

# The Role, Functions and Tasks of the Press Service in Public Institutions

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**Annotation:** The purpose of the article is to consider the specifics of the role of the press service in creating a harmonious relationship between the public and state bodies. Special attention is paid to the study of the functions, tasks and resolutions of the President of the Republic of Uzbekistan Sh.Mirziyoyev "On the most important measures to ensure the independence of the mass media and the development of the activities of the press services of state bodies and organizations " in general.

**Key words:** press service, public relations, information, society, civil society, mass media.

One of the important trends in the modern world is the creation of press services, public relations services in state, public, and commercial organizations. A. I. Gnetnev and M. S. Fil in their work highlight the main functions of the press service. <sup>1</sup>In their opinion, among the important functions of the press service are information consultations, development of a strategy in relation to the press, preparation of information documents, texts. The most important condition for the efficiency of any enterprise today is up-to-date and reliable information. Thus, the information center becomes the core of any company or institution, ensuring consistency of actions, development of plans and achievement of goals, that is, within the framework of its activities, the press service solves two tasks: ensures completeness and efficiency of information about the activities of the organization, and also creates optimal conditions for the work of accredited journalists. It is the consistent implementation of these functions that realizes the democratic nature of the state, gives citizens the opportunity to really participate in the governance of the state. In the processes of policy formation and implementation, a legal democratic state should constantly maintain relations with society on the basis of mutual understanding and exchange of information on all the most important aspects of life. Therefore, the technologies used by the press services of state authorities are primarily aimed at the competent and effective functioning of these relations, which, of course, requires highly professional skills from the press service staff. The communication capabilities of the state power consist not only in the availability of effective information channels, but also in the ability to communicate with the population, explain their decisions to society, hear the requests of various social groups, take into account their opinions, suggestions and criticism. Society is considered not only as an object of influence, but also as a participant in the management process. The main goal of the press service in the authorities is to establish communication mechanisms in the political system of society for their wide use in the conduct of public policy. The press service is part of the Department of state agencies and is designed to ensure high-quality interaction of authorities with the public with the help of mass media. Currently, it is the press services that are the most common organizational structure responsible for communications between the governing bodies and society. This is natural: the easiest way to have a dialogue with the public is to make an effective mediator - the mass media. The task of the press service is to establish trusting relationships with journalists, which is possible only when providing objective information, and also to use these reliable relationships to promote any information. Two objectives define the activities of the press services to promote the development of civil society institutions and compliance with legislation. The objective of promoting the formation of civil society structures is stated in the Regulations on the Press Services of the Government of Uzbekistan. Its purpose is specified in the regulations, which contain a list of functions indicating specific areas of activity, specific tasks of the service.

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<sup>1</sup> [https://www.studmed.ru/view/rotanova-mb-sovremennaya-press-sluzhba-uchebnoe-posobie\\_f00a01c65bf.html?page=2](https://www.studmed.ru/view/rotanova-mb-sovremennaya-press-sluzhba-uchebnoe-posobie_f00a01c65bf.html?page=2)

The analytical function is to study the opinions of various segments of the population, analyze and predict the social-political processes of territories, develop methods of action based on the information received, evaluate decisions taken or projects to adjust the policy of the administration's leadership.

The planning function is to determine the main directions of interaction with the public, methods of interaction and financing.

Speaking about the peculiarities of the functioning of the press service, it should be noted that the functions and tasks have two important features. Firstly, they are aimed at both public authorities and the public. Secondly, the functions and tasks

of the press formations of state and municipal authorities are to give a fairly complete presentation about the design and construction of the service.

Significant work has been carried out in Uzbekistan to ensure freedom of speech, the information and mass communications management system has been transformed and the role of mass media in solving problematic issues of social-political and social-economic development has been increased. At the same time, it is worth emphasizing that there are still shortcomings in the work of the press services that greatly affect the image of the institution and in order to eliminate these shortcomings, the President of the Republic of Uzbekistan Sh. Mirziyoyev signed a decree "On the most comprehensive measures to ensure the independence of the media and the development of the activities of the press services of state bodies and organizations."<sup>2</sup>

