

ejlhss

ISSN : 3031-7347

[https://doi.org/ 10.61796/ejlhss.v1i6.670](https://doi.org/10.61796/ejlhss.v1i6.670)**THE CONCEPT OF POLITICAL PERSUASIONS AND ITS PHILOSOPHICAL CONTENT****Shernazarov Ravshan Avazovich**

Researcher of Navoi State Pedagogical Institute

Navoi, Uzbekistan

*Received: Apr 22, 2024; Accepted: May 29, 2024; Published: Jun 26, 2024;*

**Abstract:** In this article, the concept of “Political persuasion” and its concrete structure expressing the views, thoughts and decisions of a person in the field of politics are conceptually analyzed. It is also revealed that this concept is important in the formation of forms and systems of political processes, plays an important role in the development of the state and society, and helps in the analysis of human experience, social issues and views

**Keywords:** development, philosophy, democracy, liberalism, society, morality, equality, justice, social status, freedom, upbringing, knowledge.

This is an open-access article under the [CC-BY 4.0](https://creativecommons.org/licenses/by/4.0/) license**Introduction**

Almost all specialists who have studied the series of human worldviews describe that his imaginations and experiences, knowledge and views are combined with will on the basis of worldviews and create a unique phenomenon. For example, the German philosopher and theologian F. Schleiermacher in his work entitled “Discourses on Religion” published in 1799 notes that a person can be a passive observer of the world or an active master. Passive observation is characterized by simply observing the events and processes taking place in objective reality. In contrast, various information, imagination, knowledge, views, values, and ideas settle in the mind of a person who actively assimilates the world. Moreover, this information and knowledge, imagination and views, ideas and values are combined with each other over time and form a whole phenomenon [1].

**Literature review**

Evolution in the human worldview was later recognized in the works of many philosophers - G.V.F. Hegel, F. Nietzsche, U. Dilthey, A. Bergson, M. Scheler, S. L. Frank, V. S. Soloviev, N. A. Berdyaev. This phenomenon, resulting from the synthesis of various structural elements of the worldview, is named differently in national philosophies. For example, in English-language sources, the concept of “persuasion” is used for this, and in Russian-language sources, the concept of “убеждение” is used. In the Uzbek language, the concept of “persuasion” has been introduced into scientific circulation at this point. According to Professor K.Nazarov’s “Encyclopedia of World Philosophy”, “persuasion is a concept that expresses a specific goal, persuasion in value, a way of thinking formed on this basis” [2].

## Discussion

“Political persuasion” is a specific system that expresses the changing thoughts and views of a person in the field of politics. This topic is important in the formation and implementation of state systems and serves in the development of politics. Political persuasion helps in the analysis of human experiences, social problems and political issues and seeks to develop policy systems.

Understanding political persuasions is essential for policymakers, political analysts, and educators as they shape public opinion, policy agendas, and the dynamics of democratic governance. Studying the formation, evolution, and impact of political persuasions provides insights into how societies function, how political systems develop, and how individuals engage with their governments and communities.

The initial pillar supporting the formation of political persuasions is political emotions. Political emotions arise as a result of the emotional reflection of societal political existence. These feelings are shaped by external political processes that influence and are reflected in human consciousness. They elicit emotional reactions from individuals towards various political events and processes. This emotional stance manifests in political experiences, which constitute a crucial structural element of an individual’s psyche. Therefore, political experiences reflect a person’s emotional responses to political developments.

However, it is important to consider that different political processes are perceived differently by individuals. Specifically, some processes evoke negative experiences. Unacceptable political actions by the state, political crises, or tragic political events can generate negative political experiences in people. For instance, unfair state policies conflicting with societal interests or political stagnation may lead to political apathy among the populace. In such scenarios, individuals lose faith in state-recognized political goals and objectives, leading them to withdraw from political engagement. Widespread negative political experiences typically strain the relationship between the state and society.

Conversely, just governance, successful implementation of political programs, victories by valued political groups or leaders can create positive political experiences. State policies aligned with public interests, development and execution of programs benefiting national interests, and the ascendance of respected figures to political power foster sentiments such as patriotism, enthusiasm, political euphoria, and optimism. Negative political experiences tend to foster inhumane political persuasions, while positive experiences tend to foster humane political persuasions.

