forums; adaptation of foreign experience in this area to the conditions of the republic and their implementation [11].

If Uzbekistan's efforts to accelerate its credibility abroad and in the region can be called successful, then Shavkat Mirziyoyev's domestic policy and reforms are being implemented dynamically. After the election of a new president in Uzbekistan, Central Asia has experienced irreversible processes, and large-scale practical changes have already begun both inside and outside the region and processes in it.

Astana is the main intermediary and platform for initiatives in Central Asia. Tashkent is gradually trying to establish itself as a “Tourist center of Central Asia” and “Production workshop of the region”. However, due to the tightening of punitive measures against the civil sector and the lack of intentions to carry out political reforms, the image of Kazakhstan has recently fallen significantly, which in itself is one of the similarities between the two countries.

In Central Asia, competition continues not only for the opportunity to host prestigious summits, but also for attracting foreign investment. In the year and a half that has passed since the election of Shavkat Mirziyoyev as president, the total amount of various agreements signed in this direction has reached almost 60 billion US dollars.

Effective continuation of the foreign policy and foreign economic path is the most important factor in the successful implementation of large-scale reforms and democratic transformations in the country, strengthening the country's authority in the international arena and ensuring the growth of the population's well-being. As a result of the activation of an open foreign policy, significant results

have been achieved in strengthening multifaceted and mutually beneficial cooperation with foreign countries, relations with the Central Asian states have reached a qualitatively new level, trade, economic, cultural and humanitarian ties have significantly expanded, practical cooperation with international organizations and dialogue with our compatriots abroad have been established, and current international and regional problems are being solved.

However, the analysis of the actual state of Affairs in the Ministry of foreign Affairs indicates, above all, a number of serious problems preventing the effective implementation of the tasks for the protection and promotion of foreign economic interests of the state, namely:

- the current legal framework does not fully regulate all issues of the diplomatic service, does not fully reflect the accumulated legal and practical experience, and does not meet the requirements of the time;

- the weak organization of work to inform the world community about large-scale changes in the country and international initiatives of the republic hinders the effective implementation of tasks to create a positive image of the country and strengthen its authority in the international arena;

- lack of clearly defined mechanisms of interaction between state bodies and the Ministry of Foreign Affairs and institutions of the Republic of Uzbekistan abroad, as well as effective and coordinated work with foreign partners in the development of trade, economic, investment and tourism cooperation;

- insufficient implementation of advanced information and communication technologies hinders the solution of priority tasks, does not allow the development of operational foreign policy and foreign economic response, as well as the tools of “digital diplomacy”.

To achieve a radical improvement of the system of the Ministry of foreign Affairs of the Republic of Uzbekistan and, In accordance with the objectives of the Strategy five priority directions of development of the Republic of Uzbekistan for the years 2017-2021 and the concept of administrative reform in the Republic of Uzbekistan on 5 April 2018 was issued by the President of the Republic of Uzbekistan “On measures on radical improvement of system of the Ministry of foreign Affairs of the Republic of Uzbekistan and strengthen its responsibility for realization of priority directions of foreign policy and foreign economic activity”[13].

In accordance with the decree, the most important directions of reforming the system of the Ministry of Foreign Affairs of the Republic of Uzbekistan are defined: Revision and improvement of the regulatory framework for the activities and organizational and staff structure of the Ministry of Foreign Affairs and Foreign Institutions of the Republic of Uzbekistan with an emphasis on the development of economic diplomacy;

- Introduction of new approaches and methods in the activities of the Ministry of Foreign Affairs and foreign institutions of the Republic of Uzbekistan aimed at expanding and diversifying the export of products, works (services) of our country, attracting investment, advanced technologies and tourist flow to the country;

- active use of the tools of “mass diplomacy” in the formation of a positive international image of Uzbekistan, primarily by strengthening the regular and targeted exchange of information with national and foreign expert communities, the media, the public and academia;

- strengthening the material and technical base of the system of the Ministry of Foreign Affairs through the extensive use of modern information and communication technologies in order to improve the system of providing public services, as well as promoting the country's interests in the global information space.

The Ministry of Foreign Affairs of the Republic of Uzbekistan has established: the Department of International Cooperation in the field of tourism development; the Department of Public Relations and Mass Media on the basis of the press service of the Ministry of Foreign Affairs; the department for working with appeals of individuals and legal entities and the sector for receiving appeals (call center); the Dune news agency and the Media Center and other departments.

