

## BROADCASTING AS AN IMPORTANT FACTOR IN SHAPING THE IMAGE OF STATES IN THE INTERNATIONAL ARENA

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In the modern world, traditional media plays a key role in shaping the image of states in the international arena, and in turn, also at the global level. Broadcasting as one of the main instruments of states has a unique opportunity to broadcast the cultural, social and political values of countries, creating their image in the eyes of the world community. An example of successful and modern use of broadcasting is a strong state in the Central Asian region - Uzbekistan, which in recent years has been developing broadcasting, media power and platforms at an even more active pace in order to strengthen its strong place and position in the international arena.

It is worth noting that Television and Radio broadcasting in Uzbekistan having a rich history, represents the unique synergy of traditions and modern technologies, which allows not only to form a positive image of the country, but also to open up new prospects for international cooperation. Thanks to active reforms in the media sphere, journalism and television and radio broadcasting, integration into the global information space, Uzbekistan secures its status as a state with a rich cultural heritage, dynamic development and openness to the world.

Today, the National Television and Radio Broadcasting of the country covers a wide range of media content, including streaming news with professional fact-checking, cultural programs, documentary videos, industry reports, analytical and thematic television and radio programs, accurate infographics and verified facts, and much more. This is a powerful tool capable:

- to attract the attention of the international community and foreign public through broadcasting cultural and international events taking place in the country, existing historical values and achievements. The country can demonstrate its uniqueness and attract traditional, gastronomic, ecological and business tourist flows.
- to create a positive image: Correct and accurate presentation of socio-economic successes, achievements in science and technology naturally contributes to the formation of trust in the country and strengthening of relations with countries of the world.
- to maintain cultural identity: television and radio broadcasting helps to promote national traditions, language and culture, contributing to the formation of a recognizable image of the country.

Television and Radio broadcasting in the Republic of Uzbekistan: an example of active work in the international arena. The country, due to its geopolitical position, rich historical and cultural heritage, sees television and radio broadcasting as a key tool for promoting its strong image, openness to the international community, readiness for cooperation and friendship with states, development and strengthening of partnership with international institutions and organizations.

### 1. Reforms in the media sphere

Since 2017, Uzbekistan has been actively implementing reforms aimed at modernizing broadcasting. The creation of new TV channels, including «O'zbekistan 24», has become an important step in promoting information about the country beyond its borders. «O'zbekistan 24» is an Uzbek information and analytical 24-hour television and radio channel aimed at a wide audience and covers only topical issues. It primarily provides objective and reliable information to all segments of the population, thereby saturating the media space of the republic with high-quality information and analytical products, providing prompt coverage of various significant events, including international ones, in the field of politics, security, economics, innovation, education, medicine, culture, science, sports, etc., taking place in the country and abroad.

### 2. Promotion of cultural heritage

Documentary and tourism video content about the sights of Samarkand, Bukhara and Khiva, as well as the Great Silk Road, great ancestors and scientists, thanks to whom world discoveries in many areas took place, contribute to the popularization of the rich historical heritage of Uzbekistan. Such programs are broadcast on the TV channels "Dunyo bo'ylab", "O'zbekiston tarixi", "Madaniyat va ma'rifat", and recently on international Internet platforms, ABU exchange platform with a total TV and Radio audience of more than 3 billion people in the world, including international and interstate TV channels such as CGTN, MIR and others, strengthening the cultural image of the country.

### 3. Strengthening international ties

Uzbekistan actively cooperates with international TV and Radio broadcasting structures and media organizations, including the creation of joint media projects. Initiatives have been launched to produce and exchange programs about the current state and development of the country with many countries. For example, with the help of the project of the American producer Dennis Wholey and TV program "This is America and The World" together with the author of this article (Mr.Laziz Djuraev was the coordinator of this project in Uzbekistan and worked with the relevant ministries, departments and organizations of the republic providing filming processes) more than ten episodes about Uzbekistan were prepared and the series was broadcasted nationally on public television and PBS stations of the USA.

Links to video materials:

<https://tv.cuny.edu/show/thisisamerica/PR2010370>

<https://www.youtube.com/watch?v=EqJelhCmcko>

### 4. Active usage of digital technologies and introduction of innovations

With the accelerated development of the Internet and social networks in the world, Uzbekistan, along with developed countries, is actively integrating digital technologies into television and radio broadcasting. The OTT platform, as well as the profiles of National TV channels on social networks platforms and messengers, allow reaching millions of viewers around the world, increasing the availability of content.

#### 5. Broadcasting of important events

National Television and Radio Company of Uzbekistan (NTRC) with the help of modern technologies and Company's International Relations contributes to the successful broadcasting of major events, strengthening the role of Uzbekistan at the global level, and also demonstrates its openness to global interaction.

One of the striking examples is the Shanghai Cooperation Organization (SCO) Summit held in Samarkand in September 2022, which received wide coverage in the international media field. The International Relations of the country's main State Broadcaster contributed to the transfer of satellite data parameters of the broadcast of key events of the summit to foreign media, press services of the heads of States of China, Turkiye, Russia, Pakistan, Iran and others, who were in the country during this historical event.

Thanks to the coordinated work of the NTRC International Relations, the SCO in Samarkand received powerful wide coverage, including in such world media as Al Jazeera, ABC, Fox News, Sky news, Euronews, CNN, NBC News, France 24 and others. This, in turn, was reflected in the international image of Uzbekistan and demonstrated its role as an active participant in global processes.

Broadcasting is a powerful tool for shaping the image of states in the international arena. The experience of Uzbekistan once again shows how, thanks to a well-thought-out policy in this area, it is possible not only to strengthen the country's image in the eyes of the world community, but also to stimulate the development of various sectors of the economy, including tourism and investment.

Developing TV and Radio broadcasting and actively integrating into the global information space, Uzbekistan continues to successfully form a positive and unique image in the international arena.

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