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PHILOSOPHICAL FEATURES OF COMMUNICATION CULTURE IN THE PROCESS OF PUBLIC RELATIONS

Ismoilov Jahongir Abduvohid Ugli
Researcher, Samarkand State Institute of Foreign Languages

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ABSTRACT

This article analyzes the philosophical features of the manifestation of communication culture in the process of public relations. Additionally, the significance of communication in constructive interactions between people in both global and local contexts is examined.

KEYWORDS: *Public, Public Relations, Communication, Communication Culture, Global Environment, Local Conditions, Human, Constructiveness, Interpersonal Relations.*

The process of public relations is an important institution of social relations, and it is necessary to strengthen socio-philosophical research in this area within society. Currently, significant practical work is being carried out in our society in this field. Moreover, there is a great need for the effective development of its organizational, scientific, and methodological aspects to achieve broad-scale goals. This is because forming scientific foundations and implementing into practice the crucial issues related to the development of every sector of society ensures its effective improvement.

According to the electronic encyclopedia, the phenomenon of public relations is defined, in a broad sense, as "the management of social opinion, the formation of mutual relations between state bodies, commercial organizations, and society, as well as the objective evaluation of social, political, and economic processes" [1]. Therefore, the phenomenon of public relations serves as an important process for establishing and improving social relations on a stable basis within society. It is also emphasized that it participates in evaluating cultural and educational processes conducted in various fields of society.

Public relations and communication culture, culture and communication are closely interconnected processes. With the development of humanity, the process of self-organization has improved, and new development systems have continuously risen. Communication culture plays an important role in humanitarian education and aesthetics, economics, and cultural exchange. The development of communication occupies a special place in the genesis of each of these fields mentioned above.

Communication culture can be divided into diachronic and synchronic development, and the development processes of this field are described from different perspectives:

1. **Diachronic Development:** This approach examines the development of communication culture over time, including its historical changes and evolution. It reflects changes over time, including the development of new forms of communication specific to each era.
2. **Synchronic Development:** This approach focuses not on the historical development of communication culture but on its current state at a given time. It analyzes the current trends, structure, and characteristics of cultural communication, as well as its impact on the economy, culture, and society.

Diachronic development of communication culture allows understanding how this field has evolved from simple to complex forms over time, tracing the path from primitive forms to modern communication forms, and identifying factors that influenced these changes. On the other hand, synchronic development reflects the current state of cultural communication at a specific time, enabling analysis of pressing issues, opportunities, and trends in this area.

The development of mass communication became accessible to broad layers of humanity during the information society era, thanks to advances in transport and communications. In the digital age, communication increasingly integrates with digital technologies, leading to new forms such as virtual communication, online interaction, and interactive applications. As noted by A. Saitkasimov, "For social changes and modernization processes to occur, there is a growing need for practical measures aimed at improving population welfare, organizing various social institutions and services to solve social problems, and creating promising programs for new developments and quality technologies" [2].

The advancement of technologies plays an increasingly important role in transforming communication culture. Mobile applications, virtual guides, online advertisements, and other innovations simplify people's communication styles and help define directions from local communication culture toward global communication culture. These systems can also change relationships between objects in real terms. At the same time, social communication plays a vital role in resolving mutual

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problems and conflicts among people. D.Qosimova emphasizes that "the main feature of "Public Relations" technologies is that, in resolving conflicts, only agreements, conscious choices, and methods of 'finding points of intersecting interests' are used" [3].

Global intercultural exchange leads to changes in communication culture and facilitates the organization of constructive relations among the international community and all members of humanity. This process helps members of different cultures deeply understand each other, ultimately strengthening relations and realizing principles of mutual interest. Meetings with representatives of other cultures, sharing experiences and knowledge, mutual respect, and tolerance increasingly become important aspects of the communication process. Experts note that "During joint activities, people share different ideas, thoughts, and emotions. These ideas and emotions can be interpreted as information, and communication as the exchange of information. However, it must be noted that interpersonal communication is not merely the exchange of information, because in the communication process, information is not only transmitted but also formed, clarified, and developed" [4].

Communication culture ensures intercultural interaction worldwide, enabling people to understand different cultures, integrate mutual interests, exchange experiences, and learn from each other. Additionally, this culture encourages social relations, fostering mutual understanding and assistance between people. Scholars highlight that "Communication is a multifaceted process by which people establish relationships through direct and indirect meetings, seeing, and receiving information, exchanging information and drawing appropriate conclusions based on received data" [5].

Developing communication culture can strengthen local people's pride in their own culture and customs, as they promote cultural values while realizing their communication tendencies. Moreover, communication culture contributes to encouraging important initiatives in promoting cultural principles, preserving and disseminating cultural heritage through various projects. Overall, communication culture plays a significant role in the social and spiritual life of society, facilitates intercultural exchange, strengthens social relations, and is an important criterion for reinforcing cultural identity.

The terms "cultural communication" and "communication culture" have somewhat different meanings:

- **Cultural communication** refers to the communication process organized with attention to traditions, customs, universally recognized moral views, and spiritual-educational processes. It aims to acquire knowledge and emotional impressions about the cultural heritage of a country or region.
- **Communication culture** includes the constructiveness of communication, the absence of cultural misunderstandings, and the respect shown to one's interlocutor.

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