The practice of the Ministry of Foreign Affairs of the Republic of Uzbekistan includes: development and adoption of annual “road maps” of institutions of the Republic of Uzbekistan abroad for active and systematic work with foreign countries with a special emphasis on foreign economic

activities (development of exports of domestic products, attracting investment and technology, expanding the tourist flow) and information and explanatory work.

In February 2019, the law “On international treaties of the Republic of Uzbekistan”[14] came into force in a new version. This will have a positive impact on the implementation of the country's foreign policy and increase the authority of Uzbekistan in the international arena. These and other issues were discussed at the scientific and practical conference “The role and significance of the Law on International Treaties of the Republic of Uzbekistan in strengthening the legal framework of the foreign policy of the Republic of Uzbekistan”[15].

Over the past years, Uzbekistan has joined more than 200 international treaties. The Constitution [16] enshrines the principles of the supremacy of universally recognized norms of international law, and commits to creating the necessary regulatory and legal framework and organizational and institutional conditions for compliance with these international treaties. At the same time, the implementation of international treaty obligations is ensured through well-established institutional instruments, such as monitoring and control.

The Law establishes mechanisms for monitoring the implementation of international treaties, providing for the creation of a single electronic database using modern ICT, the annual submission by State bodies to the Ministry of Foreign Affairs of information on the implementation of international treaties, the assessment of the effectiveness of the state of implementation of international treaties, the preparation of proposals to ensure their proper implementation.

This law is aimed at improving the efficiency of the work of state bodies, increasing their responsibility and the quality of documents developed by them, ensuring control over the proper implementation of agreements by the parties, as well as taking preventive measures to resolve emerging issues in a timely manner, enriching and improving the legal framework of international cooperation as one of the main tools for implementing the country's foreign policy, concluding bilateral and multilateral agreements that are promising for our state., It serves to ensure the supremacy of universally recognized norms of international law[17].

It should be emphasized that the adoption of this law will serve to form and improve the legal framework of international cooperation, which is one of the main tools of foreign policy activities.

On May 22, 2019, Tashkent hosted the V International Forum of Graduates of the Moscow State Institute of International Relations (MGIMO). This prestigious event was attended by about 450 members of governments and parliaments, politicians, diplomats, heads of large foreign companies, faculty members of the Institute, who are graduates of MGIMO from 32 countries [18].

During the discussions, special attention was paid to the development of the funds and capital market in Uzbekistan, including securities, the study of foreign experience in this area, the placement of the first Uzbek Eurobonds on the international market, and the further increase of our country's activity in the SCO. Experts recognized that Uzbekistan has become the main consumer market for foreign investors in Central Asia, which significantly increased the performance of our country according to the results of the rating published by the world's leading companies. Following the session, it was noted that a regional financial center is planned to be established in Uzbekistan [19].

At this meeting of the forum, dedicated to strategic empathy and security, Miroslav Jenca, Assistant Secretary-General for Political Affairs of the United Nations, made a report, which shows how important Uzbekistan is in this direction.

The UN, in particular UNESCO, has always paid special attention to the unique historical and architectural monuments of our country. UN Secretary-General Antonio Gutierrez, after meeting with President Shavkat Mirziyoyev in Samarkand in 2017, went to Medina to see the problems of the Aral Sea region with his own eyes [20].

M. Yench noted that it was at the initiative of the President of Uzbekistan that the issue of the Aral tragedy reached the international level. This issue will be raised again at the UN summit in September 2019. After all, the Island tragedy is a global environmental problem that today threatens the future of all mankind [21].

At the session devoted to international image policy, opinions were expressed about the rich history and cultural heritage of our country, that the great ancestors of the Uzbek people made a huge contribution to world civilization.

Experts-former general director of UNESCO Irina Bokova, Minister of Education, Youth and Sports of the Kingdom of Cambodia N. Hang Chuon, Minister of culture of the Moscow region Narin Shiraliev and others raised issues related to the importance of image policy, in particular, further raising the status of Uzbekistan in the international arena.

Experts say that tourism is one of the key factors in improving the country's image. For example, tourism now accounts for 10% of global GDP and 30% of international exports. Cultural tourism accounts for 40% of tourism revenues worldwide. This is a very high indicator. Uzbekistan has a huge potential for cultural tourism. This country, which is very rich in historical monuments, has favorable conditions for the development of cultural tourism, and recently wide opportunities have been created for the visa regime. There were also sessions of the forum devoted to politics, security, economy, culture and other areas.

