



## PR TECHNOLOGIES USED TO ADDRESS ENVIRONMENTAL PROBLEMS

Muhtabar Gulyamova

Journalism and Mass Communication University of Uzbekistan Teacher at the  
Department of Public Relations and Advertising.

### Abstract

The article talks about the fact that the concept of pr arose on the basis of the political network, but today it has its own place in all spheres, in particular in the ecosystem. The concept of ecological pablik rileyshnz ("green pr") is one of the new, but topical areas of study, which is considered important in terms of human life, health, in other sectors.

**Keywords:** green pr, image, environmental image, sustainable development, brand.

### Introduction

In the study of pablik rileshnz, its identification and application of certain technologies is an important issue. Pr technologies are both strategic and tactical communication technologies that have been developed and implemented to achieve mutual understanding with different groups of the subject. Pr technologies are manifested in the following cases:

- Oral communication (press conferences, speeches to various social groups, planning and backup of the most important places of speech, as well as preparing speeches for other employees of the company and training them in the field of public speaking);
- Disclosure of information (shu zhumladan press, radio and television announcement, bilan publishing house, khakidagan yangiliklar bilan materiallarni keyinchalik publishing house etishtira as svyazalar orkali); reports, press releases, booklar as textlar, advertising articles and bashkalarni, shuningdek, each icebreaker and technical document; description;
- Special events for the presentation of the company, its products and services, such as exhibitions, special demonstrations of new products, open-door days, are perceived as interesting news for the audience and provide an environment of trust in the company; the most effective distribution of printed, photo and video materials among different groups of the population; image advertising (company name and reputation); patronage; analytical and consulting technologies.

Therefore, pr requires not only specialists in working with the press, but the educational standards for pr in civilized countries require specialists in this field to know not only the basics of working with text, foreign languages and technologies of various media, but also management, economics, sociology, psychology, also observed in statistics and others.

Although organizations turn to pr agencies for a wide range of issues, all of them can in one way or another hinder or contribute to equal communication with the public. The situations in which the company's management turns to the services of a pr agency include:

- Organization of active promotion of a new product that changes the image of the company;
- Increasing competitiveness (when entering a highly competitive market);
- Reducing public resistance and combating rumours;



- Proposing to change the image of the organization;
- Crises, disasters and accidents involving a large part of society;
- Conflict of interests (between two firms, between the firm and its reference groups, etc.);
- Ineffective communication (loss of public confidence in the company's materials).

Thus, the use of pr technologies helps to promote a new product, increase competitiveness, fight rumors, create an image, eliminate crisis situations and establish reliable relations with the public.

Environmental problems are of universal interest to everyone, as are the social issues of education, orphans and the disabled. Each of these topics causes a lot of talk, excitement, and one of the advantages that can be used successfully here is the low awareness of the public about what is really happening. However, everyone understands that not everything is compatible with the environment. Thus, many people want to make some contribution to improving the situation and the lives of future generations. Knowing the prudence and marketing methods, it is very easy to work with the psychological mood of the buyer so that he consciously makes his choice in favor of your product and brand. Environmental pr is a direction of public relations aimed at protecting the environment. Environmental pr includes:

1. Pr of goods and services that are more environmentally friendly than their counterparts.
2. Pr of a social nature calling for environmental friendliness.
3. Pr companies focused on environmental policy and environmental care.
4. Pr of products and services useful for health.

With the advent of environmental pr, there is a danger that companies will simply exploit a popular trend for their own benefit, without doing anything good for the environment or human health. These are companies that spend more time and money advertising their environmental friendliness than reducing their negative impact on nature and human health.

Thus, the correct use of pr technologies helps to promote companies that care about the environment and human health. This will allow you to rise to a new level of development. Of course, the production of eco-friendly products requires a lot of money, but thanks to the "eco-friendly" status, the products are achieving great success. Today, when every second person is concerned about the problems related to their health and the health of nature in general, many companies consider their company to be environmentally friendly using pr technologies. The main technologies of ecological pr include:

1. To declare one's social responsibility for the prevention of negative effects on the environment and the organization of measures for its protection.
2. Use of environmental information.
3. Use of environmental brands and symbols, as well as certificates that can be awarded to hotels, companies, products and even local residents.
4. Using text explaining that their product or service does not harm not only society, nature, culture, but also directly to the consumer himself in a certain way and for the specified reasons in advertising messages.

Main pr tools: event publications, news, speeches, external social advertising, internet. All these tools have long been known in traditional pr and are used when it is necessary to create a positive opinion



about a company or product. But they can be used to change and create environmental awareness in the population. Abroad, all the above tools are actively used for environmental promotion. In Russia, the situation is worse, sometimes the most effective means, such as television and the internet, are neglected. Newspaper publications and events are private. Let's take a closer look at the most important tools:

1. Environmental journalism involves continuous, extensive coverage of environmental problems of global and local importance, and the subject of such journalism can be not only problems, but also positive examples in the field of use and protection of the natural environment.

Environmental journalism is a powerful "weapon" in the hands of PR technologists. Thanks to its use, you can create a positive opinion about any, even negative environmental phenomenon. Therefore, strict control is necessary when using it.

2. "Green" press - these are newspapers, magazines, bulletins, digests and other periodicals (both printed and electronic) specializing in covering various aspects and problems of ecology and environmental protection. Their goal is not only to provide information about current environmental problems, but also to increase the environmental consciousness and environmental culture of their audience.

3. Radio and television. Due to the greater flexibility and breadth of distribution, they are the most effective means of propaganda in terms of reaching a wide and diverse audience, as well as penetrating different social groups for various reasons (geographical absence, language difference, etc.), environmental education and traditional environmental propaganda is to stay outside the forms.

4. Internet. In the past two decades, this global telecommunication network has made a huge leap in its development.

5. External advertising. The simplest and most effective means of forming public consciousness.

In conclusion, it can be said that by combining all known PR tools, it is possible to create a successful environmental promotion, the action of which covers the maximum number of people of all ages and any social level. This will have a positive effect on the elimination of environmental problems.

## References

1. Kirsanova n. Protecting the environment as a tool for a PR campaign. File:///d:/экологик%20пр/экологик%20пр%20программа.pdf
2. Romanov a. A., Sinyaeva i. M. And Polyakov v. A. Marketing communications: textbook. Moscow university textbook moscow publishing house "infra-m", 2011. [Http://znanium.com](http://znanium.com)
3. Kiselev v.n. Fundamentals of ecology. 2001.
4. <http://ekois.net>
5. <http://www.uznature.uz/ru>
6. <https://lex.uz/docs/107115>
7. [www.regulation.gov.uz](http://www.regulation.gov.uz)
8. Gulyamova m. Environmental PR as one of the important tools in the formation of the image of the organization //spectrum journal of innovation, reforms and development. - 2022. - t. 4. - c. 76-80.