

**THE ROLE OF STATE TELEVISION IN SHAPING THE IMAGE OF THE COUNTRY
(THE CASE OF THE REPUBLIC OF UZBEKISTAN)**

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Abstract: In the context of globalization and digitalization, state television has become an important tool of public diplomacy, capable of influencing the international perception of a country. This article explores the role of state television in shaping a nation's image, analyzing key areas, successful examples of its application and innovative approaches in this field.

Keywords: Role of state television, State broadcasting, National broadcasting, Television in shaping the image, Role of state TV, image of the country, Factors in broadcasting, International arena, TV and Radio of Uzbekistan, International Relations of NTRC, UWED, Diplomacy, Case of Uzbekistan, television in Central Asia, Modern television

Introduction

Television in the modern world is not just a means of disseminating information, but also an important tool for shaping public opinion both within a country and abroad. State television plays a key role in promoting national interests, overcoming stereotypes, and strengthening cultural diplomacy. The aim of this scientific article is to explore the role of state television in shaping a positive national image (using the Republic of Uzbekistan as a case study). In this context, aspects highlighting the importance of television can be examined, along with examples of their implementation in Uzbekistan.

1. Humanitarian Diplomacy through Broadcasting

One of the ways to enhance a country's international image is by demonstrating a commitment to humanitarian and social values. Uzbekistan actively uses broadcasting to highlight its role in addressing issues such as:

- Regional cooperation for the restoration of the Aral Sea ecosystem;
- Contribution to maintaining peace and stability in Central Asia;
- Support for cultural exchange through educational programs, scholarships, and more.

Particular attention is given to programs that showcase achievements in healthcare, education, and social welfare. These initiatives present Uzbekistan as a country striving for sustainable development and caring for its citizens.

2. Television as a Tool for Countering Stereotypes

Historically, Uzbekistan was known for its role in the Silk Road, but in the modern context, the country faces the challenge of overcoming stereotypes related to its position in the region. Through television, Uzbekistan actively promotes:

- The image of the country as a center for innovation and high technologies;
- The image of an open state for investments with simplified economic conditions;

- The country's appeal to international tourists by emphasizing safety and well-developed infrastructure.

For example, programs focused on Uzbek startups, IT parks, and industrial zones help position the country as a modern and dynamically developing player.

3. Strengthening National Identity through International Broadcasting

Television also plays a key role in promoting national identity on the international stage. Uzbekistan actively utilizes its media platforms to showcase its unique traditions, music, cuisine, and crafts.

Broadcasting of events such as the "International Makom Festival", the "Silk Road" festival, and International craft exhibitions in Kokand serves as a tool for cultural diplomacy.

Programs and content in foreign languages introduce viewers to Uzbek hospitality, which fosters increased interest in the country.

4. Collaboration with International Media

One of the strategies for promoting Uzbekistan is collaboration with global television and radio companies. The country actively engages with media giants such as CNN, Euronews, and National Geographic, providing them with access to its cultural and historical landmarks.

For example, a series of Euronews TV programs about tourism in Uzbekistan featured stories about Samarkand and Bukhara. Documentaries on National Geographic about the Silk Road attracted millions of viewers worldwide.

Another example includes the television program "Common Idea," which aired both on China's CGTN and Uzbek television. The show highlights the history, tourism potential, culture, customs, landmarks, and many other aspects of modern Uzbekistan, as well as the "New Uzbekistan."

Furthermore, Euronews and CNN have aired numerous reports, videos, and articles about the global reforms taking place in Uzbekistan, including the outcomes of major international events held in the country, such as the "New Uzbekistan: Development, Innovation, and Enlightenment" International Partnership Week, and the "Cultural Heritage of Uzbekistan – the Foundation of the New Renaissance" Week.

5. Using Broadcasting in Crises

During crises, television and radio broadcasting become essential tools for managing the perception of countries on the international stage. Practice has shown how Uzbekistan successfully used its media resources and state broadcasting channels, for example, to promptly and timely inform the global community about the measures being taken, such as during the COVID-19 pandemic.

6. Innovations and New Trends in Broadcasting

Uzbekistan is focusing on digital transformation, introducing new technologies in broadcasting, including the creation of streaming platforms such as mobile applications for watching television channels on devices.

The implementation of artificial intelligence to analyze viewer preferences and create personalized content is also underway.

The development of VR and AR technologies allows virtual visits to Uzbekistan's landmarks.

Conclusion

State television plays a key role in shaping and promoting a country's image, especially in the context of accelerating globalization and rapid technological advancements. The example of Uzbekistan demonstrates a successful case where, through a carefully crafted media strategy, the country effectively overcomes entrenched stereotypes, promotes its national interests, and

strengthens its position on the international stage. This experience highlights the importance of a strategic approach to using media as a tool for public and diplomatic communication.

Findings

The future of state broadcasting in Uzbekistan is closely tied to strengthening international cooperation, integrating into the global media landscape, and actively utilizing advanced technologies. Strategic steps such as developing partnerships with foreign and international media organizations, implementing innovative technologies, and enhancing professionalism in the broadcasting sector can significantly boost the competitiveness of national media. As a result, this will not only contribute to creating a positive and sustainable image of the country on the global stage but will also serve as a powerful catalyst for its socio-economic and cultural development and its strengthening in the region.

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