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Article

Stages of Development of Political Science and Political Technologies

Fozilov Mirashraf Azamatovich
Bukhara State University, Faculty of History and Law Political Science, 3rd-year student
mirashraf2005@icloud.com

Abstract: This article analyzes the formation and stages of development of political science and examines the role of modern political technologies in contemporary society. The study traces the evolution of political thought from early normative approaches to institutional, behavioral, and digital paradigms, explaining how research methods and analytical perspectives have changed over time. The paper also explores the influence of political communication, electoral strategies, information-psychological impact, big data analytics, and artificial intelligence on political processes. It highlights that while these technologies increase governance efficiency, they also create new challenges related to manipulation and information security.

The study concludes that political science today is not only a theoretical body of knowledge but also a practical analytical system aimed at managing social processes, forecasting political developments, and ensuring societal stability.

Keywords: Political science, political development, political technologies, political communication, governance, institutions, behavioral approach, digital politics, artificial intelligence, big data, information influence, social networks.

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1. Introduction

Throughout human history, politics has always been one of the central mechanisms of social life. From the earliest stages of societal formation, people encountered the need to regulate mutual relations, organize authority, and protect common interests. This necessity led to the emergence of political thought and, later, to the formation of political science as an independent academic discipline. Initially, politics was interpreted in close connection with philosophy, ethics, and law; however, over time it developed into a scientific system with its own specific object of study. Today, political science represents not only a body of theoretical knowledge explaining the nature of the state and power, but also a complex scientific field that develops practical tools for governing society. In particular, globalization, mass communication, and the development of digital technologies have fundamentally transformed political processes. Political decisions are now formed not only within government institutions but also in the information space, social networks, and virtual communication environments. This, in turn, expands the tasks of political science and requires new research methods. Therefore, studying the stages of development of political science is of special importance. Each historical period has generated its own political ideas, methods, and governance technologies. In ancient times politics was explained as a moral ideal; in the modern

period it was interpreted through institutions and laws; and in the contemporary era it is analyzed through human behavior and information flows. At the present stage, artificial intelligence, big data analysis, and digital communication are becoming integral components of political processes. This article examines precisely this evolution, namely the historical formation of political science and its connection with modern political technologies. To understand politics correctly, it is necessary to comprehend not only theoretical ideas but also the mechanisms through which they are implemented in practice. Since political science today plays an important role in ensuring social stability, governance efficiency, and the formation of civic consciousness, studying its development is both scientifically and practically relevant.

2. Evolution of Political Science

Political science has developed across different periods of human history as a result of the need to understand and govern social life. Initially, politics was not regarded as an independent discipline but rather as part of general wisdom. In ancient times, the state was perceived as a means of ensuring moral order. The central concern was not how power functioned, but how it ought to be just. Therefore, political thought relied largely on conceptions of an ideal society, and politics was associated more with moral order than with practical governance. In the medieval period, politics became closely integrated with religious worldview. Authority was explained through divine will, and the state was understood as a sacred structure maintaining order. Political reasoning during this era was closer to faith than to free analytical inquiry. Nevertheless, this stage strengthened the concepts of political order and legitimacy, as the justification of authority became a fundamental issue. Social stability emerged as the principal criterion of political thought. With the beginning of the modern era, politics gradually separated from religious and philosophical explanations. The state came to be understood not as a sacred force but as a social institution created by people. Concepts such as the rule of law, civil society, and constitution emerged. Political science shifted from describing an ideal society to studying existing systems. Research focused on state institutions, parliaments, political parties, and mechanisms of governance. In this way, politics increasingly became an object of scientific observation. In the twentieth century, another major transformation occurred in political science. Scholars shifted attention from state structures to human behavior. Electoral participation, public opinion, and group interests began to be analyzed using statistical methods. Surveys, observation, and mathematical models made political science more precise. Politics came to be viewed not merely as theory but as a measurable and predictable process. The contemporary period has initiated a new stage in the development of political science. Information technologies and global communication tools have fundamentally transformed political processes. Political decisions are now shaped not only within governmental institutions but also within the online environment. Social networks enable rapid changes in public opinion. As a result, politics has become not only a system of governance but also an art of managing information flows.

