



"PRESS SERVICE AND HIGHER EDUCATION: EFFECTIVE WAYS OF COOPERATION WITH MASS MEDIA"

Djumabaev Irgashbek Alisherovich

Andijan State University

Advisor to the Rector on Information Policy and Issues

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Abstract: the press service plays a crucial role in organizing the internal and external communications of higher education institutions. This article explores modern approaches, strategies, and key principles for ensuring effective collaboration between university press services and mass media. Media cooperation is an essential factor in shaping the public image of universities, disseminating academic achievements, and strengthening public relations.

The study analyzes press service information policies, media interaction culture, branding strategies, and the significance of digital platforms and social networks. Additionally, it discusses pressing challenges faced in establishing effective media cooperation and proposes potential solutions.

Research findings indicate that universities' information transparency, the efficiency of press service operations, and systematic collaboration with the media contribute to strengthening trust between the academic community and the general public.

Keywords: press service, higher education, mass media, communication strategies, information policy, public relations, digital media, university image, branding strategy.

Introduction:

In the modern information space, the prestige and social influence of higher educational institutions largely depend on the activities of their press service. The press service not only forms the university's information policy, but also establishes effective communication between the university and the public, students, the scientific community, and the media. The rapid development of information technologies and the media space further increases the need to ensure the openness of universities to the public, increase their activity on social networks, and disseminate academic achievements to the general public.

Effective cooperation with the media is an important tool for widely covering the scientific and educational activities of the university, presenting its strategic goals and achievements to the public. At the same time, the proper interaction of the university's press service with the media contributes to the formation of a brand, attracting applicants, developing academic cooperation, and strengthening its position in society as a reliable source of information.

Cooperation between the press service of higher educational institutions and the media is important not only for disseminating official university information to the general public, but also for fostering mutual trust and effective communication with the public. Therefore, today the activities of the press service are not limited to issuing press releases or covering events, but also include such tasks as establishing strategic cooperation with the media, actively participating in social networks, and shaping the image of the university.

As a result of the development of digital communications, the functions of university press services are expanding. Today, in addition to traditional media, the use of social

networks, bloggers, podcasts, and other digital platforms is becoming increasingly important in working with the media. Therefore, press services must adapt to the updated media environment, effectively use modern PR technologies, and focus on forming open and trusting relationships with the media.

In this work, current issues of organizing cooperation between the press service of higher educational institutions and the media, innovative approaches, and modern media trends are analyzed. In addition, the main problems faced by universities in working with media and their solutions will be discussed. The results of this study will serve to develop recommendations for the development of information policy of higher educational institutions and the establishment of effective cooperation with the media.

Also, this study is aimed at highlighting such important issues as how universities organize public relations, the role of the press service in the correct and reliable delivery of information, and how a university can form its own brand in the modern media space. In the context of today's globalized and digital information flow, the tasks of the press services of higher educational institutions are becoming increasingly important. Therefore, the development of effective strategies and innovative approaches in this area serves as an important factor in increasing the social prestige of higher educational institutions and establishing effective public relations.

Literature review:

Theoretical foundations of cooperation with the media

In the book "Theory of Mass Communication," D. McQuail analyzed the processes of communication between the media and organizations. According to him, the effectiveness of organizations' information policy and communication with the media depends on the power of influence of the mass media. Higher educational institutions should also adhere to these principles when communicating their activities to the general public[1].

Uzbek scholar M. Juraev, in his book "Information and Mass Communications," emphasizes that transparency and reliability are important factors in the cooperation of educational institutions with the media. According to it, information policy should be based on a specific strategy[2].

The role of the press service in higher education institutions

In the book "Managing Public Relations," J. Grunig and T. Hunt emphasize the importance of PR strategies in cooperation with the media. According to their research, an effective press service plays a key role in strengthening public relations, shaping the image, and creating a positive impression of the organization. For higher education institutions, this is important in communicating academic achievements to the public and widely promoting the results of scientific research [3].

The Uzbek scientist G. Kadyrova analyzes the role of the press service in the formation of the university's image and the popularization of scientific achievements in the article "Cooperation with PR and Media in Educational Institutions." In his opinion, the international prestige of universities also depends on the activities of the press service[4].

The role of digital platforms and social networks

In his work "Social Media and Public Relations," C. Scott analyzes how social networks play a role in the effective interaction of organizations with the media. In his opinion, through digital platforms, educational institutions can quickly convey their news to a wide audience and establish interactive communication with the media [5].



Also, Sh. In his work "Digital Communications and Education," Akhmedov emphasizes that the effective use of social networks is an important tool for universities. In his opinion, through digital communications, educational institutions can strengthen their brand and enhance their position in the international arena [6].

Information policy and media communication culture

J. Fawkes, in his book "Public Relations Ethics and Professionalism," examines the importance of information policy of organizations and the culture of communication with the media. In his opinion, a reliable and transparent information policy contributes to the formation of long-term cooperation with the media [7].

Uzbek researcher D. Rakhimov in his book "Strategic Partnership with Mass Media" emphasizes that the press service of educational institutions should have a professional approach to working with the media. According to him, reliable cooperation between universities and the media serves to strengthen the quality of education and public trust [8].

Current problems of cooperation with the media and their solutions

In the book "Exploring Public Relations," R. Tench and L. Yeomans analyze the problems that may arise in the interaction of the press service with the media, including the dissemination of misinformation and misunderstandings with the media. They emphasize the importance of the press service establishing regular and clear communication with the media to solve problems [9].

