



The Interpretation of Political Portraiture in Print and Online Publications: Peculiarities of the Author's Methods and Skills

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ABSTRACT: Nowadays, the role and position of political leaders in state management and community life is one of the most urgent issues. The skills of the mass media, especially the authors, are important in conveying the political processes of each country and the activities of political personalities to the audience. This scientific article provides information on the author's skill, method and approach in the interpretation of political portraits in press and internet publications. The point of view, role, participation, and position of the author were studied on the example of scientific and journalistic materials published in local and foreign publications. In the theory of journalism, the relevance of the political portrait genre, methodological methods have been researched.

KEYWORDS: political portraiture, print publication, political personalities, leader, online publication, image, skill, method, approach, mass media, journalism, genre.

INTRODUCTION

The skills and approach of author are considered important factors in the impartial and truthful representation of the activities of political leaders, and in ensuring the integrity of communication between the authorities and the people. From this point of view, journalist Kh. Dostmukhammad comments that "in every journalistic work, the position of the author, the author's personal approach to the problem being discussed should be highlighted".

Not only the leader's eloquence, the art of persuasion of the people, but also the author's approach, place in the text, and the clear interpretation of the attitude of the person in showing the positive and negative "image" of a political figure, M.U. Atamurodov [2], I.B. Masharipov's [5] scientific and journalistic research acquires an actual essence. In addition, it is worth mentioning the research conducted by Russian experts, specifically T.E. Grinberg [4] and S.I. Solomatov [14] conducted research on the political sphere, specifically examining the leader's position, determination, fighting spirit, art of discussion, diplomatic skills, and the competition between developed countries Russia and the US government on the global stage. The study also explored media interpretation, journalists' coverage techniques, and the role of scientific researchers. Additionally, it examined issues such as the style of expression, freedom of political activity, legal basis, legal criteria, and government management mechanisms.

A political portrait depicts the position, role, and image of political figures and leaders in the state administration inside the political arena. Throughout the course of history, authors have conveyed information on the politics, activities, management, and personal life of leaders using various methodologies. Specifically, each researcher and scholar enthusiastically writes on the personality of the king and poet Z.M. Babur with both artistic and scientific satisfaction. In the article "Babur We Know and Know Not", R. Vohidov provided additional remarks regarding Zahiriddin Muhammad Babur. As an example, R. Vohidov describes Babur Mirza as a poet, writer, poet-literary critic, enlightened Islamic jurist, linguist, naturalist, logic and mathematics scientist, who left behind a valuable spiritual legacy.

Conversely, the legacy bequeathed by writers, poets, and scientists is seen as a precious asset when contemplating historical occurrences, rulers, and the prevailing milieu. A. Kadiri's expertise lies in providing precise illumination to enhance the portrayal of the leader's image, effectively describing the temporal and spatial setting, interpreting genre-specific elements such as the "noma" (message) of reflection, and emphasizing the significance of every lighting detail. These skills serve as a valuable template for contemporary authors to engage their audience. Presented below is an elaborate political depiction of the ruler Azizbek: "Azizbek was seen from Kamalon's side with about a hundred generals and his men...wearing a coat with gold embroidery on the collar and hem, a white shah turban wrapped around his head, his feet on silver stirrups, sparse eyebrows, peaked beard, wheat-colored, forty-five-fifty young men one person died". [9; 44] The source defines leadership in the context of historical place names, military and



political systems, order, defensive strategy, and modern terminology such as the public perception of rulers. The sources also explore the historical origins of these notions, tracing the growth of the political portrait.

MATERIALS AND METHODS

From this perspective, the political portrait encompasses all the leader's attributes, including their character, knowledge, perspective, determination, eloquence, diplomatic skills, human qualities, appearance, and political context. The potential of politicians as leaders lies in their tenacity, perception, and ability to effectively communicate with their team. Additionally, they possess the skills to oversee and implement development processes as managers. The analysis was conducted in scientific research studies and journalistic sources by K. Rafikov [12], F.R. Ravshanov [11]. According to the scientific perspectives of Russian scholar M.V. Nikiforova [7], the most crucial instruments for governing a state and society are a politician's speech, proficiency in clear and fluent communication, and the ability to persuade the audience of their thoughts and ideas. When investigating sources about the lives and actions of political actors, it is recognized that the interpretation of political portraits can be categorized into three distinct groups:

Rulers—portraits of political leaders.
The political portrait of the country is drawn based on the management of the rulers and their activities.
By examining the political landscape of the state, one can analyze the various facets of its political makeup, similar to how one would approach studying the political landscape of the entire nation.