A positive international image of the country is the main factor in the effective promotion of national interests and one of the most important conditions for solving strategic tasks related to improving the welfare of the state and sustainable development, increasing the competitiveness of the national economy on a global scale.

The large-scale reforms carried out in recent years in all social and economic spheres of Uzbekistan, as well as the new, open foreign policy of our country, contribute to strengthening the positive image and authority of the Republic of Uzbekistan in the world community.

Uzbekistan is widely recognized in the world as a dynamically developing, democratic State committed to the universally recognized norms and principles of international law, actively promoting the ideas of peace, humanism, education, tolerance, as well as mutual respect and cooperation between States.

Attention to Uzbekistan is growing from various countries and international organizations, and the desire of foreign partners to strengthen cooperation with the Republic of Uzbekistan in all spheres is growing. Interest in Uzbekistan from foreign investors, businessmen and tourists is growing significantly.

It is necessary to take a number of measures to effectively strengthen the positive image of Uzbekistan in the international arena and ensure its sustainability.

An integral system of formation and promotion of the international image of Uzbekistan at the state and public levels is of great importance. One of the most urgent tasks in this area is to increase the efficiency of using the country's unique image features, which include a rich cultural, historical, spiritual and intellectual heritage, centuries-old statehood, a recognized contribution to the development of world civilization, a high level of interethnic and interreligious tolerance, social harmony, rich natural resources, developed transport and communication infrastructure, and readiness for equal cooperation regardless of ideological views.

The importance of accelerating the activities of state institutions is increasing in order to further increase the positive recognition of our country in the world community and more effectively use the significant image potential of Uzbekistan in the implementation of priority economic, social, investment, scientific, educational, cultural and other tasks. Activities in this direction should be carried out on a regular basis through close cooperation and coordination of State and public structures and institutions. In this regard, it became necessary to develop and adopt the Concept of strengthening the positive image of the Republic of Uzbekistan in the international arena. On November 21, 2019, the Decree of the President of the Republic of Uzbekistan "On the Concept of strengthening the positive image of Uzbekistan in the international arena" was published [22].

In order to form a comprehensive and systematic state policy to promote and strengthen the positive image of the Republic of Uzbekistan at the world level:

The main objectives of the policy of strengthening the positive image of Uzbekistan in the international arena are defined as:

- strengthening the holistic and positive perception of Uzbekistan as a dynamically developing, modern democratic state governed by the rule of law by state and non-state structures of foreign countries, international organizations and financial institutions;
- continuation of the ongoing large-scale reforms and transformations in the political, socio-economic and cultural spheres, strengthening the attractiveness of the republic for investors and business partners, strengthening the competitiveness of the national economy on a global scale, creating the most favorable conditions for the implementation of important economic projects that meet the interests of Uzbekistan;
- promoting the export of local goods and services in regional and global markets by creating and strengthening an attractive national brand of Uzbekistan in the international arena;
- Strengthening national sovereignty, stability and security by supporting international initiatives of the Republic of Uzbekistan and expanding its positive perception in the world community.
- Inclusion of Uzbekistan among the leading business, cultural and tourist centers of Asia.

The general provisions of the Concept of strengthening the positive image of the Republic of Uzbekistan in the international arena in 2019-2022 are as follows:

1. The concept of strengthening the positive image of the Republic of Uzbekistan in the international arena is a unified and holistic system of views that defines the goals, objectives, principles, priorities and mechanisms for the effective implementation of the state policy of the Republic of Uzbekistan in this area.

2. The provisions of the concept are based on the Constitution of the Republic of Uzbekistan, the law "On the Concept of Foreign Policy Activities of the Republic of Uzbekistan" and other normative legal acts, international treaties of the Republic of Uzbekistan and comply with generally recognized norms and principles of international law, including the Charter of the United Nations (UN), the Universal Declaration of Human Rights and the Declaration on Principles of International Law.

3. The image of a country consists of a set of stable, interrelated objective representations-geographical, historical, economic, political, national, cultural, demographic and other representations (stereotypes) that are formed in relation to this country by the target audience within the country and abroad, the general public.

