

**THE ROLE OF PUBLIC RELATIONS TECHNOLOGIES IN ENHANCING THE  
ACTIVITIES OF YOUTH ORGANIZATIONS**

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**ABSTRACT**

This article analyzes the role and importance of public relations (PR) technologies in the activities of youth organizations. It examines the contribution of PR technologies to establishing effective communication with young people, building a positive organizational image, strengthening public trust, and increasing youth social engagement. The study also highlights the opportunities for improving organizational effectiveness through the use of modern information and communication technologies and innovative public relations tools.

**Keywords:** NGOs, international experience, communication, strategic dialogue, integration, innovation, youth engagement, perseverance, resilience, motivation, globalization, PR tools, social communication, youth policy, value-based governance.

**INTRODUCTION**

It is well known that the main goal of youth organizations is to bring youth policy to a new stage and to play a crucial role in effectively solving youth-related issues. From a hierarchical perspective, in independent Uzbekistan, the youth organization was renamed the Uzbekistan Youth Union in 1991. In 2001, it was transformed into the Kamolot Public Movement. In 2017, it became the Uzbekistan Youth Union again. In 2020, it was reorganized as an agency. On December 30, 2022, the Ministry of Youth Policy and Sports of Uzbekistan was established. In 2024, the Youth Affairs Agency was transferred under the Cabinet of Ministers of the Republic of Uzbekistan[1].

Today, hundreds of governmental and non-governmental youth organizations are actively operating. Their main task is to comprehensively engage with the youth.

**METHODOLOGY**

In the field of public relations (PR) technologies, modern scholars emphasize the importance of effectively using PR as a strategic tool for organizations to achieve success. The British scholar Sam Black referred to PR as a "success strategy" for organizations and noted that it can be applied as a scientific discipline. He also emphasized that the success factors of PR form the communicative structure of various organizations[2].

For example, we will analyze in detail the ideas of British specialist Sam Black on public relations and communication, and the importance of these ideas. He describes communication as a process that expresses the interaction and exchange of information between people. He views communication as the foundation of the social system within society.

Indeed, in today's era of rapidly developing technologies, communication has risen to a special level of importance. However, in our opinion, unless inter-organizational connectivity is improved, cooperation and development within institutionalized organizations will naturally remain somewhat passive.

**MAIN BODY**

If we turn to international experience, we find many countries actively implementing comprehensive youth engagement policies. One such example is Japan, where the system for working with youth is highly organized. Through various youth organizations, Japan strives to reach its young population from a comprehensive perspective.

“In Japan, special attention is paid to improving the social status of youth. Measures are taken through various corporations to limit access by young people to inappropriate content in the mass media and on the internet”[3].

Given the significant influence of the global internet network on the moral decline of youth, it is reasonable to conclude that this aspect of the Japanese model can be integrated into our national system.

It is also worth mentioning the experience of Germany. A notable feature of Germany’s youth policy is the integration of employment and education processes. Youth organizations and associations in Germany offer a variety of proposals in this area, further increasing opportunities for education alongside employment[4]. We believe that the practices of both Japan and Germany in this field can be effectively adapted in many societies.

In Uzbekistan, communication within state and non-state youth organizations reflects their efficiency in interaction, information dissemination, and engagement with youth. These processes aim to strengthen cooperation between youth-focused organizations, solve youth-related issues, and meet their needs.

Let us first examine the general characteristics of state and non-state youth organizations in Uzbekistan:

The Youth Affairs Agency develops various programs to support youth, ensure their comprehensive development, and promote their social, economic, and spiritual well-being.

Its communication with youth is facilitated through information campaigns, seminars, forums, and events that encourage civic and political activity.

Higher and secondary educational institutions also play an active role by implementing programs to enhance students’ knowledge and skills, assist in career planning, and support integration into social life.

However, considering that the primary role of educational institutions is to instill knowledge and skills, we believe that the youth divisions within these institutions should be more active and serious in their approach.