This strategy is consistently found in every state's mass media system. In the realm of global politics, the forty-fourth president of the United States, B. Obama, is sometimes characterized as an executive politician rather than a strategist or ideologue. The utilization of political management strategies, such as engaging in agreements with other states, avoiding conflicts, and refraining from engaging in conflicts that arise from political and economic interests, can have a detrimental impact on the credibility of a leader and impede the progress of a state in various aspects. Despite being classified as a developed nation, evidence from politicians and media suggests that the previous president's government did not adequately prioritize political matters, resulting in a lack of meaningful progress toward development. This subject was investigated by the press in the United States and Russia, as well as by scientific investigations. For instance, the development of B. Obama's primary foreign policy strategy remains unfinished, resulting in the lack of a distinct approach. According to the author, B. Obama was unable to "reestablish" diplomatic relations between the United States and Russia [15]. As the former president, B. Obama's ambiguous stance towards strategically significant nations and his lack of a coherent strategy diminishes his esteemed position as the leader of the United States. Some publications have even suggested that the United States can function and its citizens can thrive without a president. Conveys subjective viewpoints. While perusing the papers by Russian researchers, one may come across remarks made by Barack Obama during his tenure as the President of the United States. These comments suggest that his self-reliant approach, distinct trajectory, and political stance, which were intended to enhance the reputation of the US in the global community, are lacking in strength. Barack Obama's political standing is perceived as poor within both the US political landscape and the global community. As the first black-skinned American president, the US political system and government ostensibly demonstrated the presence of political liberalism in the US. However, this liberalism failed to effectively fulfill its role in the governing mechanism. Barack Obama's political engagement is demonstrated tangibly.

RESULTS AND DISCUSSION

Furthermore, our country's prominent newspaper "Public's Speech" released a comprehensive examination of the present US President Joe Biden's personal life and political administration. "At the age of 30, he became the youngest senator, and in 1974, the editors of "Time" magazine, included Senator J. Biden in the list of "200 faces of the future that will make history". He maintains good health and vitality, abstaining from both smoking and alcohol consumption, while engaging in frequent physical exercise. His policy shows a strategy of strengthening the fight against racial discrimination and police violence, canceling "all tax breaks" offered by D. Trump, and maintaining NATO to counter Russia in Eastern Europe" [6]. These definitions elucidate Joe Biden's precise role in governance and, in our estimation, unequivocally demonstrate his political nature. An essential element of politics is to demonstrate the leader's own trajectory and objectives, while forsaking the management ideas of previous leaders, thereby



establishing their global “persona”. This leadership inclination is apparent in the politics of all nations. From this perspective, the traditional viewpoint constitutes a broad idea in the actions of global leaders. The realm of US politics and leadership is not exempt from this.

US periodicals have the unique characteristic of selectively disseminating limited information about political people to the public. This allows them to gauge public opinion and articulate their stance towards their leader. Thus, the US media is distinguished by a variable measure rather than a consistent one. The US government consistently prioritized international policy, particularly diplomatic relations with the Russian Federation, during the activities of its leaders. Significantly, every political leader endeavored to make a distinct impact on the relations between the United States and Russia. The ex-president of the United States, Donald Trump, stated, “I believe I have a strong rapport with Vladimir Putin. In my opinion, I concur. It is always a great honor to receive thanks from a respected person who is highly respected both nationally and internationally” [8].

