ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 10| October 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

METHODS AND TOOLS FOR SHAPING THE POLITICAL LEADERSHIP ROLE OF WOMEN IN MODERN GOVERNANCE

Tajieva Dilnoz Bahodirovna
Independent DBA Researcher, Head of the Department for Studying Youth Issues and Supporting Entrepreneurs, O'zLiDeP Tashkent City Council

Article DOI: https://doi.org/10.36713/epra24350
DOI No: 10.36713/epra24350

ABSTRACT

This article defines women's political leadership in modern governance and analyzes the methods and tools for shaping their political leadership role in contemporary Uzbekistan.

KEYWORDS: *Women, Girls, Social, Political, Deputies, Supreme Council, Elections, Parliament, Female Employment, Social, Election, Society, Event Analysis, Modern, State, Image, Farsat Science, Public Relations.*

INTRODUCTION

Social and political transformations in our country are manifested in the active participation of women in contemporary processes and societal life. Today, it is impossible to imagine political processes in the country without women's involvement. Enhancing women's legal awareness and culture is primarily realized through their participation in elections for national and local government bodies.

RESULTS

Currently, more than 2,000 women occupy leadership positions in local councils of people's deputies, state, and public organizations. In the Supreme Council of the Republic of Karakalpakstan, this figure is 24%, and in district and city councils, it is 23%. Women constitute 82% of personnel in healthcare and social services, over 72% in science, education, culture, and arts, more than 45% in agriculture, 38% in industry, and 8–9% in the construction sector.

While certain difficulties remain in social relations, attention to women clarifies many issues. The government's focus on women is aimed at activating their role in social life. For the first time in the history of the national parliament, a woman – Tanzila Kamolovna Narbayeva – was elected Chairperson of the Senate. The number of female leaders in the country – ministers, district and city governors, heads of production associations, banks, companies, law enforcement agencies, and the Armed Forces – continues to grow.

Efforts to increase women's social mobility have led to significant changes. As a result, women's image in political processes, especially in elections, is being strengthened. This can be seen in the results of the 2024 parliamentary and local council elections. For reference, in 2017, women made up 20% of staff in governance, which has now increased to 35%. Women constitute 38% of deputies in the Legislative Chamber and 27% of Senate members. The growing participation of women in state governance and parliamentary activities positively affects societal development [1; 115597].

"This year, 250,000 girls will have access to higher education – 3.5 times more than in 2017. As a result, 25–30 women from each neighborhood will have the opportunity to study at universities. For this, the Chairperson of the Committee for Family and Women Zulayho Mahkamova and the Minister of Preschool and School Education Hilola Umarova are working with girls in senior classes individually to prepare them for higher education" [2; 2024, March 8].

"In 2025, great progress has been made to ensure employment for 2 million women, including 1.3 million women involved in entrepreneurship. Commercial banks will offer favorable financial packages to support women entrepreneurs. This year, 60 districts are expected to become 'free from unemployment and poverty.' Additionally, governors are responsible for ensuring that two districts in each region leave no unemployed women. Overall, 2025 will be a decisive year for ensuring women's employment" [3; 2024, March 8].

Through vocational training, employment, and entrepreneurship development, the employment of 2 million women will be ensured.

Democratization in all spheres of social life is being implemented consistently. This imposes new demands on women leaders participating in governance, including political leaders. Innovative methods and tools are required to increase women's political and legal culture during the electoral process. Enhancing women's legal culture depends on the effectiveness of social relations. During the reform period, supporting political leaders and studying their views through sociological research based on social partnership contributes to increasing women's social activity in Uzbekistan.

Public relations (PR) technologies represent a specialized system for managing social information, aiming to prepare and deliver information that fosters a positive attitude among the targeted social groups. The "public opinion communication technology" is connected to image-making but does not create an image itself; rather, it assists in shaping it. "While image-

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 10| October 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

making involves creating necessary material, PR manages the channels for distributing it" [4; 112].

During elections, image-makers face significant demands. Because the profession combines multiple disciplines, an image-maker must understand psychology – especially individual and mass psychology – as well as sociology, dress and speech culture, color theory, national mentality, and interrelations, essentially becoming a creative humanist. They must possess interpersonal communication skills. Professional ethics for image-makers must be developed, limiting manipulative methods.

Regular, targeted training sessions for candidates help identify and involve image-makers in elections, providing candidates with broad opportunities.

In our national mentality, qualities such as farsat (foresight), lineage, nobility, wisdom, status, honor, prestige, and decency are key in evaluating a person's image. A female politician's image includes:

1. Individual-personal qualities: self-confidence and trust in her work.
2. Social qualities: societal engagement, leadership, organizational skills, concern for people, and striving to improve their lives.
3. Personal-energetic qualities: curiosity, optimism, courage, and ability to maintain a positive mood.
4. Social-energetic qualities: ability to influence others, quick decision-making, and energy.
5. Social-moral qualities: high ethical standards, alignment with the "societal ideal."