According to the resolution, the main tasks of press services, press centers, public relations services of state authorities, state and economic management bodies, departments, institutions and other state and non-governmental organizations are regular, complete and timely provision of information to the public about the activities of state bodies and organizations through the media, social networks, official websites of government agencies and organizations, as well as other information resources, including by organizing press conferences, briefings and media tours. The resolution clearly specifies the tasks of information services, the main ones are:

- to develop and implement measures in state bodies and organizations to inform and highlight the progress of socio-political and social-economic development of the country;
- to form a positive image of state bodies and organizations, the study of public opinion through public surveys and other forms of study;
- to establish effective cooperation agreements with the Agency of Information and Mass Communications under the Administration of the President of the Republic of Uzbekistan in the implementation of its tasks in the field of information policy;
- to form expert groups for effective cooperation with the media, dissemination of operational information among journalists and bloggers who constantly work with press services, as well as in order to ensure the participation of broad segments of the population in the discussion of draft regulatory legal acts;
- to organize on a regular basis speeches in the media of heads of state bodies and organizations;
- to provide, through authorized ministries and departments, diplomatic missions of the Republic of Uzbekistan abroad, as well as diplomatic missions of foreign countries in Uzbekistan with information materials in order to provide high-quality coverage of the activities of state bodies and organizations in foreign mass media;
- to post projects and approved texts of regulatory legal acts related to their competence on the websites of state bodies and organizations in accordance with the established procedure;
- to create and update a database of text, photo, audio and video materials related to the activities of government agencies and organizations.

The duties of the press service of a state institution differ significantly. They include informing the general public about the essence of the decisions taken and forming a positive image of both individual officials and the authorities as a whole. The press service also needs to analyze the public reaction to the actions of certain officials and authorities and develop technologies to neutralize negative statements.

The main principles of the work of the press service should be: efficiency, legality, flexibility and continuity, constructiveness.

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<sup>2</sup> (<https://lex.uz/docs/4390515>, О ДАЛЬНЕЙШИХ МЕРАХ ПО ОБЕСПЕЧЕНИЮ НЕЗАВИСИМОСТИ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ И РАЗВИТИЮ ДЕЯТЕЛЬНОСТИ ПРЕСС-СЛУЖБ ГОСУДАРСТВЕННЫХ ОРГАНОВ И ОРГАНИЗАЦИЙ, 2019)

Special attention should be paid to the responsibility that the press service bears. The press service of both commercial and state structures should check the information very carefully before passing it to journalists. Recently, in the process of producing the same type of products, many organizations in the trade and production market act not so much as competitors, but rather as like-minded partners. The processes of integration and commercial cooperation are now taking place not only on a global interstate scale, but also at a more "mundane" level. Within the framework of what has been said, it is increasingly possible to meet with a situation when it is not economically profitable for a separate company to maintain its own communication structure, and at the same time you want to work with people on a permanent, long-term and trust-based basis. It is precisely this situation that has contributed to the fact that many related or partner organizations prefer to work not with "random" press agencies, but to create their own, but on a corporate basis.

The organizational structure of a corporate press center should correspond to its functional purpose and, as a rule, includes the following specialists:

- image makers;
- newsmakers;
- analysts;
- sociologists;
- copywriters;
- photographers and cameramen;<sup>3</sup>
- the secretariat;
- technical staff when working with information.

In addition to the cases listed above, the modern realities of our time very often force the leadership of various industrial and commercial organizations and social-political structures, as well as public associations and groups to resort to the services of temporary press centers organized for a certain time and for certain tasks. They are necessary to regulate media relations and coverage of events in the following cases:

- international and important for the public major national scientific, economic and socio-political symposia, forums, conferences, meetings, summits, sessions;
- congresses of major parties;
- international and major national exhibitions and fairs;
- international festivals of youth and students;
- major sports competitions and olympiads;
- international theater and music competitions;
- film festivals.

Based on this decree, the research and analytical function of the press services of state and municipal government bodies is of particular importance. It is thanks to timely monitoring that administrations are able to promptly implement the Decree of the President of the Republic of Uzbekistan.

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<sup>3</sup> ([https://www.studmed.ru/view/rotanova-mb-sovremennaya-press-sluzhba-uchebnoe-posobie\\_f00a01c65bf.html?page=2](https://www.studmed.ru/view/rotanova-mb-sovremennaya-press-sluzhba-uchebnoe-posobie_f00a01c65bf.html?page=2), 2008)