

**LEADERSHIP PR STRATEGIES: PUBLIC RELATIONSHIP MANAGEMENT AND MEDIA PRODUCTION**

University of Journalism and Mass Communications of Uzbekistan 5th year students of  
Information Services and Public Relations  
**Abdurakhmanova Sevinch, Charos Fayziy**

**Annotatsiya:** Ushbu maqola, PR strategiyalarining liderlarning jamoatchilik bilan o‘zaro aloqalarini samarali boshqarish va ularning imidjini shakllantirishdagi rolini tahlil qiladi. Maqolada, liderlarning imidjini yaratish jarayonidagi asosiy elementlar, kommunikatsiya vositalari va media strategiyalarining ta'siri hamda jamoatchilik bilan aloqalar orqali liderning ishonch va obro'ini oshirishning turli usullari ko'rib chiqiladi. Maxsus ravishda, maqolada Donald Trampning PR strategiyalari misolida liderlarning ommaviy imidjini qanday boshqarish, jamoatchilik bilan qanday samarali aloqalar o'rnatish va shaxsiy brendni qanday rivojlantirish mumkinligi muhokama qilinadi. Tadqiqot, liderlarning jamoatchilik bilan aloqalarini boshqarish va imidj yaratishdagi muvaffaqiyatli tajribalarini o'rganish orqali, samarali PR strategiyalarining ahamiyatini yoritadi. Ushbu maqola liderlarga jamoatchilik bilan aloqalarni boshqarishda qo'llaniladigan zamonaviy texnikalar va usullarni o'rgatadi, shuningdek, ular uchun foydali bo'lgan tavsiyalarni taqdim etadi.

**Аннотация:** В данной статье анализируется роль PR-стратегий в эффективном управлении взаимодействием лидеров с общественностью и формировании их имиджа. В статье рассматриваются ключевые элементы процесса создания имиджа лидера, влияние средств коммуникации и медиа-стратегий, а также различные способы повышения доверия и авторитета лидера посредством связей с общественностью. В частности, в статье на примере PR-стратегий Дональда Трампа обсуждается, как управлять публичным имиджем лидеров, как наладить эффективные связи с общественностью и как развивать личный бренд. Исследование проливает свет на важность эффективных PR-стратегий, исследуя успешный опыт лидеров в управлении связями с общественностью и создании имиджа. В этой статье рассказывается о современных методах и методах, используемых лидерами для управления связями с общественностью, а также даются полезные для них рекомендации.

**Abstract:** This article analyzes the role of PR strategies in the effective management of leaders' interaction with the public and the formation of their image. The article examines the key elements of the process of creating a leader's image, the influence of communication tools and media strategies, as well as various ways to increase the trust and authority of a leader through public relations. In particular, using the example of Donald Trump's PR strategies, the article discusses how to manage the public image of leaders, how to establish effective public relations and how to develop a personal brand. The study sheds light on the importance of effective PR strategies by examining the successful experiences of leaders in public relations management and image creation. This article describes modern methods and techniques used by leaders to manage public relations, as well as provides useful recommendations for them.

**Keywords:** public relations, image formation, brand creation, interactive and crisis communications, Trump's strategy, the role of the media.

**Ключевые слова:** общественные отношения, формирование имиджа, создание бренда, интерактивные и кризисные коммуникации, стратегия Трампа, роль СМИ.

**Kalit so'zlar:** Public relations, imidjni shakllantirish, brend yaratish, interaktiv va krizis kommunikatsiya, Tramp strategiyasi, OAV roli.

Public Relations (PR) is the art and science of managing public perception. Leadership, on the other hand, is the process of inspiring, directing, and guiding people to achieve common goals. Leaders use PR strategies to emphasize the more positive aspects of their activities, attract more supporters, and hide negative information about themselves.

It is no secret that, in today's rapidly changing world, the study of managerial speech categories in politics is closely linked to the analysis of communication flows that influence management activities. Therefore, it is essential to recognize the importance of linking strategic research in political management to both the study of internal political processes, often involving the introduction of new technologies into political institutions, and the comprehensive analysis of communication technologies that enable us to go beyond the traditional boundaries of a political organization's internal structure through interactive mechanisms formed by a range of communication technologies. Many researchers believe that the main task in the process of creating a policy image is to bring it closer to the population. The formation of the image of a political leader throughout his political career is an interconnected process of transition from population to politician and from politician to population. During this opposite movement, a myth plays, as if lying at the bottom of the collective psyche. In this sense, a political campaign refers to a mythological conspiracy that came to life for some time. This is a myth that in the perception of the population becomes a desired and pleasant reality that stimulates the socio-political behavior of Target groups. According to other researchers, **the formation of a political image** begins with the setting of a goal. By clearly setting goals, it is possible to identify characteristics that correspond to the desired political image. Having determined the goal, it is necessary first of all to develop a shape-oriented image strategy.<sup>1</sup>

**Improving public relations** is an essential part of PR strategies. Several elements are crucial for a successful PR plan.

