

## The Impact of Development Ratings on the Image of Uzbekistan

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**Annotation:** This article discusses the impact of development rankings on Uzbekistan's image. In addition, we will focus on what image is and the concept of rating. The Decree of the President of the Republic of Uzbekistan dated February 7, 2017 "On the Strategy for further development of the Republic of Uzbekistan" focuses on strengthening the international image of our country, providing the world media space with objective information about our country.

**Keywords:** Rating, image.

In this regard, it is important to use the best practices of foreign countries, to combine existing domestic capabilities in addressing the issues that need to be addressed. Improving the country's image is one of the newest and most promising areas of modern PR (public relations). It has a direct impact on the political, economic and cultural development of the republic. For this reason, it is important to conduct research in this area, to involve a comprehensive analysis of image-related tools.

### RATINGS "OUR HAPPINESS" MEASUREMENT (IS IT?)

At first glance, it is easy to judge by appearance: good-bad, beautiful-ugly, excellent-second, you say. It's like that. Don't you see the change of the times; the people of the world today also value each other to some extent. How do you say? Through the ratings, of course. But ratings are not just "ratings." This is a criterion for evaluating the image accumulated after a year of work, a year of effort, a year of hard work.

Who's head, who's neck?

The ranking of a country is based on reports and studies collected by analysts or rating agencies. They must first collect the "index" percentage of work done in the industry. If the question is what the index is, in a word, we would say that the index is an indicator. It is used to measure changes in a sector, such as the economy, health care, or finance, throughout the year. That is, if the "rating" is the head, the "index" is the neck that directs it.

Are "they" happy? We are not...?

The rankings include a rating that measures the level of happiness of states on an annual scale. Accordingly, if one day the people of Japan celebrate their "happy" moments, another time the people of Finland will be overwhelmed with such happiness. However, this achievement is simply the "Are you happy?" The answer to the question "yes" does not follow. The World Happiness Report compiles a ranking of happy countries each year based on a number of its indices. In this year's list, the strong trio is occupied by Finland, as well as Denmark and Iceland, which have not won the championship for five years in a row. Surprisingly, the "city of dreams" is ranked 16th on the American list. Russia, which is "boiling" the cauldron of war, ranks 80th. Afghanistan contributed to the completion of the ranking (146).

Is it bad?

In this year's report, which was conducted among 146 countries, for some reason we did not see our sunny country on the same level as last year. In this year's list, Uzbekistan ranks 53rd with a relatively low 11-point low (last year, Uzbekistan ranked 42nd in this ranking). Until now, Uzbekistan, which has not led in Central Asia and the CIS, was overtaken by Kazakhstan, which this time ranked 40th. In the Index of Economic Freedom, Uzbekistan is included in the list of almost non-free countries with a score of 55.7 out of 177 countries. Ranked 117th in the world, Uzbekistan ranks 3rd among Central Asian countries after Kazakhstan (64) and Kyrgyzstan (116). The situation is not complicated, it is more complicated... Here a natural question arises: on the basis of what indicators are the ratings formed? It is also useful to know this.

What does it take to be "excellent"?

In compiling the World Happiness Report rating, there are basically 4: a) the level of GDP per capita; b) life expectancy; d) employment guarantee; e) indicators such as the level of corruption (thought-provoking in the first place) are taken into account. In addition, civil liberties in the state and society (the second important issue), the presence of a sense of security and confidence in the future, indicators of family stability are important. The "index of economic freedom" is the country's a) rule of law (property rights, judicial guarantees), b) the size of government (tax burden, government spending, d) the effectiveness of control (business, labor, currency freedom) e) open market relations (finance, trade, freedom of investment). In this index, Uzbekistan has the lowest court guarantee at 13.1. That closed that non-transparent judicial system.

Well-known journalist Olimjon Osarov also said that if no measures were taken two years ago to improve the situation, the situation would have a negative impact on the country's image, which was reflected in the Economic Freedom Index 2022 two years later.

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