

THE IMPORTANCE OF POLITICAL ADVICE IN POLITICAL PROCESSES
(POLITICAL CONSULTING)

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Abstract: This article provides information about political consulting, a professional activity that covers a wide range of activities in the field of organizing and planning political processes, its history, the first political consulting firm, typology, research stages. It also discusses the tasks and importance of political consultants in organizing election campaigns, and the important behind-the-scenes role of political consultants in political operations.

Keywords: political consulting, first political consulting firm, strategy, research stages, lobby consulting, consulting for government agencies, electoral consulting, political environment

ЗНАЧЕНИЕ ПОЛИТИЧЕСКОГО КОНСУЛЬТИРОВАНИЯ В ПОЛИТИЧЕСКИХ
ПРОЦЕССАХ (ПОЛИТИЧЕСКОЕ КОНСУЛЬТИРОВАНИЕ)

Аннотация: В статье представлена информация о политическом консалтинге – профессиональной деятельности, охватывающей широкий спектр деятельности в области организации и планирования политических процессов, его истории, первой консалтинговой фирме, типологии, этапах исследования. Также рассматриваются задачи и значение политических консультантов в организации избирательных кампаний, а также важная закулисная роль политических консультантов в политических операциях.

Ключевые слова: политический консалтинг, первая политическая консалтинговая фирма, стратегия, этапы исследования, лоббистский консалтинг, консалтинг для государственных органов, электоральный консалтинг, политическая среда

Introduction. Political consulting is a field of work related to scientific evaluation, the object of political forecasting and the activity of political entities that provide high-quality advice. Political consultants provide strategic insight to organizations, campaigns, and candidates to help them navigate the current political environment. They often perform public-facing tasks such as fundraising and PR, while also conducting research on voter preferences, local regulations, and the general political landscape[1].

Political consulting is a new scientific direction that studies the activities that meet the needs of society, selected groups and individuals in achieving the goals of directed change in the existing socio-political situation. Simply put, political consulting is the activity of advising a client to achieve their political goals[2].

Analysis of the literature on the topic. Political consulting appeared in the United States at the end of the 18th century and was observed to increase in political life after the end of the

Revolutionary War. The first political campaign in the United States was adopted during the consideration of the campaign to ratify the country's Constitution (1787). Since then, almost all Americans have begun to use the services of political consultants[3].

Political consulting has flourished in the United States over the past century. Mark Hanna, a political advisor to President William McKinley in the late 1800s, is sometimes described as the country's first true political consultant. Mr. Hanna devised and implemented a sophisticated strategy to ensure that the former Ohio governor would win the Republican nomination in 1896.

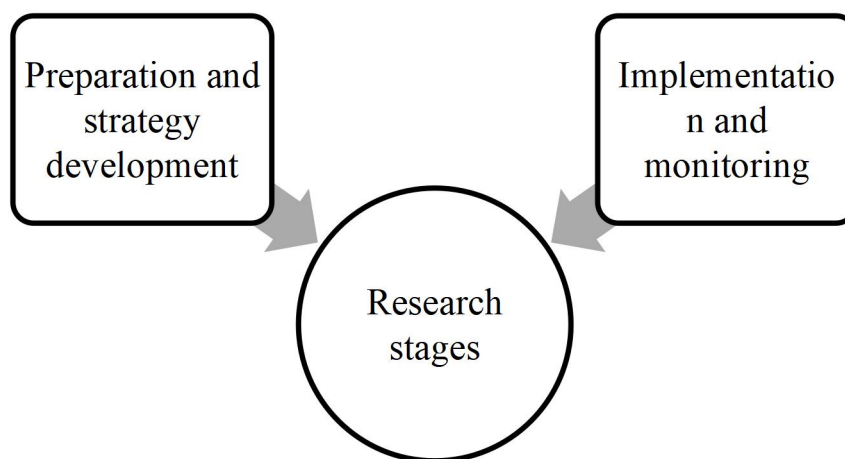
The first political consulting firm in the modern sense was founded in the 1930s. Clem Whitaker and Leone Baxter were a husband and wife team who founded Campaigns Inc. They worked on Republican campaigns, particularly in California—they helped Frank Merriam defeat the insurgent candidate for governor of the state, Upton Sinclair, in 1934[4].

The main types of political consulting are:

- electoral consulting;
- consulting for government agencies;
- lobby consulting

Each type of consulting activity has its own characteristics, as well as analytical, prognostic, organizational and communicative functions of political consulting. A political consultant performs the following stages in the course of his/her duties:

Research: Political consultants conduct surveys, analyze voter demographics, and study the campaign strategies of other candidates to better guide the overall strategy.



1. Preparation and Strategy Development

Policy consulting requires careful preparation and strategic planning to achieve successful results. The first step involves setting clear and achievable goals that align with the organization's strategic objectives. This requires a thorough understanding of the political landscape, regulatory environment, and legislative changes that affect business operations. Policy consultants help organizations identify key goals and priorities, ensuring alignment with corporate strategies.