Political feelings and experiences are the emotional basis that forms a person’s political persuasions, while his intellectual basis is related to political information and information. Political information is a collection of information about political reality, the political process that took place in it, and the event. It is characterized by richness of content and complexity of content. For example,

it may be related to the content of the state's domestic and foreign policy, election processes, activities of political institutions, international political relations, human rights and the foundations of democracy, etc. The social importance of political information is incomparable. It is a value that shapes public opinion and allows coordination of the political life of society. However, we will focus on the aspect related to its place and role in the spiritual world of a person. The assimilation of political information not only increases the level of political awareness of a person, but also allows him to assimilate political experiences accumulated in society, to adapt to political life, and to socialize politically.

Now, based on the above considerations, let's define the definition and structural structure of the concept of "political persuasion" in detail. Thus, political persuasion is a set of political knowledge that has arisen as a synthesis of emotions (political feelings and experiences) and intelligence (political news and information), has been thoroughly understood by a person, is convinced of its authenticity, and has been applied in practice. "One of the important features of political faith is that it manifests a person's attitude to political power, the internal and external policies of the state. Also, political persuasion forms the basis of a person's political culture" [3]. Its composition can be imagined as a set of the following components:

➤ ***The component of knowledge (political information, political knowledge).*** The political reality, the information about the political processes that took place in it, the concepts, opinions and conclusions that reflect the characteristics of the political existence of the society create the epistemological basis of the political persuasion of the individual;

➤ ***The component of evaluation (a person's attitude to political processes in society based on his political experiences and knowledge).*** A person's assessment of various political events and processes based on his political worldview determines the axiological basis of a person's political persuasions;

➤ ***The component of activity (a person's desire to engage in political activity based on his political experiences and knowledge).*** A person's intention and desire to change the existing political reality in accordance with his imagination and views, values and dreams is the praxeological basis of a person's political persuasion.

Of course, describing the structure of political persuasions in the aforementioned manner is entirely conditional. In reality, political knowledge, values, and ideas do not exist separately within a person's worldview, they intermingle and harmonize with each other. Therefore, any structural depiction serves merely as a model crafted to deepen the understanding of the essence of political persuasion.

## Results

Political persuasion is not a material good, an object, or a thing that can be measured, quantified, or calculated like tangible objects. Its content and degree of formation cannot be determined in laboratory conditions or described through experiments. However, this does not imply that identifying the existence of political persuasion in an individual or the norms governing its formation is impossible. As G. W. F. Hegel asserted, essence manifests itself in events, and every event possesses an essence” [4]. Therefore, the essence of political persuasion is also expressed in a number of events. Based on these events, it is possible to assess the level of political persuasion of a person and his character. This series of events includes:

➤ ***The state of personal political thinking.*** Political thinking is an important indicator of a person’s ability to analyze and understand political processes, to think critically, observe, and make informed decisions in the field of politics. Also, this indicator represents the level of a person’s political awareness and knowledge, his readiness to participate in social and political life, and the existence of an active civic position;

➤ ***Formation and character of the system of personal political views.*** The degree and nature of the formation of political views in a person can be determined by several indicators:

a) ***Knowledge of political history and political theories.*** The more a person knows the history of politics, the content of modern political theories, the more deeply and widely he can understand the nature of political processes and events;

b) ***Political position.*** Political views can be determined through a person’s participation in the discussion of political issues and the opinions expressed;

c) ***Reposts on social networks.*** These reposts are a clear expression of a person’s political views;

d) ***Relation to socio-political problems.*** A person’s opinions on various social and political issues show the nature of his political persuasions.

