

# THE ROLE OF THE PRESS CONFERENCE IN WORKING WITH THE TARGET AUDIENCE AND THE REQUIREMENTS FOR ITS ORGANIZATION

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**ABSTRACT:** The sales of any organization's products, the need for a variety of services, usually depends on the buyers. The buyer is the target audience of the organization or firm. There are other ways to inform your target audience about a service or product other than advertising. The best way to work with our audience is PR events.

PR events are also divided into different types depending on their location and situation. One of the most useful of these events is the press conference, which helps to work and communicate with the audience. Every organization organizes a press conference, whether in a crisis situation or in time for new results. Because during this event there will be a report on the activities, information, questions and answers to clarify some issues. Therefore, it is important to understand the conditions and procedure of this event.

**KEYWORDS:** Public relations, target audience, Pr events, press conference, special events

First of all, it should be noted that in any situation there is a competitive environment. Especially in manufacturing industries. If there are more than one enterprise in a certain area, there is a natural competitive environment between them.

Success is in the purchase of products. It is important to be able to convince many people of the quality of their products before entering the market directly. In other words, in order to find your customers or well-wishers, as well as to have a positive image, it is necessary to regularly and systematically disseminate information, to inform consumers. The most convenient way to provide such special information is a press conference.<sup>1</sup>

A press conference is an event organized for journalists in which information and news of social significance are presented with the comments of authorized persons. The press conference lasts an average of 45-60 minutes.<sup>2</sup>

D.L. Wilcox, a well-known American media expert, writes, "The two basic principles of a press conference are that you should allow all journalists to hear your statement at the same time, and then answer their questions."<sup>3</sup>

It is important to prepare well before holding a press conference. The press secretary will initially begin preparations in his office. He should, in consultation with his supervisor, perform the following tasks:

- ✓ Clear knowledge of the purpose of the press conference and the main topic (preparation of a press release on this basis);
- ✓ The time of the conference (year, month, day, hour, minute) must be clear and the relevant media must be notified at least three days in advance;
- ✓ The conference should be held in a convenient location for journalists, the room should be spacious and bright, away from noise. There should be no inconvenience in the preparation of television or radio broadcasting;
- ✓ Journalists attending the press conference should be registered and press releases should be distributed on the spot;
- ✓ Officials participating in the press conference must have a sign with their names and positions;
- ✓ It is important that the head of the organization and the press secretary agree with them on what else to talk about at the conference;

<sup>1</sup> Alimov.B, Nishanova.G. Zamonaviy media muhitda PR-xizmatlar. T, 2019. P.223-225

<sup>2</sup> Qosimova.N. Jamoatchilik bilan samarali muloqot. T.2013.P.68-69

<sup>3</sup> Уилкокс Д.,Л, Как создавать ПР – тексты и эффективно взаимодействовать со СМИ,- М.:2004,-С,403

- ✓ Provide a list of tentative questions expected from journalists to the head (this requires a lot of intelligence from the press secretary, who can ask questions about what journalists can ask on the topic, compile a list of questions that can be asked by studying the views of media representatives);
- ✓ If journalists ask about the topic of the press conference in advance, they must be given the right information. In this case, it is advisable to provide a "press release".<sup>4</sup>

It is important to prepare the necessary conditions for journalists to work: chairs, sockets for equipment, means of communication - press services that sometimes work with telephones, fax machines, computers, drinks and snacks. Journalists believe that the lack of working conditions in this institution is a clear disregard for the media, public opinion, so the coverage of the event may have a negative connotation.<sup>5</sup>

"If you hold regular press conferences, they will make a difference," said David Beckwid, a well-known U.S. spokesman.<sup>6</sup>

We received information about what a press conference is, how it is conducted, and how it is conducted. The most important thing is to conduct this PR event on a regular basis and to study the provisions of the law in detail. Only then can the image of the organization in the eyes of the public be formed.

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<sup>4</sup>Eshbekov T. Axborot xizmati: ishlash usullari va tamoyillari.T,2010. P.59-63

<sup>5</sup>Алёшина И.В. Паблик рилейшнз для менеджеров.www.koob.ru. P.67-70

<sup>6</sup> Салливан М.Responsible press service. Regional Program Offise. Vienna. RPO. –Т.: 2002. P. 55.