2. Implementation and Monitoring

The implementation phase of policy consulting involves key activities such as data collection, analysis, and strategic communication. Policy consultants collect and analyze data on political trends, legislative developments, and regulatory environments, providing insight into emerging opportunities and threats. Using data analysis, public opinion research, and problem formulation, policy consultants offer evidence-based recommendations that help inform decision-making.

Strategy Development: Political consultants create complete campaign plans with specific voter outreach goals, expected turnout figures, planned events, and a broad mission.

Media Management: Political consultants use the press, websites, social media, and other forms of advocacy to strategically inform voters.

Communications: Political consultants prepare content for a candidate, organization, or campaign, including speeches, updates, and press releases.

Digital Optimization: Political consultants implement digital strategies such as online advertising and social media to expand candidates' online campaigns.

In the early 1990s, political consulting experienced a period of amateurism as a new field. In this case, the career of a political consultant was determined by his enthusiasm. Since the late 1990s, consultants began to conduct experiments in the field of politics[5]. Initially, they were engaged in developing technologies to shape the political image of candidates in elections, increase their electorate, and increase their chances of victory.

A political consultant manages processes with technologies he has developed. Political consultation, along with bringing positive results, can also cause conflicts and disagreements between social groups and the government. Therefore, the consultant must be responsible for his decisions and their consequences.

Among other responsibilities, political consultants manage campaign strategies aimed at influencing voter perceptions. They work to protect the candidate's reputation by publicizing the candidate's position on current issues, the political environment, and other candidates[6].

Political consulting is a concept that covers a wide range of activities in the field of organizing and planning an election campaign. In modern conditions, the use of this concept in the field has expanded significantly - it can be a public relations (PR) specialist, a press secretary, a consultant, an image creator, etc.[7].

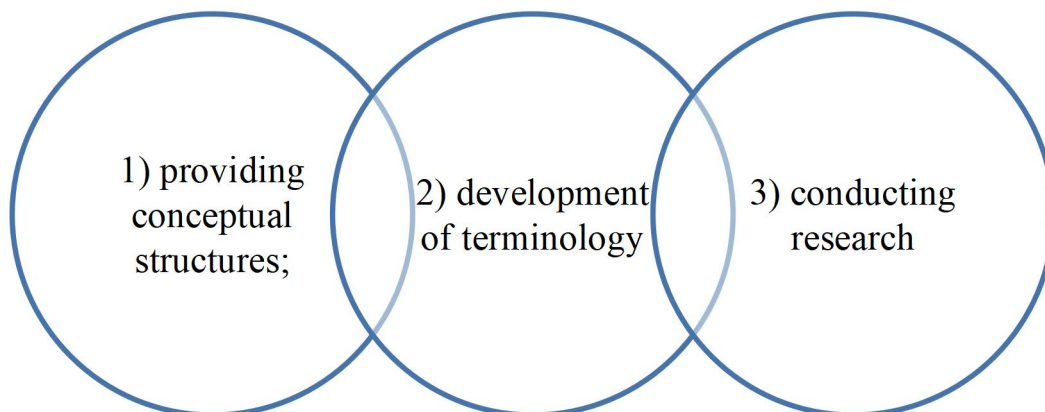
Political consultants play a crucial behind-the-scenes role in political operations. They manage campaign strategy, manage media relations, and create messages that inform voters about important issues.

The goal of civilizational democratization, consultation, and political dialogue is to reduce the distance between political processes and voters, and to adopt highly effective technologies that facilitate, rather than hinder, the real choice of citizens[8].

Conclusion and Recommendations. Political consultants can have many responsibilities during a political candidate's campaign. They manage the candidate's public image and opinion,

and also provide advice and suggestions on ways to improve that image in order to win more votes for their candidate. Some of the typical tasks of a political consultant during an election include public image research, campaign fundraising, advertising, organizing rallies and events, monitoring budgets, writing speeches, understanding current events, and more.

The three main tasks of consulting theory are[9]:



In providing conceptual structures, ideas and views are presented to the client who has addressed the problem, and a conceptual framework is provided for solving the problem. In developing terminology, certain terms and their explanations are provided based on the ideas in the concept. In conducting the final stage of research work, the problem is studied and consistent practical consultation is provided based on the concept.

According to the U.S. Bureau of Labor Statistics, the employment of political consultants is projected to grow 7 percent through 2032, similar to the career outlook for political scientists. That means about 600 new positions will be created each year. While many political consultants work directly with candidates, others find work with political organizations, lobbying firms, and labor unions working to improve various policies.

Political consultant, or consultant, is one of the fields that is becoming increasingly important in political life today. Political consultants are managers of political events as individuals who develop strategies behind the scenes for those directly involved in political processes and plan their appearance, speech, and behavior. This requires a skeptical and analytical view of events, as well as the ability to forecast events.

From the process of electing a political scientist to any action he takes, to the direct management of the political scientist, the political advisor is an important actor who determines the strategy of the executive and controls his actions.

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