Event analysis [5; 137] – a political analysis method – involves analyzing news about events. Typically, event analysis focuses on news reports of specific political events, conflicts, or official actions.

Women in society should demonstrate seven characteristics of socio-political activity:

1. Composure and dignity
2. Political intelligence
3. Leadership ability
4. Management experience
5. Strong will
6. Industriousness and dedication
7. Moral character

These aspects are also highlighted in the textbook *Farsat Science* by Dr. M.B. Bekmuradov [6; 2019].

The development and success of societal reforms largely depend on the effectiveness of political elites and leaders. Image-building became crucial in governance as a tool to leave a strong impression during interactions with people. Historical examples show the need for special assistants to enhance leaders' public impression – a practice common in Ancient Egypt and Rome.

Three key factors for raising women's social status are:

1. Human factors: appearance, attractiveness, age, health, clothing style, gestures, charisma, temperament, character, capabilities, and reasons for political involvement. Political position, party affiliation, electoral program, and politician's activity are also important.
2. Adequate information: Information received through interpersonal channels, PR services, independent media, and contrasting opinions, rumors, and jokes should correspond to the politician's image.
3. Electoral behavior in specific social conditions: Ethnic characteristics, mentality, current social expectations, and prevailing moods. The idealized image of a candidate is important for success, and creating hope among the electorate is crucial.

M. Ghafforova notes that the ideal female politician should fulfill her gender roles as a wife and mother [7; 2021]. Studies of Latin American countries show that female leaders who attained the head of state often remained unmarried. However, most researchers agree that ideally, a female politician should balance her professional and gender roles.

According to the "tough woman" image, Michelle Bachelet, Mireya Moscoso, and Isabel Martinez de Peron employed tactics to highlight their delicacy [8; 1994]. Bachelet emphasized simplicity and authenticity in her actions, which appealed to Chileans [9; 2008]. Combining femininity with business skills strengthens a female politician's image.

It is important to note that modern society lacks a fully developed conceptual image of women. Political technology alone is not always effective; some leaders' short tenure in government confirms this. Successful political images require clarity, coherence, and alignment with voters' expectations.

A female politician's quality image includes external appearance (clothing, posture, habits, health, temperament), psychological traits (behavior, speech, ethics, gender relations), and professional attributes (experience, political views, leadership). Gender, political orientation, program statements, and party affiliation are also considered. A well-formed image can influence voter behavior.

Many politicians understand this well. For instance, UK politician Neil Kinnock, when running with M. Thatcher, paid special attention to appearance, clothing style, and public gestures [10; 115]. Power dressing – emphasizing tailored suits – became prominent in the 1980s. Hillary Clinton's distinctive pantsuits were noted in *Salon* and *The New York Times*, with guidance from Vogue editor Anna Wintour [11]. Angela Merkel and Nicola Sturgeon also follow styles emphasizing dignity and consistency.

Not all female politicians adhere to tradition. For example, Theresa May combined formal and casual elements in her attire, reflecting her individual style.

CONCLUSION

In conclusion, as in all spheres, social consciousness and worldview are undergoing changes, increasing and improving socio-political activity. The development of the state, society, and public welfare largely depends on political leaders.

ISSN (Online): 2455-3662
EPRA International Journal of Multidisciplinary Research (IJMR) - Peer Reviewed Journal
Volume: 11| Issue: 10| October 2025|| Journal DOI: 10.36713/epra2013 || SJIF Impact Factor 2025: 8.691 || ISI Value: 1.188

Democratization of political processes worldwide emphasizes democratic principles in leadership. The modern image of political leaders and its formation are crucial for the success of reforms. The formation of political leaders is influenced by socialization agents and biophysical and psychological aspects of individuals.

REFERENCES

1. *https://qalampir.uz/news/mirziyeev-khotin-k-izlarni-bayram-bilan-tabrikladi-115597*
2. *Greeting by the President of Uzbekistan on International Women's Day, March 8, 2024*
3. *Greeting by the President of Uzbekistan on International Women's Day, March 8, 2024*
4. *Olshansky V., Penkov V.F. Political Consulting. St. Petersburg, 2005, p. 112*
5. *Nazarov Q., Sodiqova Sh. Imageology. Textbook. Tashkent: Akademiya, 2010, p. 137*
6. *Bekmuradov M. Farsat Science. Tashkent: Akademiya, 2019*
7. *Ghafforova M. Trends in Socio-Cultural Image of Uzbek Women. DSc Dissertation. Tashkent, DBA-2021*
8. *Image of a Leader / Ed. E.V. Egorova – Gantman. Moscow, 1994*
9. *Tarasova S. Formation of the Image of a Female Politician (Example of Latin American Leaders) // Vestnik of St. Petersburg University, 2008, №1*
10. *Leaders of Modern Social Democracy / Ed. V.S. Rykin. Moscow: International Relations, 1991, p. 115*
11. *Vanessa Friedman. Director, Fashion* – New York Times. *Power dressing: how the pantsuit strengthened its position*