



## IMAGE OF THE ARMED FORCES AS A FACTOR OF SECURITY OF SOCIETY AND THE STATE

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### **Abstract**

The article examines the features of the current concept of “image of a military officer”. After the formation of the national army, the image of military personnel and officers performing tasks to preserve the integrity of the state, protect public order, and protect citizens during public events was not fully formed in society. There is a need to develop a positive image of law enforcement forces in society as a guarantor of maintaining order in the country. Great responsibility lies with military officers who make important management decisions. Competent management of subordinates is impossible without regulating one's own behavior, especially in conflict and extreme situations. In conditions of provoking military personnel to commit unlawful actions, having stability among officers will help to exercise control over their activities and timely carry out preventive measures in relation to subordinates.

### **Key words**

army, image, prestige, reforms, military personnel, salary, weapons, activity; study; information; information provocations; image of an officer; troops; military personnel; service and combat missions.

Today, as before, each state strives to establish a favorable image of itself in the minds of its own population and the peoples of other countries. At the same time, the rapid development of information technology contributes to the increasing importance of the image of institutions in state policy, including in the field of security. Thus, in the implementation of military policy, many states are faced with problems of the image of the Armed Forces, since information about the state of affairs in the army, about the state of its combat readiness, about positive and negative phenomena in army life affect public consciousness, people's feelings and indirectly - the atmosphere and mechanisms for making and implementing decisions in the field of defense.

Creating a positive image of the Armed Forces is not a spontaneous, but a long-term and systematic activity that requires conceptual justification, coordination and constant monitoring. Therefore, understanding the image of the country's Armed Forces and its impact on the security of the state seems relevant in modern conditions. Because:

- transformation of the information sphere into a system-forming factor in the life of society, which actively influences its condition, development and security. In this regard, the role of information aspects of security is increasing in modern society. The importance of the information factor in matters of ensuring the country's security is manifested in the high information activity of our potential opponents and adversaries, who, by forming a negative image of the Russian army, weakening its authority, threaten the country's security;

- increased attention on the part of any society to the problems of the Armed Forces. Citizens of the country want and have the right to know how secure the country is, what can be expected from certain changes in the army: Today, many aspects of the life of the Armed Forces still remain too closed to public attention, which adversely affects the image of the army;

- wide, multidirectional, and often contradictory dissemination of information about the country's Armed Forces. At the same time, the information disseminated often does not correspond not only to the official point of view, but also to reality. In order to avoid or neutralize such acts, theoretical and applied developments are required in the field of production and transmission of information about the army, which helps to increase the prestige of military labor and public trust in it;

- the widespread use of technologies and image formation mechanisms in political processes in a modern state. Today, the implementation of tactical tasks and strategic goals of both individual political leaders and state institutions cannot be accomplished without them. Moreover, the widespread use of these technologies puts on the agenda the task of identifying ways to improve the image of the army. This has become especially relevant in the widespread use of manipulative technologies in the political practice of advanced countries;

- the need to analyze and assess the real state of the image of the Armed Forces of the state for the military-professional orientation of individuals, when recruiting the Armed Forces, to increase the attractiveness of the military profession;

- the practical necessity of analyzing the dynamics of the image of the army, forecasting its development, identifying and justifying the most effective directions for improving the image of the modern Armed Forces of the state in the interests of the country's security.

In addition, it is a strategic task to study the experience of leading states, the world:

- on the formation, image of the army in peacetime and wartime;

- will help solve problems of organizing and conducting information warfare.

On the walls of government buildings, along the wide streets and roads of the capital and other large cities of the country, it is necessary to place paintings and photographs of military reporters telling about the history, feats of arms and the modern appearance of the Armed Forces, their combat training and other everyday affairs. These art exhibitions will become one of the areas of concern for the army leadership to increase the prestige of military service and create its positive image in civil society. The same goal is served by the maximum possible openness of the Ministry of Defense, which regularly invites media representatives to meetings, to conference calls at the Central Command Post, to tactical and operational-tactical exercises, to exhibitions of weapons and military equipment, to organize international competitions in various military disciplines, and humanizes military service of conscripts - arrange tea tables in the barracks, relieve soldiers from kitchen duties, guard warehouses, and conduct other image events.

He creates the history of the Armed Forces, contains some television channels that are of increasing interest among television viewers, plans to organize his own film studio, which will produce feature films and documentaries of a patriotic nature, introduces a new uniform for officers, warrant officers and midshipmen, promises "not to chase with the police for conscripts", increasing the number of contract soldiers in the troops, solves the problem of providing retirees with permanent housing, and those who remain in service with service.

The directions of this work, in which the heads of the military department and their subordinates, as well as sometimes the Minister of Defense himself, should actively participate. And we must admit that they bring certain results. The image of the Armed Forces in the rating of public trust should be higher than other areas of state and public importance.

What factors hinder a higher image of the Armed Forces? They are known and can be indicated in the following:

- this is a certain number of young men of military age who do not really want to join the army for fear of losing years and not sustaining their career.

