

- ability to predict the occurrence of conflict situations and manage conflict behavior, as the professional activity of a customs officer often occurs in conditions of high risk of conflict. Therefore, it is necessary to develop skills in resolving conflict situations and the ability to win people over.

- training of concentration of attention on the processes of activity and concentration for the most effective and high-quality performance of official duties with minimal expenditure of time and nervous energy<sup>1</sup>.

- reducing stress and anxiety, including working out behavioral options in problem situations, overcoming the fear of making mistakes, and time management skills.

It can be concluded that active methods of psychological training, such as social and psychological training, will help to develop the abilities of students and employees, deepen their professional knowledge, skills and abilities, and, as a result, form a personal psychological culture. These trainings will increase the psychological training of customs officers necessary to solve the tasks assigned to them, increase their stress tolerance and reduce the number of conflict situations associated with the constant necessary professional communication. Therefore, it can be concluded that it is advisable to introduce training courses in the training of specialists in the field of customs affairs both at the level of obtaining a specialty in higher educational institutions, and among current employees and employees of customs structures.

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**PUBLIC RELATIONSHIP IN CUSTOMS**

*Research Field:  
Customs and Business: Cooperation Challenges*

Recently the issue of public relations has been on the agenda in the scientific community, with a particular emphasis on the role of the PR service in public authorities. Public relations, as the management of all types of public communication, is an integral part of modern political relations. The entry of mankind into a new phase of information development stresses the need to transform public administration from a closed system to an open one through PR and PR specialists, who will promote information about the activities of public authorities to the masses.

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<sup>1</sup> Savina S. V. "Features of managing the activities of customs authorities: basic management approaches". Alley of Science, vol. 2, No. 10, pp. 539-542

In turn, PR specialists act as advisors to organizational leaders, assisting them to present their programs as socially acceptable policies and gain public support<sup>1</sup>.

PR work in government organizations has its own peculiarities. If in the private sector they address rather narrow groups acting as consumers of certain products or services, then in government organizations the field of their professional activity expands dramatically: attention is being paid to all groups of society. Such a broad social base demands high qualifications and implies a special setting of professional goals. In this context, the priority areas are:

- prevention of possible conflicts and misunderstandings in the course of working with the public;
- improving industrial relations and creating an atmosphere of community and goodwill within government organizations themselves;
- promotion of services (advertising) provided by government organizations;
- Improving the efficiency of public services;
- Creating a positive image of state institutions in people's minds<sup>2</sup>.

Today, almost every country in the world has an effective public PR service. Within the framework of the activities of customs authorities, PR implies communication with the business community, organizations and participants in foreign economic activity in order to create a favorable investment climate and attract foreign investment into the economy. The main tasks of such a service are the following:

1. Informing the public about the activities of customs authorities. (the goals, functions and tasks of the customs authorities, the specifics of interaction with the business sector, etc.).
2. Attracting new employees (the prestige of the service in the customs authorities, its features, etc.).
3. Raising awareness of citizens about customs rules and procedures: (specifics of the movement of goods for personal use, money, customs allowances, etc. in order to prevent violations of legislation and ensure more effective functioning of customs authorities).
4. Ensuring the protection of life and health of citizens (informing the public about the consequences of smuggling, counterfeiting and illegal trafficking of prohibited medicines).
5. Creation and improvement of the image of customs authorities (functional and status significance of customs as an indicator of the level of public confidence and a criterion for evaluating the effectiveness of its management activities by society)<sup>3</sup>.

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<sup>1</sup> The peculiarity of the PR service in the customs authorities [Electronic resource]. – Access mode: <https://wiselawyer.ru/poleznoe/104420-osobennost-sluzhby-tamozhennykh-organakh> . – Access date: 03/24/2024.

<sup>2</sup> Public relations for managers. / Alyoshina I.V. - M.: IKF, 2003. pp. 81-109.

<sup>3</sup> Problems of media influence on public consciousness / K. S. Shelimova. – 2022: Minsk: BNTU, . – 215-217 p.

As part of working with the media, PR in the customs authorities is engaged in sending press releases to the media, organizing publications in newspapers and magazines, and speaking engagements in electronic media.

Public relations professionals are responsible for explaining the essence of problems to the public in advance, preventing misinformation and crisis situations. PR also includes explanatory work among employees about the need to consider their work not only as a source of income, but also as an opportunity to fulfill their civic duty.

The main advantage of the profession of a PR specialist is getting to know and communicate with different people (every day a new meeting, new impressions and events)<sup>1</sup>.

We will highlight promising areas for improving communication with the public and the use of social media. Social media is a powerful tool for spreading information and communicating with the public. Therefore, PR specialists can use social networks to publish various news, posts, answers to questions asked by individuals, conduct surveys among people in an interactive form, as well as provide them with information about various rules and procedures in an easy-to-understand form. An interesting form of interaction with subscribers, in our opinion, may be the section "One day in the life of a customs specialist", which will show the specifics of the specialist's work, his daily tasks. This section will be useful for people of different ages, especially young people, to decide on their future profession.

Interaction between customs officials and senior students studying in this specialty within the framework of the project "Freelance customs officer" seems promising. Projects of this kind will contribute to a deeper immersion of students in the context of their future professional activities and easy adaptation of a young specialist at a potential place of work.

An integral aspect of PR specialists' activities is their regular monitoring and analysis. This will help to identify productive working methods, identify aspects for further improvement. And, ultimately, to create transparent and trusting relations between customs authorities and the public.<sup>5</sup>

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<sup>1</sup> Development of communication relations between customs authorities and the public [Electronic resource]. – Access mode: <https://cyberleninka.ru/article/n/razvitie-kommunikatsionnyh-svyazey-tamozhennyh-organov-s-obschestvennostyu/viewer>. – Access date: 07.04.2024