The image of the country is a result of the perception of information about the political system of this country, the policy, the credibility of its leadership, the success of political and economic activity, financial, economic, natural wealth and demographic potential, the efficiency of the national system of protection of the rights and freedoms of the person, humane attitude of the state towards persons who are not citizens, social status, security and stability, an understanding of national identity, national character, culture and other elements.

The internal image of the country is the idea of citizens about their country, its role and place in the world, the level of protection of the rights and legitimate interests of citizens, as well as the prospects for the development of the country and its perception by the world community.

The image of a country in the international arena is the external image of a country formed abroad and consisting of ideas about the country that determine its Prestige, Prestige, level of attractiveness for foreign socio-political, trade-economic, investment and other partners. The acceptance (awareness) of the population of their state, the policy of leadership, the activities of state bodies, the legal system, the level of personal security, the current political and socio-economic recovery have a direct impact on the image of the country in the international arena.

Image policy is a purposeful, systematic and complex information and communication and political activity of state bodies, socio-political, business circles, the expert and scientific community, civil society institutions and the media, uniting their aspirations to form a positive image of the country. Image characteristics-certain specific aspects, signs and qualitative indicators used in the formation of the image of the object and its imagination. A country stamp is a visualized image of a state formed on the basis of its identity, historical, socio-cultural, climatic, trade and economic characteristics, as well as its connection with its capital, historical cities or individual geographical

areas.

Target audiences are specific groups of subjects and individuals who have a real or probable goal of image policy, united on the basis of certain characteristics (geographical, national, linguistic, professional-political, socio-demographic, religious and other indicators).

Information activities image policy is a set of measures undertaken by public authorities and non-governmental organizations in the media to enhance positive image of the country in the international arena, to bring to the wider international community, with different target audiences in foreign countries information about the unique image characteristics of the country, of important events and processes taking place in Uzbekistan, about the nature and value of reforms and projects as well as initiatives of the President.

4. A positive image of the country in the international arena is one of the main tools for protecting and promoting national interests, as well as the implementation of strategic tasks by the state related to improving well-being, sustainable development and strengthening competitiveness.

CONCLUSION.

A positive international image contributes to the strengthening of the country's political and economic potential, its authority and authority in the world community, and serves as one of the main factors that create favorable external conditions for foreign investment, advanced technologies, financial and technical assistance, promotion of national exports on world markets, and expansion of the tourist flow.

In this area, there is an obvious need and relevance of a clearly defined policy aimed at creating a positive image of the Republic of Uzbekistan in the international arena, strengthening it and creating an integral system of active promotion.

The formation and strengthening of a positive image of the country in the modern conditions of its modernization, its successful promotion in the international arena on the basis of an objective and real picture, using large-scale means of information influence on world public opinion is one of the strategically important tasks of further development of the Republic of Uzbekistan.

Agency for information and mass communications of the presidential Administration of the Republic of Uzbekistan ensures the implementation of unified state information policy, coordinates the activities of state media in this area, methodological collaboration between media and Agency, and also carries out activities to promote the image policy of the Republic of Uzbekistan in global information space in the country and abroad, investment environment and tourist potential promotes progress [23].

An important tool for implementing the unified image policy of Uzbekistan is action plans ("road maps") in the field of strengthening and developing a positive image of the country in the international arena.

We believe that the implementation of the scientific and theoretical proposals outlined above in the international community:

- promotion of national interests;
- protection of the country's geopolitical authority;
- strengthening the external competitive environment;
- contributes to the expansion of the role in the world political arena.

Thus, the large-scale work carried out to form and improve the image of Uzbekistan in the world repeatedly increases its effectiveness.

Иқтибослар/сноски/references

[1] UNWTO Tourism Highlights 2016 Edition, p. 3 // <http://www.unwto.org>; Travel & Tourism Economic Impact 2016 World, p. 7// <http://www.wttc.org>.

[2] O'zbekiston Respublikasi Prezidenti Sh.M.Mirziyoevning 2016 yil 2 dekabrda PF-4861-sonli "O'zbekiston Respublikasining turizm sohasini jadal rivojlantirishni ta'minlash chora-tadbirlari to'g'risida"gi Farmoni. O'zbekiston Respublikasi qonun hujjatlari to'plami, 2016 y.

