



## THE ROLE OF PR TECHNOLOGIES IN SHAPING THE IMAGE OF PRESCHOOL EDUCATION INSTITUTIONS

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### ABSTRACT

This thesis analyzes the role of PR technologies in shaping the image of preschool education institutions under conditions of educational modernization and growing public expectations toward openness, safety, and quality in early childhood education. In the preschool sector, institutional image is formed not only by educational outcomes, but also by the quality of communication with parents, the transparency of management, the consistency of public messaging, and the ability to build trust-based relations with the community. The purpose of the study is to substantiate the importance of PR technologies as a strategic tool for creating and sustaining a positive image of preschool education institutions. The findings show that PR technologies in preschool education perform informative, reputational, dialogic, preventive, and image-building functions. They help institutions communicate their mission, values, educational practices, and achievements to parents and society in a coherent and trustworthy way. The article argues that effective PR in preschool education should not be reduced to promotion or visibility alone; rather, it should be understood as a management-oriented communication system that aligns institutional identity with public expectations. It is concluded that the image of preschool education institutions becomes more stable and socially convincing when PR technologies are applied systematically, ethically, and in close connection with actual educational practice.

**KEYWORDS:** Public relations, PR technologies, preschool education institutions, institutional image, educational communication, parental trust, preschool management, educational reputation, communication strategy, public perception.

### INTRODUCTION

Preschool education holds a special place in the education system because it shapes children's cognitive, social, emotional, and communicative development at the earliest stage. In Uzbekistan, this sphere has gained strategic importance through reforms aimed at improving the quality, accessibility, and management of preschool education. Under these conditions, preschool institutions are judged not only by their internal work, but also by how clearly and responsibly they present themselves to parents and society.

The image of a preschool institution can be understood as a stable public perception of its reliability, quality, culture, and social value. In this context, PR technologies play an essential role. They help institutions build trust, explain their educational mission, present their daily practices, and maintain transparent communication with families. As a result, PR becomes more than simple publicity; it serves as a tool for connecting educational reality with public expectations.

The study is based on qualitative methodology, including theoretical analysis, synthesis, interpretation, and comparative review of scientific literature and policy documents. The analysis focused on how PR technologies function in preschool institutions and how they influence image formation in the educational sphere.

The findings show that PR technologies significantly shape the image of preschool education institutions by influencing how they are perceived by parents and the wider community. A positive image is built through trust-oriented communication, openness, professionalism, and consistent interaction. PR also helps make institutional values such as child-centeredness, inclusion, and cooperation with families visible and understandable to the public.

Another important result is that parental trust is one of the main factors in image formation. Regular information exchange, feedback, and transparent communication allow parents to view the institution as responsible and reliable. PR technologies also strengthen visibility by presenting achievements, educational events, and social initiatives in a meaningful way without reducing communication to advertising.

The study further shows that PR has a preventive function. In cases of misunderstanding, rumors, or public concern, timely and accurate communication reduces uncertainty and protects institutional reputation. This makes PR an important factor of stability in preschool education.

### Conclusion

In conclusion, PR technologies play a major role in shaping the image of preschool education institutions because they connect educational practice with public perception. When communication is systematic, ethical, and aligned with real institutional activity, it strengthens parental confidence, supports reputation, and contributes to the sustainable development of preschool education institutions.

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