The prevailing concern of developed nations, namely the United States and its leader D. Trump, was the public acclaim and special emphasis placed on Russian President V. Putin. This attention resulted in a diminished political standing for the leader and a manifestation of his “image” as a leader who required commendation. The bilateral ties between Vladimir Putin, the incumbent president of Russia, and former US President Donald Trump have been subjects of consistent scrutiny and evaluation by political analysts and observers. According to Valery Garbuzov, the director of the Institute of US and Canadian Studies of the Russian Academy of Sciences, it was Trump who elevated Russia to the top position. Political scientist Sergey Markov characterizes Trump as a businessman, showman, producer, and politician, referring to him as “the great and terrible–Trump”. Donald Trump’s “careful” relationship with Russia is crucial to his political image, in our view. Each “thought step” that D. Trump articulates reflects his image, in addition to the media outlets that are generating attention regarding him. Supporting Russian leader Vladimir Putin, enhancing his public image, and appeasing Donald Trump to receive his approval all contributed to the erosion of the United States’ political standing, its continued reliance on Russia, and its discrediting. From this perspective, the frequent utilization of aphorisms, phrases, and slogans in a politician’s speech serves as their distinctive “calling card”, shaping the perception of the leader through these verbal expressions. These small-scale depictions are a component of the actions carried out by a political figure, and these components represent the complete portrayal of the leader.

Scientists underline the need for a precise scheme when reflecting the portrait of leaders, working with details to shape the image of politicians, and the importance of illumination. Creolized portraits represent the “image” of renowned political figures from the past or present, as an example. The combination of visual and verbal semiotics enhances each other and enables authors to convey a lasting “image” through imaginative interpretation [13].

From our perspective, there exists a universal notion of a “leader” in the realms of leadership and management, and this notion will endure as a defining characteristic of politicians for decades to come. While this formula remains unchangeable, each period and country independently decides its course of action based on its unique system of administration. In this scenario, the media and authors must establish an innovative environment while simultaneously imposing boundaries that delineate the objectives of the leader’s management strategy. From this perspective, it is logical to conduct a comparative analysis of Western and Eastern leaders, their political systems, the importance of legislation, and the issues surrounding freedom of media and speech. For instance, the authors of the article argue that the portrayal of political figures in the Russian-language mass media of China is influenced by both the subject of the image and the author’s intention. They further conclude that the category of communicative tonality, which encompasses various ideological variations, plays a significant role in shaping this portrayal. From our perspective, the foremost objective is for the author to establish a communicative climate between the leader and the audience, ensuring the goal’s neutrality and truthfulness. These thoughts suggest that the author’s skill in producing content for Chinese mass media, along with their emphasis on freedom, allows for creative possibilities and facilitates the exploration of new dimensions in political picture coverage. The leader’s speech, thoughts, decisions, political changes, and actions in both international and domestic policy, when presented in a manner accessible to the general public, demonstrate the aptitude for becoming a journalist specializing in political affairs. The paper also gives scholarly perspectives on the significance of informational and ideological transmission in political portrayals. These two directions are crucial to the content of the leader, from our perspective. The author initially presents details on the political figure, emphasizing that the information is grounded in a specific ideological perspective.

The ideology of a politician is intricately linked to the well-being of the people, encompassing not only the aspirations of the leader but also the prospects of the nation and the advancement of the state. One notable example is the political profile of Fumio Kishida, a seasoned politician in Japan, which is deemed significant due to its foundation in “humanitarian diplomacy”. According



to our perspective, the success of a political portrait is guaranteed by factors such as “Humanitarian Diplomacy” – the promotion and endorsement of political figures by the public, the prioritization of humanitarian values, the personal qualities and status of the political figure, and their ability to empathize with and understand the people, while promoting universal values.

CONCLUSION

Based on the scientific and theoretical analysis mentioned above, the following conclusions can be drawn on the scientific research work:

1. In early oral and written sources of the press, the main task of historical works was to illuminate political figures, promote their control system, and ensure communication with the people. Therefore, several descriptions are given about political figures in direct and indirect methods of coverage. From this point of view, it is appropriate to highlight the political portrait as a historically formed independent genre;
2. In the process of interpretation of political portraits, the author's exact name and last name are indicated, the author's role is fulfilled by the editor, and the political person himself appears as the author are an important approach in the interpretation of the political portrait genre;
3. The personality, thought and worldview are considered important tools in the illumination of political heroes. The character of a political figure, his position as a ruler in administration, and his clear opinion are relevant factors in the conclusion of the public, especially the mass media;
4. The author's style of expression, the ability to clearly and fluently analyze the inner and outer appearance of the leader, impartial approach, attitude, the weight and essence of the material play an important role in the manifestation of the inner world, thinking, and potential of a political figure.

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