The initial stage is public education. This involves understanding the needs, desires, attitudes, and behaviors of your target audience. Surveys, interviews, and focus groups can help gather information about what the public wants. **Segmentation** is also important, as it divides the community into different groups such as youth, professionals, activists, etc. Each group requires a **tailored communication strategy**. Finally, feedback is essential to evaluate the effectiveness of PR activities and make improvements.

It can be said that public relations management involves not only the dissemination of information but also the establishment of effective and reliable communication with the audience. One of the scientific approaches to public relations is **interactive communication**, which includes receiving feedback from the public and integrating it into the strategic decision-making process.

**Social media and online platforms** offer new ways for leaders to communicate with the public quickly and effectively. However, it's important to understand your audience's perspective and respond to their needs with a socio-psychological approach.

---

<sup>1</sup> К вопросу о технологиях формирования имиджа политического лидера средствами PR. М.В. Назарова. М.А. Куроедова. Слово: фольклорно-диалектологический альманах. С-117-121.

## THE MULTIDISCIPLINARY JOURNAL OF SCIENCE AND TECHNOLOGY

### VOLUME-5, ISSUE-1

Effective communication of information is essential for the success of any PR strategy. **Clear and accurate communication** creates good public relations and helps build trust. In particular, adapting to the audience is key, as information must always be presented in a way that meets their needs. This requires an understanding of the audience's language and preferences. The modern audience, in particular, is often overwhelmed by information, so it's important to keep messages concise and meaningful. **Visual elements** such as pictures and videos can make information more interesting and memorable.

Simply presenting information in a passive way is not enough for effective communication. Interactivity and interaction are essential, such as through surveys and questions on social media, to engage audiences and improve communication.

**When working with the media**, leaders need to establish strong links with the media in their PR strategies. The main goal when working with the media is to convey truthful and accurate information, positively and sincerely highlight changes, achievements and any features. When working with the media, several approaches are used. For example, the preparation of press releases and articles, that is, with the help of press releases and articles, leaders can inform the public about their activities and achievements. This method, widely distributed through media representatives, helps to further strengthen the image of the head. Interviews and press conferences also allow leaders to provide the public with complete information about their vision, activities, and goals by conducting interviews and press conferences with media representatives. This creates trust in society and creates an image of a leader who listens.

**Crisis communication strategies** can significantly affect the reputation of an organization or leader. For this reason, it is very important to maintain proper and effective communication during a crisis. Here are some elements important for a PR strategy: during a crisis, it is necessary to respond quickly and accurately in order to maintain public relations and restore the reputation of the organization. Effective implementation of crisis communication rapid identification of the situation and decision-making to solve the problem; In the event of a crisis, the organization must clearly explain its actions and causes to the public. It is also important to avoid spreading inaccurate or inaccurate information to the public.

A significant role in shaping a leader's image is played by their personal history, journey, and achievements. Through a public relations strategy, a **leader's story** can be presented in a way that inspires others. For instance, building a brand based on a story and public relations strategies can emphasize the unique experiences and journey of a leader, which helps to establish trust in the leader among the public and strengthen their image.

Managing public relations serves to enhance a manager's social standing and authority. This involves effectively communicating to the public about the organization's or leader's activities, values, and objectives.

Donald Trump's public relations (PR) strategies have significantly contributed to his political success and his unique approach to public relations management. Throughout his PR career, Trump has demonstrated exceptional skill in building and promoting his brand, leveraging traditional communication methods alongside modern digital technologies.

An analysis of his PR strategies reveals key elements that have contributed to his success. Trump's approach emphasizes the use of simple and concise messages, allowing him to effectively communicate his ideas and policies to the public. By presenting his thoughts in a clear and direct manner, he makes his message easily accessible to a wide audience.

## THE MULTIDISCIPLINARY JOURNAL OF SCIENCE AND TECHNOLOGY

### VOLUME-5, ISSUE-1

This focus on simplicity and brevity allows Trump to effectively engage with voters, connecting with them on a personal level and making his policies more relatable. His ability to distill complex ideas into concise statements has helped him gain widespread support and recognition.