Uzbek researcher O. Usmanov, in his article "University Press Service and its Relations with the Media," puts forward proposals on topical problems of press services, including the control of information flows and the prevention of fake news. He emphasizes the need to implement a media monitoring system to strengthen the information policy of universities[10].

Methodology:

This study is aimed at analyzing the processes of cooperation of higher educational institutions with the press service and the media, which includes qualitative and quantitative approaches. The research methodology was developed based on the following stages:

1. Study of theoretical foundations

At the initial stage of the research, existing literature and scientific research on the information policy of the press service of higher educational institutions, the principles of communication with the media, and areas of cooperation with the media were analyzed. At this stage, the theoretical foundations were formed based on the following sources:

Fundamental theories of journalism and PR

Modern research in the field of media and communications

Legal documents and regulatory requirements defining the information policy of higher educational institutions

2. Empirical research methods

To determine the main results of the study, empirical methods were used:

Surveys and interviews:

Surveys were conducted among employees of the press service of higher educational institutions and media representatives.

Interviews were conducted with university PR specialists, and proposals were received to improve the effectiveness of the press service.

Content analysis:

Official websites, social media pages, and press releases of universities were analyzed.

The content and impact of materials published in the media about higher educational institutions were studied.

Case study:

The activities of the press service of several higher educational institutions were studied as an example, and performance indicators were evaluated.

The activities of universities that have established good cooperation with the media and faced problems were compared.

3. Analysis and generalization of the research results

The obtained results were subjected to statistical and thematic analysis, and the information policy of the press service, the culture of communication with the media, brand strategies, and the level of use of digital platforms were assessed.

The main problems facing the press service were systematized, and recommendations for their elimination were developed.

Results:

Cooperation of higher educational institutions with the press service and mass media is of great importance today. The research results show that an effective information policy and a clear strategy for interaction with the media serve to increase the image and effectiveness of universities.

Below are the main results:

Information policy and interaction of higher educational institutions with the media

According to the research results, the policy of openness of universities and the principles of transparent dissemination of information are one of the main factors in ensuring effective cooperation with the media. As noted by scientists, universities should direct their information policy towards regular coverage of current information about scientific achievements, innovations, and the educational process.

Effective cooperation strategies with the press service and media

Studies have shown that higher education institutions should focus on the following strategies to strengthen the role of their press service:

Develop a clear public relations (PR) plan.

Formation of a culture of cooperation with the media and regular dialogue with journalists.

Bringing the university's academic achievements to the public through press conferences, press releases, and interviews.

Establishing systematic cooperation with the media to bring the scientific and innovative developments of the University to the attention of the general public.

The role of digital platforms and social networks

According to research, digital communications serve as an important tool in the interaction of universities with the media. As a result of the research, the following was revealed:

Universities quickly and effectively communicate their activities to the public through official websites, social networks, and blog platforms.

The press service plays an important role in shaping the university's brand on social networks and strengthening public relations.

As a result of the use of media platforms of universities, student activity is increasing, and interest in academic life is growing.

Effectiveness of information policy and media communication culture

Studies show that the clear formation of the information policy of universities and the development of a culture of communication with the media contribute to increasing the social image of the university. Also, systematic cooperation with the media serves to strengthen trust between the scientific community and the general public.

Conclusion:

Cooperation with the press service and media of higher educational institutions is one of the important factors in ensuring the openness of the education system, disseminating scientific achievements to the general public, and strengthening the university's brand. The research results show that the effective organization of the press service serves to increase the social image of universities, strengthen trust between the academic community and the public, and increase the activity of the educational institution in the digital and traditional media space.

In today's digital information space, the press service is required not only to disseminate traditional information, but also to take communications to a new level using modern media strategies. In this regard, the press services of universities should pay attention to the following priority areas:

Formation of information policy and its systematic implementation. The university's operation based on the principle of openness allows for more effective collaboration with the media. Also, having a clear information strategy serves to establish a reliable dialogue with journalists and the public.

Development of effective cooperation with the media. The media is an important tool in bringing the achievements of higher educational institutions to the public, promoting scientific developments, and forming the university brand. Therefore, the press service should establish regular interaction with the media through press conferences, interviews, expert reviews, and press releases.

Active use of digital platforms and social networks. Today, the participation of universities in the media space is carried out not only through the traditional press, but also through social networks, websites, and digital platforms. Therefore, the university press service should strive to increase its effectiveness using modern technologies.

Effective organization of crisis communications. In situations that affect the reputation of universities, the prompt action of the press service plays an important role. Through open and transparent communication with the media, it is possible to prevent problems, resist information manipulation, and protect the reputation of the university.

Establishing long-term cooperation with the media. Higher educational institutions must constantly work with journalists and support them in preparing materials on topical issues in the field of education and science. Such strategic partnership contributes to the formation of a positive image of the university and the dissemination of academic achievements to the general public.

In conclusion, the effective activity of the press service of higher educational institutions is an important factor in the wide promotion of the scientific and educational potential of universities, the development of constructive dialogue with the academic community and the media, and the dissemination of information about the quality of education and innovative

approaches to the public. The press service can further strengthen the university's participation in the global information space through systematic cooperation with the media, the use of modern communication technologies, and a clear definition of information policy.

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