Modern political technologies play a crucial role in this process. Through political communication, information is delivered to targeted audiences; electoral campaigns are organized according to marketing principles; and public sentiment is constantly monitored. Artificial intelligence analyzes large volumes of data and helps predict political outcomes. Consequently, contemporary political science seeks not only to explain events but also to anticipate them. However, increased technological capability also increases responsibility. As the ability to influence consciousness through information expands, the risk of manipulation grows. Therefore, political science now studies not only governance effectiveness but also information security and the protection of public awareness. Thus, the development of political science has followed a long evolutionary path from simple theoretical reflections to complex technological systems. Each period interpreted politics differently, yet they all shared a common goal: the regulation of society and the maintenance of stable development. Today politics is becoming not only the art of organizing power but also the science of managing social processes through information and technology.

3. Political Technologies and Their Role in Society

If previously politics was formed mainly within the walls of state institutions, today it has penetrated the invisible layers of everyday life. The moment a person picks up a phone in the morning and reads the news, they enter into interaction with a political process. Politics is no longer merely a collection of decisions; it has become a process of managing information flows. The tools that make this process possible are called political technologies. Political technologies begin primarily with communication. No authority can remain stable without interaction with society. In

the past, this interaction took place through speeches, decrees, or newspapers, whereas today it occurs within the digital sphere. Social networks have become the fastest platform for the formation of political opinion. A single message can now change the views of thousands of people. Therefore, political actors strive to deliver information not in a general form but tailored to specific audiences. This process is especially evident during electoral campaigns. Previously, meetings with voters were the main instrument; today they are organized on the basis of complex analysis. Different appeals are developed according to people's age, interests, place of residence, and social attitudes. As a result, politics has come to resemble a marketing system in which each idea has its own audience. This makes political competition more complex yet more effective. Another important aspect of political technologies is psychological influence. Public opinion often reacts faster to interpretation than to facts. Therefore, image construction, agenda setting, and the framing of problems are of great significance in politics. The same event, presented in different ways, is perceived differently by society. Thus, political technology is not only about providing information but also about managing how it is received. In recent years, artificial intelligence has joined this process. Through the analysis of large volumes of data, it has become possible to predict public sentiment in advance. Political decisions now rely not only on experience but also on probabilistic forecasts. This makes governance faster and more adaptive, while simultaneously raising issues of personal freedom and information security. Thus, modern political technologies represent a new stage in governing society. They increase the effectiveness of politics but also increase the responsibility associated with their use. The more powerful the technology, the greater both its positive and negative consequences. Therefore, the task of political science is not only to study these technologies but also to develop criteria for their proper application in the interests of society.

Type of Technology	How It Works (simple explanation)	Where It Is Used	Result	Possible Risk
Political communication	Delivering messages according to people's interests	TV, internet, social networks	People become informed quickly	Spread of misinformation
Targeted advertising	Addressing each group separately	Election campaigns	Increased influence	People may be influenced unconsciously
Ratings and surveys	Collecting and analyzing public opinion	Before political decisions	More accurate decisions	Misinterpretation of results
Image building	Creating a positive image of a leader	Media and advertising	Increased trust	Artificial reputation may appear
Agenda setting	Showing which issue is important	News and media	Public attention is directed	Real problems may be hidden
Information-psychological influence	Delivering information through emotions	Internet and propaganda	Faster persuasion	Risk of manipulation
Big Data	Computer analyzes large volumes of data	Social media monitoring	Detecting public sentiment	Violation of privacy
Artificial Intelligence (AI)	Predicting people's decisions in advance	Forecasting and strategy	Faster and more precise planning	Excessive control may arise

4. Conclusion

The history of the development of political science shows that knowledge about politics has evolved together with social progress. Initially, it was interpreted as a moral ideal and a search for justice; later it was explained through state institutions and laws, and afterwards analyzed on the basis of human behavior. In the contemporary era, political processes have become closely connected with information flows, communication, and digital technologies. Thus, political science has transformed from a system of theoretical reflections into a complex scientific field studying practical mechanisms of governance. At the present stage, political technologies have become an

integral part of politics. Communication strategies, electoral methods, public opinion research, and analyses based on artificial intelligence increase the efficiency of governance. At the same time, they create opportunities for strong influence on public consciousness. Although this makes political processes faster and more predictable, it also generates new problems related to manipulation and information security. Therefore, the main task of modern political science is not only to explain political processes but also to determine the norms and limits of the use of technology. A scientific approach must ensure effective governance while protecting citizens' right to conscious choice. Only under these conditions can political technologies serve social stability and development.

In general, the evolution of political science reflects the transition from understanding power to managing it on a scientific basis. In the future, this field will continue to integrate more closely with technology and develop as an important scientific instrument for evaluating political decisions in advance and guiding social development in a stable direction.

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