

Public Opinion as a Driving Force for the Well-Being of Society



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ABSTRACT: Public opinion can serve the development and sustainable development of any state. However, a scientific approach to its proper organization, formation and management will lead to success. The article deals with the essence, structure, role of public opinion as a social institution.

KEYWORDS: Society, public opinion, Gellap institute, component, rational component, emotional component, will component.

INTRODUCTION

The content of the concept of public opinion represents the unity of the individual attitude of a social group, stratum, in general, to a particular event, and this attitude has a degree of influence on the social process in society. "Community is an ancient form of human association. In this case, the means of production are everyone's property. Society, on the other hand, is a set of historically determined collaborative activities of people. Public opinion, on the other hand, is formed in the minds of the masses in society, in the processes in which socio-economic relations exist. Public opinion is a form of public consciousness that includes covert or overt attitudes toward social events, the activities of various groups, organizations, and individuals, and is expressed in the approval or condemnation of certain social issues. "Public opinion is inspired by the spirit of the times. "The activity and importance of public opinion is determined by the structural nature of society, the level of development of productive forces, culture, democratic legal norms and freedoms" [1. 192-200]. The degree to which the opportunities given to public opinion in the period are properly organized will cause public opinion to move in such a right direction that it will not serve to destabilize the state and the people. From this point of view, it is expedient to take a scientific approach to the organization and management of public opinion, with the integration of theoretical and practical knowledge into practice.

THE MAIN FINDINGS AND RESULTS

"The study of public opinion using the potential of science (*hypothesis, modeling, idealization, abstraction, generalization of theoretical knowledge*) allows, firstly, to organize, managed and controls the system of public opinion in the interests of society" [2. 20].

The roots of the technique of organizing and managing public opinion are rooted in the development of society and polished as a result of their improvement. At different stages of human development, the essence of the socio-political, economic, spiritual, educational and cultural issues of a particular country is expressed on the basis of public opinion.

Public opinion has a clear or implicit attitude of society to events and processes that reflect reality. The subject of social thought is communities, and the object is an event or phenomena, social facts, which can have both positive and negative meanings.

"Public opinion is a unique manifestation of public consciousness, in which social groups, classes, and people in general, are formed in a spiritually complex way, representing the actual problems of reality (verbal or non-verbal) evaluator attitude" [3. 116].

"The concept of public opinion is a concept that has been evolving over time, and it is important because it has been reflected in different views at different times":

– As a result of the formation of seed communities, major changes in the development of productive forces, changes in the organizational nature of society, public opinion began to take a relatively independent view as a social phenomenon. During this period, public opinion was mainly of an evaluative nature.

– The development of culture during the period of slavery and the division of society into classes revealed new qualities in the history of public opinion. During this period, the exchange of social structures led to sharp contradictions within social

Public Opinion as a Driving Force for the Well-Being of Society

thought. That is, the conservative is in favor of maintaining the seed relationship out of self-interest, and is increasingly opposed to any innovation in development. During this period, the first manipulation of public opinion - the spiritual-ideological thought - emerged.

– During the period of feudal land ownership, the position of public opinion increased somewhat. Because now the idea of the “lower” category has expanded and become more active. On the one hand, in the development of “everything is from God” and other similar beliefs, on the other hand, the formation of traditions, customs, culture of the people played an important role.

– The period of capital production is considered to be the beginning of the theoretical substantiation and study of public opinion [4].

Although public opinion has existed in all historical periods, the term originated in England in the twelfth century and represents a literal translation of the two phrases “public opinion”. It was first used by John Salisbury in “Polycratic”. From England, the term began to spread to other countries and was generally accepted in the late 18th century.

The beginning of the theoretical study of public opinion is associated with the name of the French sociologist Gabriel Tard. In *Thought and the Crowd*, G. Tard made an in-depth analysis of the characteristics of psychological processes in large groups. In particular, he justified the emergence and spread of public opinion by the action of the imitation mechanism [5].

Public opinion influences social control over the observance, interpretation and application of the rule of law in accordance with public legal guidelines that reflect the needs and interests of the people.

It is a fact that it is already clear today that a democratic society cannot implement the norms of social law only by state coercion. In this regard, the organization and management of public opinion plays an important role in the realization of the interests of society, the development of the state. There are three main aspects that need to be considered in order for public opinion to serve the interests of the state and society. First, the proper organization of public opinion will serve to strengthen public control over government agencies, to prevent the spread of negative vices in government agencies, such as indifference, corruption, abuse of office, acquaintanceship, and, consequently, to achieve the rule of law and accelerate development. This, in turn, leads to the formation of a strong civil society.

On the other hand, the correct and *fair control* of public opinion is aimed at ensuring that the forces that propagate destructive ideas with different interests and goals in the state and society do not ensnare the simple and innocent people, and that foreign ideas do not interfere with the peaceful and prosperous life of the population.

The third aspect is the *management* of public opinion, which is aimed at inculcating national and universal values in society, especially among young people, their implementation, development of human capital, public understanding of public policy.

One of the main reasons for the study of public opinion on a scientific basis is that public opinion is by its nature both a social and psychological phenomenon, subject to the emotional and emotional reflection of reality. It can therefore be spontaneous, unstable, inadequate, critical, moody, and manipulative.