**And manipulating the regular media and creating fake information are Trump's main tactics, as is black PR. In** Trump's PR strategy, working with the media had its own peculiarities. He often uses the media to manipulate them in his favor and attract public attention to himself. For example, scandals with the media-Trump quarreled with the media during numerous interviews and press

conferences, which helped him create his personal image and attract public attention. According to his principle of "good and bad PR," He also made any journalistic criticism his way of reporting.

**Another factor, "fake news,"** is another distinctive element of Trump's PR strategy—he tried to promote negative media reports as "fake information." There have been many published negative articles and reports about Trump's personal life or business activities. Trump called these articles and messages "fake" and tried to hide them from the public. For example, he protested widely against these media outlets, accusing major media outlets such as **CNN** of "spreading false information." The term "fake news" shows how Trump entered into his PR strategy, because by doing so he pushed the public towards the media and protected his image. With this strategy, he encouraged the public to rebel against the media and managed to preserve his reputation. One of the key elements of **Trump's PR strategy was to establish direct and direct communication through social media.**

In particular, **Twitter** became his main means of communication, and thanks to this, he clearly and quickly made public not only his views, but also his political decisions. Trump's Twitter career was at the heart of his PR strategy. He used Twitter to establish instant public relations and spread his messages widely. He repeatedly spread his thoughts or political decisions through social media for several hours, which significantly increased his influence.

Trump used a powerful method of creating controversy and hype in his PR strategy. He often raised controversial and sensational topics in order to attract the attention of the public and attract their attention to himself. For example, one of the biggest controversies of the Trump presidential campaign is the idea of building **a wall on the border with Mexico.** During the 2016 election, Trump proposed tough measures against migrants illegally entering the United States from Mexico. This idea has caused widespread debate not only in the United States, but also abroad. This idea of Trump's not only reinforced the existing political differences on migrants and immigration, but also managed to attract the attention of the public and the media. He often emphasized his proposal in public speeches and interviews, which constantly caused him new excitement and social tension.

**The attractiveness of the nation and the populist strategy?**

Trump used a populist approach in his PR strategy. His goal was to attract broader segments of the population and establish a physical and spiritual connection between them. One of the most striking examples of Trump's populist strategy was the slogan "**Make America great again**" (let's make

## THE MULTIDISCIPLINARY JOURNAL OF SCIENCE AND TECHNOLOGY

### VOLUME-5, ISSUE-1

**America great again**). This slogan has become the main tool used in the Trump presidential campaign to attract public attention and attract a wide audience to him. This slogan was constantly repeated in Trump's campaign speeches and rallies, where he expressed to the general public a positive, encouraging need for change. This slogan was especially liked by the middle class of the United States, segments of the population suffering from economic difficulties and unemployment. Trump promised in his speeches that the American people would return to their peaks and regain their former power, which helped him attract broad support.

**Trump also often simplified complex** political concepts and spoke the language of ordinary people, unlike traditional politicians in his campaign. For example, he described economic problems and the fight against globalization in a way that was easy to understand and adapt to the daily problems of the nation. Trump also portrayed his opponents as "elitist" in many cases, standing out from the crowd, and thus positioned himself as a representative of ordinary people.

**To summarize**, Donald Trump's PR strategies have been successfully implemented using his own unique methods. His methods, such as simplified messaging, effective use of social media, media scandals and the creation of fake information, contributed to the success of his PR strategy. Trump's populist and provocative approach, as well as engaging the public and constantly renewing ties with it, have played an important role in building his political brand. These factors indicate that Trump has used PR strategies to perfection, as he has managed to shape his image by effectively using modern means of communication.

#### REFERENCES:

1. The discrediting strategy in the pre-election political discourse. Diana Abdurakhmanova and Ekaterina Redkozubova Southern Federal University, 344000, Rostov-on-Don, Russia 2021 // <https://doi.org/10.1051/e3sconf/202127312138>
2. Donald Tramp – PR Strategy Analysis. Phan Kieu Anh – 009201400101. Public Relations.
3. М.С. Арефьев, Н.С. Галичкин, И.А. Калачев. РОЛЬ PR И РЕКЛАМЫ В ПОЗИЦИОНИРОВАНИИ БРЕНДА. Экономика и право. УДК 659.
4. Daniel Tisch. **Six strategies from Tramp's PR playbook. Get the Policy Options Newsletter** // <https://policyoptions.irpp.org/magazines/november-2016/six-strategies-from-Tramps-pr-playbook/>
5. УДК 323 : 659.441 Мальцева Дарья Александровна аспирантка, ассистент кафедры теории и философии политики Санкт-Петербургского государственного университета. 2011.N8.
6. К вопросу о технологиях формирования имиджа политического лидера средствами PR. М.В. Назарова. М.А. Куроедова. Слово: фольклорно-диалектологический альманах. С-117-121.