



The Formation of Political Persuasion: a Philosophical Analysis

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Abstract: This article theoretically analyzes the essence of the concept of political faith and the basis of important processes and trends in the political, social and cultural spheres of modern society. At the same time, in today's era of globalization, it is thought that only a person with a strong political persuasion can understand the meaning and essence, causes and consequences of various processes, and only a person with a fully settled political persuasion can be an active participant in the processes taking place in the social space.

Keywords: Liberalism, Conservatism, Socialism, Nationalism, Ideology, Religion, Philosophy, Society, Democracy, Development, Behavior, Freedom, Justice.



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Introduction

Political persuasion refers to an individual's deeply held convictions, attitudes, and values regarding political processes, institutions, ideologies, and governance (Dehqonov, 2020). These beliefs shape how individuals perceive and interpret political events, policies, and leaders. Political persuasions are influenced by a variety of factors including personal experiences, upbringing, education, socio-economic status, cultural background, and exposure to different sources of information. Political persuasions can range from ideologies such as liberalism, conservatism, socialism, or nationalism, to specific opinions on issues like healthcare, immigration, environmental policies, or foreign relations. They often play a crucial role in guiding individuals' political behavior, including voting decisions, political activism, and participation in civic duties (Egamkulovich, 2024).

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 (Ibragimovna et al., 2024). 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”(Nasrilloev, 2022).

Methodology

Political persuasion is a crucial aspect of any democratic society, as it is the means by which individuals and groups seek to influence the beliefs and actions of others in the political sphere. As such, understanding the formation of political persuasion is essential for anyone who wishes to engage in meaningful political discourse and debate. In this article, we will provide a philosophical analysis of the formation of political persuasion, exploring the key factors that shape individuals' political beliefs and attitude(Nasrilloev, 2022)s.

First and foremost, it is important to acknowledge that political persuasion is not a purely rational or logical process. While facts and evidence certainly play a role in shaping individuals' political views, emotions, values, and personal experiences also play a significant role in influencing our political beliefs. For example, research has shown that individuals are more likely to be persuaded by arguments that align with their preexisting beliefs and values, and that emotional appeals are often more effective than purely factual arguments in changing individuals' minds(Nasrilloev, 2022).

Furthermore, the formation of political persuasion is also influenced by social factors, such as the social and cultural context in which individuals live. For example, individuals are more likely to adopt the political beliefs of their family and social groups, as well as the prevailing political ideologies and narratives in society. Additionally, the media plays a significant role in shaping individuals' political views, as the information and messages we are exposed to in the media can influence our perceptions of political issues and events(Abdullayeva, 2023).

In addition to these external factors, individuals' own personal characteristics and cognitive biases also play a role in shaping their political persuasion. For example, research has shown that individuals tend to seek out information that confirms their preexisting beliefs (confirmation bias)(Baratova, 2022), and are more likely to discount or ignore information that contradicts their beliefs (cognitive dissonance). Additionally, individuals' political views are often shaped by their own personal experiences and upbringing, as well as their broader worldview and moral values(qizi Toshtemirova & Sobirov, 2023).

In light of these factors, it is clear that the formation of political persuasion is a complex and multifaceted process that is influenced by a wide range of factors (Eshpulatov, 2021). However, understanding these factors can help us to better engage in political discourse and debate (Musoxonovna, 2024), and to be more mindful of the ways in which our own beliefs and attitudes are shaped and influenced. By being aware of the various factors that influence political persuasion, we can become more critical and reflective thinkers, and engage in more productive and meaningful political conversations with others (Xalilova, 2023).

Result and Discussion

Human faith is a holistic phenomenon. In other words, the information and knowledge, ideas and visions that he has mastered, the values and ideas formed on the basis of these knowledge and ideas create a single belief. But the peculiarity of the matter is that these elements of faith can be applied to different fields - politics, law, ethics, sophistication, religion, philosophy, science and others (Utanova et al., 2021). Therefore, researchers use the concept of "political persuasion" when referring to the political aspect of human belief, the concept of "legal belief" when referring to the legal aspect, and the concept of "moral belief" when referring to the moral aspect. Therefore, based on these concepts, one should not come to the wrong conclusion that a person's worldview is made up of various beliefs. These concepts are just the expression of different angles of the overall belief of a person. Without defining and describing other forms of belief because it is not related to the object of research, we will directly begin to reveal the content and mechanism of formation of the central concept of our scientific work – "political persuasion" (OSTONAQULOV & JUMAYEVA, 2023).