In this context, it is appropriate for youth organizations to use PR technologies to build a broader youth audience.

“To prevent various legal violations and crimes among youth, and to increase their legal awareness, knowledge, and respect for the law, it is necessary to implement media projects via mass media, including TV and radio channels of Uzbekistan’s National Broadcasting Company, as well as internet sites and social networks, in cooperation with state and non-state organizations”[5].

The Youth Union of Uzbekistan has carried out extensive work in educational institutions. However, to ensure more comprehensive activity and deepen connections with other youth organizations, improving media literacy and making effective use of interactive PR technologies has become increasingly important today. One practical example of efforts to increase youth political engagement is the Youth Parliament under the Legislative Chamber of the Oliy Majlis in Uzbekistan.

This body not only promotes political activism among youth but also brings their issues to the parliamentary platform. The documents adopted by the Youth Parliament are advisory in nature, and the preparation and official documentation are managed by the parliament’s secretary, who is elected by its members based on the recommendation of the chairperson. State and non-state institutions, public foundations, and volunteer associations supporting youth initiatives and interests serve as evidence of a broad reform agenda in youth policy[6].

Youth organizations play a significant role in forming the civic position of young people, especially considering that the demographic group referred to as “youth” in Uzbekistan spans

ages 14 to 30. Starting at age 14, this age group needs guidance and support, and the contribution of youth organizations and their communication strategies is invaluable.

The role of public relations (PR) in conveying ideas for youth development and societal progress is particularly critical in today's information-driven environment.

It is essential to emphasize the importance of inter-organizational communication. For example, consider the idea:

"Public relations is a planned and ongoing effort aimed at establishing and maintaining mutual understanding and favorable relationships between an organization and its publics"[7].

This highlights the need for constant collaboration between organizations and their audiences.

In our view, communication goes beyond information exchange — it also plays a pivotal role in the formation of social relationships. It contributes to social identification, intergroup dialogue, and cultural exchange.

Symbolism is an important element in communication theories. Symbols — such as words, gestures, and expressions — are used by people to convey their thoughts and emotions.

Sam Black's theories on communication highlight the role and importance of social relationships in society. He views communication as a core component of the social system, linking it to culture and symbolism.

Human interaction encompasses not just information exchange, but also interpersonal relations, cultural exchange, and social identification.

As previously mentioned, Black's theories offer valuable insights into understanding communication processes and solving social issues, especially for organizations working with youth. Human development has reached a high peak today. These changes in lifestyle are primarily the result of increased individual agency, responsibility, and the global expansion of interpersonal communication.

It should be noted that the rapid development of information technologies has accelerated the integration of different regions and countries into a unified global economy, science, and culture — virtually "connecting" people across the world.

Every organization aims to achieve certain goals, whether producing goods or delivering services. These goals often become part of the organization's core values. From a theoretical perspective, the goals of organizations are determined by the individual and collective needs of the target audience using their products and services. Similarly, youth organizations shape their objectives based on the needs of their target audiences. From this standpoint, collaboration and communication among organizations are essential.

According to issue No. 23 (2021) of Lex.uz, "There are more than 830 non-governmental, non-profit organizations (NGOs) and public associations in the country that work to protect youth interests"[8].

In building a democratic and legal society, the role of NGOs is immense. A greater number of NGOs leads to healthy competition, which is critical in reaching a broader youth audience.

In Uzbekistan, cooperation between state and non-state organizations is well-established, and the law supports the activities of NGOs.

According to the Ministry of Justice (as published on kun.uz): "Our main goal," said event organizers, "is to create an effective legal system for NGOs to realize their full potential and improve mechanisms for social partnership with government agencies."

Youth-related state and non-state organizations have likewise established productive collaboration.

There are numerous youth-related NGOs, such as:

- Youth Parliament
- Youth Media Center
- Nihol Youth Initiative Support
- Istiqbolli Avlod
- Council of Young Scientists
- Future Leaders
- Young Entrepreneurs' Association
- Young Journalists Club, and others.