People work side by side for many years in a team, work in the same direction, spend almost the same amount of time solving life's problems, close economic and social situation, their intellectual and spiritual levels, emotional states and even aesthetic tastes, interests and aspirations provide commonality. A strong public opinion about a particular event plays an important role in strengthening or strengthening the views of the community and outsiders [6. 173-174].

The essence, structure, role and place of public opinion in society, its social functions can be studied through sociological analysis.

Public opinion encompasses the subject's relation to the object and the subject's relation to the subject according to its structure. This attitude most generally represents the value-based evaluator's views and (or) the will that arises as a result, i.e., position. This position can be expressed *positively, negatively, neutrally*, or not at all. However, this neutral or non-existent attitude is of great importance, and timely attention to it can eliminate the risk that negative ideas will lead to destructive processes in the future.

“Currently, almost all developed and fast-growing countries of the world study the social acceptability of their strategies through sociological research, their compatibility with public opinion, the logic of tactical changes before and during the implementation of important issues and draw appropriate conclusions.

In this regard, the famous Gallup Institute in the US, the British Sociological Association in England, the French Association of Sociology, the Russian Sociological Society and others have a great social role in society. In particular, the Gallup Institute constantly informs the public about the daily mood of the American population, the social, financial and political situation that awaits them in the near and medium term. The organization also assesses the state of political consent of various segments of the population, the level of satisfaction with the work of heads of state, trends in changing the social goals of the

Public Opinion as a Driving Force for the Well-Being of Society

population. The social value of the society is very high, especially in the process of voting for candidates during the presidential election, in terms of very accurate forecasting of the indicators of the selection of candidates by the electorate. For example, the Gallup Institute has scientifically and empirically predicted that black Obama, a violent Trump by nature, and Biden, who is much older, will inevitably win a week before the election” [7].

In this sense, in order for public opinion to become a social force as a social institution, it is necessary not only from an “external” point of view (civil liberties, media, political pluralism, leaders, etc.) but also from an “internal” point of view (symbols, stereotypes, complexes, means of meaning and expression) [8].

The basis of public opinion is knowledge of the object. Without it, it is impossible to appear. The formation of public opinion occurs under the influence of several components. These are:

- Rational;
- Emotional;
- Will.

In public opinion, the rational component of value reasoning is shaped by several factors. In particular,

- *development of specialized and daily information about the object;*
- *compare this information with their knowledge and ideas every day;*
- *logical reasoning (more or less, regular or irregular) and analysis of the impact of the object on this information, based on their knowledge and worldview;*
- *comparison of opinions, arguments on the realization of their interests*

on the basis of which public opinion is formed.

It should be noted that not only knowledge, but also belief is a factor that rationally affects the direction of the subject’s opinion.

The intellectual field of the structure of the considered phenomenon can also include visual-figurative knowledge which helps in formation of imagination and object assessment (evaluative attitude) in the absence of theoretical knowledge and social experience in the subject.

The degree of expression of the rational component in the subject depends primarily on the upbringing of the subject, the state of formation, awareness of the characteristics of the object and the influence of the psychological environment.

In addition to the rational component, the emotional component also plays a key role in shaping public opinion. The emotional component is the emotions, experiences, moods that are formed in society on current socially significant events.

The emotional component of public opinion refers to the events that make up the content of the experiences of community (or community) members, public emotions, public mood, and some other socio-psychological formations. This component increases the level of seriousness and intensity of public opinion. While the emotional component sometimes serves as an impulse to express public opinion, it also allows for self-manipulation through psychological pressure. Therefore, the presence of rational and emotional components, the high intellectual and scientific potential of society, the high level of spirituality will lead to the formation of public opinion in a direction that serves the interests of the state and the people. Otherwise, as the great scholar Abu Rayhan al-Biruni said, “The nature of the common people is limited to what is perceived by intuition, and is satisfied with the branches that come from the foundation, and does not want the foundation to be examined” [9].

The volitional component of public opinion characterizes the social assessment and the practical expression of the subject's attitude towards the realization of the interests associated with the object. This component reflects the spiritual and practical aspects of the nature of the event being analyzed. For a variety of reasons and factors, the will component may be poorly expressed or not expressed at all. Or, conversely, with the help of this component of influence, the subject demonstrates its attitude, interests in mass actions, political acts [10].

All of these components complement each other and gain practical integrity in shaping public opinion. It is important to pay attention to the *scientific and socio-legal* basis in directing public opinion in the interests of the state and society.

The study of public opinion on a *scientific* basis helps to correctly diagnose the subject-object relationship and, as a result, to correctly identify future tasks. Of course, our world and local scientists have conducted scientific research on the essence, formation, organization and management theory and practice of public opinion. However, in the current era of globalization and technological advancement, there is a need to study this topic in the spirit of the new age. Indeed, in societies of the age of science and technology, public opinion is changing along with individuals.

Strengthening its positive *socio-legal* role in directing public opinion in the interests of the state and society is also of great importance. In order to strengthen the positive socio-legal role of public opinion, it is necessary to pay attention to the following:

Public Opinion as a Driving Force for the Well-Being of Society

- to study the features of its impact on the implementation of social law;
- Analysis of the principles of accounting, the conditions of its application in the application of the legislation, the aspects that can strengthen the impact of public opinion on law enforcement activities;
- it is necessary to consider the conditions under which the restriction is necessary.

CONCLUSION

In conclusion, public opinion can serve the development and sustainable development of any state. However, for this to happen, the state and society must feel responsible for its proper organization, formation and management, and pay attention to this on a scientific and legal basis.

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