It is known that there are emotional and mental foundations of worldview. Its emotional basis creates a person's ideas about the world, and his intellectual basis - his concepts and views about the world [1]. Therefore, the process of formation of political persuasion, which is the basis of human outlook, starts from two points of support. One of these points of support is political feelings, experience and imagination, and the other is political information and information. In other words, a person's political persuasions begin to be determined on the basis of his political feelings and information (Султанова, 2022).

Personal political feelings and experiences, political information and data motivate the formation of personal political knowledge. Let's reveal the content of political knowledge based on the definition of the concept of "knowledge". It is known that "knowledge is the ideal image of existence, the result of human consciousness and thinking verified and logically confirmed in socio-historical practice, achieved in the process of knowledge of reality. It is also the perception of this reality expressed in the human mind

through concepts, discussions and theories, the information that people have about nature and social phenomena, and the reflection of reality in human thinking". If we think on the basis of this definition, political knowledge is political concepts, political opinions and political conclusions, which have arisen as a result of emotional reflection and political thinking, the truth of which has been theoretically proven and approved in political practice.

Political knowledge begins to form on the basis of political feelings and experiences (Султанова, 2022). Because in order to know the political existence of the society and the processes taking place in it, it is necessary to perceive it emotionally. It is human feelings that connect him with the political existence of society. Of course, political knowledge cannot be formed without political intuition and political perception. However, in the process of emergence and formation of political knowledge, political information and information have a special place. It is they who will become political knowledge of the individual in the future. But it does not follow from this that any political information acquired by a person will be determined as political knowledge in the future. Only generalized and verified, systematized and theorized political information and data of certain social importance will rise to the level of political knowledge (Ilyosova, 2024).

In order for political information to become political knowledge, it is necessary to draw conclusions that expand the worldview from the acquired information. For example, many facts and definitions filled with memory do not become political knowledge by themselves. Only when these facts and definitions and information are put into a strict system, a complete picture of the political existence and the objective laws of its development will be created. The political knowledge acquired by a person is incorporated into a whole system in his spiritual world and creates his political imagination. A person's political imagination is a system of stable views about politics, the political system, the role of the state, society and government. The essence of the political imagination is that it is a reflection of the political reality and determines the attitude of a person to the authorities, existing legislation, civil rights and obligations, and his place in society (Tojiboeva et al., 2021).

Not all political knowledge acquired by a person and included in his political imagination becomes his political persuasion. In order for political knowledge to become a person's political persuasion, a person must first understand it, that is, deeply absorb its content and understand its social significance. Let's base our opinion on the example of a person's knowledge about the political system of society. It is known that every society has its own political system. The political system of the society is "a set of social institutions of the society that perform certain political tasks. It includes the state, parties, trade unions, religious organizations, as well as all organizations and movements with political goals" (Eshonqulov, 2022). Each country will have its own political system that corresponds

to its natural, historical and social reality. If a person wants to live in a certain country, work or engage in social and political activities, he must be familiar with the political system of the society. In particular, it is necessary to know the structure of the state and power, the set of political institutions operating in the society. But this knowledge is not always a political persuasion. For this, a person should not only be aware of the knowledge about the political system of the society, but also understand the reasons why such a political system was formed in the existing social conditions (K. R. B. o'g'li & Islomovich, 2023).

In order for political knowledge to turn into political persuasion, it is not enough to understand its content and importance. At the same time, a person should be sure and believe that the political knowledge he has acquired is correct and imbued with public interests. The objective nature and correctness of this or that political knowledge may have already been proved and ascertained by mankind and science. However, a person does not rediscover these truths for himself, unless he is personally convinced of their correctness, he does not convert them into his faith (Tojamatova & Toychiyeva, 2022).

Political knowledge, the truth of which has been rediscovered by a person, becomes an absolute political value for him. As he becomes convinced of the correctness of certain political knowledge through his own analysis, study of facts, and collection of evidence, he begins to use them in making various decisions, forming personal opinions, and participating in public life. In other words, political knowledge, which has been determined to be correct, rises to the level of value that allows a person to act in a complex political environment, analyze information, think critically, and form his own point of view on social and political issues (Tojamatova & Toychiyeva, 2022).

If the political knowledge, the essence and content of which is understood, the truth of which is confirmed, corresponds to the needs and interests of the individual, the desire to use it in the activity arises. In such a case, it becomes a political norm that directs the entire political activity of a person and subordinates him to certain rules and principles. A person is accustomed to perform any political activity in society based on these political norms, and does not deviate from these norms in any case. Only the political knowledge that has been formed under the influence of various political feelings and experiences, political information and has successfully passed the concept of "understanding-believing-practicing" forms the basis of a person's political persuasion.