These organizations work in various fields to defend youth interests and promote their initiatives — often in collaboration with government bodies. They are united by common ideas, shared goals, and project-based cooperation. For instance, while the Youth Affairs Agency implements state youth policy, NGOs support these efforts by cooperating on specific projects to help achieve broader policy objectives. The increasing number of NGOs contributes to healthy social competition, which is a fundamental element of civil society[9]. Looking at the activities of the Uzbekistan Youth Union, it is clear that this organization plays a key role in the social and political life of the country's youth through its large-scale programs and projects.

Taking all of this into account, it is important to:

Conduct sociological research to determine youth membership rates in organizations,

Ensure ongoing communication between organizations and youth,

Survey youth awareness about existing youth organizations.

These findings are illustrated in the diagram provided.

We conclude that enhancing the role of public relations technologies in youth organizations will help:

Expand their reach to a wider youth audience, Improve awareness about their activities, Foster meaningful partnerships and engagement. To ensure that young people use their free time effectively and find their place in society, various activities and competitions are organized. For example, as published in Darakchi newspaper on October 20, 2021, a competition was jointly organized by the Youth Affairs Agency, the Agency for Information and Mass Communications, the Ministry of Higher and Secondary Specialized Education, and the Writers' Union of Uzbekistan.

The contest included categories such as “Best Literary-Artistic Book” and “Best Popular Science Book,” with prizes of 100 million soums for first place, 75 million for second, and 50 million for third place [10], and winners were duly recognized and awarded. Similarly, the Youth Union of Uzbekistan, which operates as a non-governmental organization, has implemented visible projects in this direction. The main goal behind such initiatives is to develop reading habits among young people and to raise a generation with national pride and sound thinking, contributing positively to society. The importance of reading culture was emphasized by one of the prominent Enlightenment-era intellectuals, Abdulla Avloniy, who stated:

"From an early age, to strengthen our intellect and consciousness, we must not waste our precious lives on play, nonsense, or meaningless talk, but instead read various books, newspapers, and journals to broaden our thinking and empower our minds." [11]

This quote clearly shows how seriously youth should treat such matters.

Thus, traditional values such as reading and the ustoz-shogird (mentor-apprentice) model are considered important factors for the development of youth communication that defines the future of the nation and the country. The Youth Union of Uzbekistan regularly announces various contests and organizes reading competitions. In this regard, both state and non-state organizations play a role in shaping reading culture, promoting education, and helping young people become socially significant figures. These organizations' ability to achieve mutual

communication and coordination is essential. According to Professor A. Kholbekov, "Science and knowledge play a vital role in analyzing social processes, and therefore, reforming the education sector should be a top priority." [12] Indeed, increasing youth social engagement requires not only reform in education but also improved collaboration and communication between state and non-state youth organizations. These improvements can positively influence young people's approach to learning and education, enhancing their role in both society and the state.

### CONCLUSION

It is important to emphasize that in different regions of Uzbekistan, the nature of cooperation between governmental organizations and NGOs may vary, which can lead to challenges in implementing certain programs. Therefore, improving mutual communication and collaboration is essential. Cooperation between state and non-state youth organizations requires an integrated approach. Within this framework, NGOs should participate as supplementary forces in the implementation of state programs, while the government must, in turn, provide favorable conditions for the effective operation of NGOs.

In society, ensuring that young people grow up strong, resilient, and grounded in national values and cultural identity is critical. In this regard, educational and moral development, as well as social and cultural activities aimed at nurturing youth, play an indispensable role. These efforts should support young people in realizing their goals and aspirations.

Moreover, it must be acknowledged that the role of civil society institutions is vital in shaping morally conscious and socially active youth. The involvement of various social institutions is particularly crucial in helping youth define clear life goals and build a meaningful future. This is because personality formation becomes most evident during the process of socialization.

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