- this is the reluctance of the elite part of society to serve in the army because of "not very good security and not high salaries," etc.

Yes, the army is part of the society in which we live. And it cannot be artificially separated from the problems and negativity that exist and continue to exist in public life. But people who trusted and continue to trust the Armed Forces as their protector want the army and other security structures to become, not in words, but in deeds, a real role model, so that we are proud of them, just as we are proud of the exploits of our fathers and grandfathers who defended the country. This is the goal that the army leadership should set for itself.

But they can achieve it only when not only people in uniform, but our entire society cares about increasing the authority of the army and navy, about their high image. And not only with laudatory speeches, but also with high demands on the defenders of the Motherland and their superiors.

### **New image**

Information about the latest changes in both the conscription system and the attitude of citizens towards it regularly comes from the military themselves - at press conferences accompanying each conscription campaign. To briefly summarize, the picture is as follows. The country's armed forces and other security forces annually conscript youth, and the conscription plan has been implemented in recent years. An indicator of society's attitude towards the army can be considered as a decrease in the number of draft dodgers, or those who choose alternative civilian service. The last few years have consistently demonstrated the growing popularity of the armed forces and the institution as a whole, and military service as an occupation.

The reasons for this should be sought in several directions at once - from the general political situation of recent months to deeper transformations in the army structure itself. The first step towards a radical change in the country's attitude towards its own army and military service was taken with the launch of military reform.

The most significant contribution of that time was the reduction of conscription service to one year and the humanization of service as a process: the right to use mobile phones, massive renovation of barracks, equipping them with showers and modern household appliances. It was also important to increase the intensity of combat training and transfer a significant part of the service functions to outsourcing.

Combined with a sharp increase in the attention of the military leadership and law enforcement agencies to the problem of hazing and established cooperation with public organizations, all this made it possible to dramatically change the psychological climate both within the army and around it. Experts continue to argue which factor turned out to be more significant - the reduction in service life, which made it possible to avoid seeing soldiers from different years of conscription in the same unit, or increased control, but the result is clear: from perhaps the main systemic problem of the armed forces, hazing has turned into a set of episodic emergencies, which have become much easier to prevent and investigate.

The image of the army has improved both in the eyes of pre-conscripts and older young people. The conscription system will continue to be improved, including taking into account the growing number and strengthening of the role of career military personnel in private and non-commissioned officer positions. Already today, career military personnel (officers, as well as soldiers, sergeants, contract soldiers) make up the majority of the army, and their share will only increase. We will use a mixed recruitment system due to the continuing need to maintain mobilization potential for different occasions.

### **About the benefits of politeness**

The image of the army plays an important role in shaping public opinion about military service, but no less important is the reputation of the armed forces as a military machine capable of solving practical combat tasks and ensuring the country's defense. This image did not arise out of nowhere: a significant increase in defense spending and an increase in the volume of combat training made it possible to greatly change the image of the military machine familiar to external observers as something clumsy, ineffective and backward. The obvious training of the "little green men", combined with the efficiency of the command's actions, forced not only ordinary citizens, but also professionals to reconsider their views: the new quality of the Uzbek army and the need to revise existing stereotypes were noted by many observers.

Domestically, this demonstration achieved several important goals. In addition to the growing popularity of military service, the country's leadership has actually gotten rid of the need to answer the question "what are military expenditures for?" Indirectly, the growing popularity of the army ultimately worked to increase the rating of the country's leadership: no one undertook to evaluate the military component of the country's reputation mathematically.

The new image of the army, which is formed both from the radically changed image of conscript service and from other named and unnamed factors, among other things, is playing an increasingly important role in the country's foreign policy. The ongoing reassessment of the role of the military machine as a foreign policy instrument should ideally exclude possible conflicts arising from underestimation of different scenarios. There are many examples of such conflicts in recent history. One can recall the Iran-Iraq

war of 1980-1988, when one of the significant prerequisites for Iraq's invasion of Iran was the opinion of the Iraqi leadership about the poor state of the Iranian armed forces after the Islamic revolution of 1979.

Argentina also paid its price when dictator Leopoldo Galtieri and his associates, amid an economic crisis and cuts in British military spending, misjudged the combat capability of the United Kingdom's armed forces and the political determination of its leadership to fight for the disputed Falkland Islands (Malvinas). Reckoning - military defeat, and then the removal of Galtieri, who was eventually put on trial.

As a conclusion, it can be especially noted that in all these cases, the initial incorrect assessment of the enemy's capabilities played a significant role in the decision to launch a military campaign. In today's information world, when the media image is approaching the power of influence on the minds of a real object, reformatting the image of the Armed Forces of Uzbekistan with the creation of an image of a new generation military machine capable of effectively countering any threats - from a local conflict in the border area to a possible big war - can significantly reduce the likelihood of another attempt to test the country's defense for strength. Under these conditions, the costs of army reform, including the transformation of the conscription system, look like a kind of insurance premium, allowing one to avoid much greater losses in the event that the enemy nevertheless decides to transfer the conflict to a military level.

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