

**FORMATION OF THE IMAGE OF THE HEADS OF THE STATE BODIES
IN UZBEKISTAN: PROBLEMS AND REMEDIES**

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ABSTRACT

This article is devoted to the analysis of the problem of forming a positive image of the heads of various state institutions in the views of employees and citizens, as an important political resource of the state in the development of the country. The article outlines the main problems identified through a survey and analysis of the activities of managers; the qualities of a leader necessary for the formation of a positive image in the views of employees and citizens are also revealed. Accordingly, the main recommendations have been developed and presented.

KEYWORDS: *Heads Of State Bodies, State Power, Image, Formation Of The Image Of State Power, Formation Of The Image, Problems Of Forming The Image, Qualities, Positive Image.*

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