[3] Durovich A.P. Organizatsiya turizma. – Mn.: OOO "Novoe Znanie". 2002. – str. 10

- [4] O'zbekiston Milliy entsiklopediyasi. Davlat ilmiy nashriyoti T.8-tom.-B 639
- [5] Vasilenko I.A. Geopolitika sovremennogo mira. – M., 2006. S. 73.
- [6] Jukova P. Imidj Rossii i eyo bezopasnost: dialektika vzaimosvyazi. // Vlast. 2010, №02. S. 55.
- [7] Alimov B. Jahon mediamakonida mamlakat immjini mustahkamlashning iqtisodiy-tashkiliy asoslari. /"O'zbekistonda xorijiy tillar". Ilmiy-metodik elektron jurnal. <https://journal.fledu.uz/uz/issue/5-0-2015/>. –B. 142.
- [8] Burlina M.V. Razvitie turizma kak faktor formirovaniya imidja territorii. /Turizm i kulturnoe nasledie. Mezhvuzovskiy Sbornik nauchnix trudov. Vse o turizme - obrazovatelniy turisticheskij Portal. 2002-2020. https://tourlib.net/statti_tourism/burlina.htm.
- [9] Anholt, Simon Places: Identity, Image and Reputation. Palgrave Macmillan. (2010-01-23).
- [10] Vasilenko I.A. Geopolitika sovremennogo mira. – M., 2006. –S. 81.
- [11] Alimov B. Jahon mediamakonida mamlakat imidjini mustahkamlashning iqtisodiy-tashkiliy asoslari. /"O'zbekistonda xorijiy tillar". Ilmiy-metodik elektron jurnal. <https://journal.fledu.uz/uz/issue/5-0-2015/>. B. 146.
- [12] <https://upl.uz/president/6753-news.html>
- [13] Qonun hujjatlari ma'lumotlari milliy bazasi, 06.04.2018 y., 06/18/5400/1023-son.
- [14] O'zbekiston Respublikasining xalqaro shartnomalari to'g'risida"gi qonun. "Xalq so'zi", 2019 yil 6 fevral.
- [15] "O'zbekiston Respublikasi tashqi siyosatining huquqiy asoslarini mustahkamlashda O'zbekiston Respublikasining xalqaro shartnomalari to'g'risidagi qonunining roli va ahamiyati" mavzusidagi ilmiy-amaliy konferentsiyasi
- [16] O'zbekiston Respublikasining konstitutsiyasi, 2017 yil.
- [17] Adliya vazirligi jamoatchilik bilan aloqalar bo'limi. <https://www.minjust.uz/uz/press-center/news/94104/>
- [18] Mamlakat imijini oshirishda turizm asosiy omillardan biri. <http://www.isrs.uz/uz/ozbekiston-yangiliklari/mutahassis-mamlakat-imizini-osirisda-turizm-asosij-omillardan-biri>
- [19] Burlina M.V. Razvitie turizma kak faktor formirovaniya imidja territorii. /Turizm i kulturnoe nasledie. Mezhvuzovskiy Sbornik nauchnix trudov. Vse o turizme - obrazovatelniy turisticheskij Portal. 2002-2020. https://tourlib.net/statti_tourism/burlina.htm.
- [20] <http://www.isrs.uz/uz/ozbekiston.-yangiliklari/mutahassis-mamlakat-imizini-osirisda-turizm-asosij-omillardan-biri>
- [21] O'zbekistonning xalqaro maydondagi ijobiy imijini mustahkamlash kontsepsiyasi to'g'risida"gi O'zbekiston Respublikasi Prezidentining qarori. "Xalq so'zi" gazetasi 2019 yil 21 noyabr.
- [22] 2019-2022 yillarda O'zbekiston Respublikasining xalqaro maydondagi ijobiy imijini mustahkamlash kontsepsiyasi. "Xalq so'zi" gazetasi 2019 yil 21 noyabr.



ISSN 2181-0796

Doi Journal 10.26739/2181-0796

**KONSENSUS
XALQARO JURNALI**

**INTERNATIONAL JOURNAL
OF CONSENSUS**

№1 (2021)

Editorial staff of the journals of www.tadqiqot.uz
Tadqiqot LLC The city of Tashkent,
Amir Temur Street pr.1, House 2.
Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz
Phone: (+998-94) 404-0000

Контакт редакций журналов. www.tadqiqot.uz
ООО Тадқиқот город Ташкент,
улица Амира Темура пр.1, дом-2.
Web: <http://www.tadqiqot.uz/>; Email: info@tadqiqot.uz
Тел: (+998-94) 404-0000