Results

A person's political persuasion performs a number of personal and social functions. Its personal functions are as follows (M. Z. T. o'g'li, 2024):

1. the function of knowledge is manifested in the influence of political persuasion on human worldview. As a person's political persuasions are formed, his specific ideas, views, and viewpoints about political reality are decided. As his political persuasion is

strengthened, the elements of worldview related to political consciousness also improve;

2. the evaluation function is manifested in the influence of political persuasion on the understanding of the happening events and the facts of reality. A person evaluates the nature of the events and processes taking place in the political space of society based on his political persuasions. Personal attitude towards them is also determined by political persuasions;
3. the function of coordination is manifested in the influence of political persuasion on the political activity of a person. A person's participation in various political events is coordinated by political persuasion and directed to certain goals(Kotibov, 2023).

The formation of political persuasion is very important not only for the individual, but also for the society. Because political persuasion performs a number of social functions in addition to personal functions. These are the following:

Firstly, political persuasion expands the possibilities of mobilizing members of society for certain political goals. As the number of people with their own political persuasions increases in society, the possibility of implementing political programs increases.

Secondly, political persuasion serves as a factor that raises the civic consciousness of society members. As the political persuasion is strengthened, people's sense of citizenship develops, their views and ideas about the goals of social development expand.

Thirdly, political persuasion strengthens social solidarity. Because it is difficult to unite people without faith, who do not have any political ideas and views, and people who have their own faith can always agree on the basis of a certain common denominator.

Fourthly, political persuasion allows stabilization of social relations. A person who has his own political persuasions realizes that others also have certain political persuasions, which is normal for a developed democratic society, and enters into social relations from the point of view of this fact.

Fifthly, political faith is considered a source of strengthening the ideological security of society: as the number of people of faith increases in society, the opportunities for foreign ideas to enter become limited(Zohid, 2022).

Democratic political persuasions based on democratic aspirations can also be described in this way. Democracy recognizes the people as the fundamental source of authority, emphasizes the necessity of shaping governance institutions through elections alone, asserts that all societal issues should be resolved from the perspective of public interest, and consists of aspirations that prioritize individual benefits in circumstances where majority opinion and interests are superior. Individuals with democratic political

persuasions occupy a central place in the world view, measuring the nature of political events with these norms, and aligning their political activities accordingly. Likewise, democratic political persuasion contributes to strengthening social cohesion, enhancing the citizenship rights of society members, and uniting them around progressive social and political programs and initiatives(K. R. B. o'g'li, 2023).

Political persuasions based on inhuman feelings and experiences, knowledge and ideas do not serve the spiritual perfection of a person and social development. On the contrary, people who have such beliefs eventually face moral decline, and the increase of people inclined to this political persuasion leads the society to a general crisis. For example, from the first quarter of the last century, the ideas of fascism began to take root in a number of European countries. These ideas prioritize the interests of narrow political circles, approve of political pressure on certain individuals to satisfy these interests, and emphasize the need for radical solutions to social problems [5]. In the 1930s, millions of people made these ideas the theoretical basis of their political persuasions. There is no need to explain that this belief led almost all of them to personal tragedy. In addition, the societies where people with fascist political persuasions were present also experienced socio-economic, political-ideological, spiritual-cultural decline over time(Siddikov, 2022).

Inhumane political persuasions have not disappeared even today. In some countries, there are still people who hold political persuasions rooted in fascist ideas. Through various mass media channels, these individuals promote separatism and nationalism instead of freedom and justice, tyranny and injustice instead of peace and tranquility, and war and conflict instead of social solidarity and international harmony. Additionally, as the new century began, political persuasions based on modern expressions of inhumane ideas such as social Darwinism, corporatism, revanchism, expansionism, elitism, and extremism began to gain traction. These beliefs do not contribute to the spiritual maturity of individuals or the social development of their countries anywhere in the world. Individuals with inhumane political persuasions not only become disconnected from the social processes in their countries but often face tragic personal fates(K. R. B. o'g'li, 2023).

Conclusion

In summary, political persuasion is a concept that expresses the political aspect of human moral beliefs. Its formation process is based on emotional (political sentiments and experiences) and rational (knowledge and information) foundations. Under the influence of these foundations, political persuasions emerge when individuals successfully navigate the “understanding-belief-action” continuum of political sciences. Political persuasion, which

encompasses its components of understanding, evaluation, and activity, manifests itself in the political thought process of individuals, shapes the nature and character of their political decisions, desires participation in societal socio-political life, aims to engage in socio-political activities, and achieves a significant degree of involvement in both personal and social functions. Political persuasion, whether humanitarian or non-humanitarian in nature, forms under various objective conditions and subjective factors.

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