➤ ***A person’s desire to participate in the social and political life of society.*** Such a desire is primarily an indicator of a person’s political activity and the formation of a civil position. During the process of participating in decision-making on social and political issues, and influencing political processes occurring within their own country, an individual finds their perspective influenced. Of course, this desire is primarily influenced by factors such as education, upbringing, and social status. But it cannot be ignored that this will and desire exists only in a person with a stable political persuasion. Therefore, it is possible to evaluate a person’s political persuasions depending on his desire to participate in the socio-political life of society;

➤ ***The purpose of a person’s socio-political activity.*** A person’s intention to participate in political processes in society may be determined by various goals and objectives. For example, a person can engage in political activity with the intention of improving people’s living conditions, protecting the rights and freedoms of citizens, supporting certain social groups, developing social and economic infrastructure, and ensuring the safety and stability of society. On the contrary, he can engage in political activities in order to support narrow political interests, increase his social status, and gain various material preferences. The content of these goals makes it possible to understand the character of a person’s political persuasions;

➤ ***The degree of involvement of a person in the political system of society, in socio-political practice.*** The fact that a person actively participates in social and political life and contributes to the solution of various social problems shows not only his interest in this participation, but also the fact that he has a firm political persuasion. It is this political persuasion that allows him to feel himself

as a part of society, responsible for its development and prosperity. A person's involvement in the socio-political practices of society also represents his social responsibility and high civic consciousness. People who actively participate in social and political life, relying on noble political faith, often strive to contribute to the development of the country and improve the lives of their compatriots.

Subjective factors that shape a person's political persuasions are related to the individual characteristics of each person. A person's political persuasions are determined in harmony with his personal feelings and experiences, passions and moods, intellectual, moral, aesthetic and legal values. Let's say that a person can accept and support a certain political position based on its harmony with his experiences and expectations, and the proportionality of his values. In addition, political persuasions are formed under the influence of factors such as upbringing, education, and personal experience. Therefore, the political persuasion of an educated person is fundamentally different from that of a person with the same level of education, the political persuasion of a person with higher education is different from that of a person with secondary education, and the political persuasion of an expert with high professional skills is fundamentally different from that of an unqualified expert.

It can be seen that the issue of forming a person's political persuasion is a serious issue related to the spiritual development of the person on the one hand, and the fate and stability of the society on the other hand. In a society where attention is paid to the issues of strengthening people's political persuasions, the political consciousness and activity of people in that society will rise, and social solidarity will be strengthened. But one important aspect of the issue should be emphasized. In any society, only the political persuasion based on humanistic feelings and experiences, knowledge and ideas can fulfill the above positive functions. For example, liberalism is characterized by the glorification of the ideas of freedom, equality and justice [5]. Therefore, a person whose political persuasions are based on the ideas of liberalism considers his freedom and the freedom of others as the highest value, and believes that everyone should be equal before the law. A person with a liberal political persuasion measures the level of stability of society and the possibilities of its development in terms of the rootedness of the ideas of freedom and justice. For this reason, events and processes taking place in the political space are treated from the position of these ideas. As the number of people inclined to liberal political persuasions increases in the society, the norms of freedom and social justice will be strengthened

## Conclusion

In conclusion, political persuasions are profoundly shaped by individuals' emotional responses to various political processes and events. Negative experiences, stemming from unjust state actions or political crises, often lead to disillusionment and apathy among the populace, eroding trust in governmental institutions. Conversely, positive experiences such as fair governance, successful policy implementations, and the rise of respected leaders foster optimism and a sense of national pride. These experiences not only influence individual attitudes towards politics but also play a crucial role in shaping societal perceptions of governance and citizenship. Therefore, understanding and managing political persuasions is essential for maintaining a healthy relationship between the state and its citizens, promoting active civic engagement, and fostering a democratic society.

**References**

- [1]. Schleiermacher F. Speeches about religion to educated people who despise it. - Petersburg: Aletheia, 1994.
- [2]. Nazarov K. World philosophy encyclopedia.-Tashkent: Spirituality, 2019.- p.599.
- [3]. Choriyev S.A. Problems of forming a mature political personality: Ph.D. diss. -Tashkent: NUU, 2005. -p.199.
- [4]. 4. Hegel G.V.F. The science of logic. The doctrine of essence. -Moscow: Nauka, 1972. - p.111.
- [5]. Nurmeev Yu.R. Ideological foundations and basic principles of liberalism // Scientific notes of Kazan University. Series Humanities, No. 7, 2008. –pp.209-218.
- [6]. Sobirovich, T. B. (2023). Basic Criteria for Building the Third Renaissance in Uzbekistan. *Asian Journal of Applied Science and Technology (AJAST)*, 7(1), 149-157.