

THE ROLE OF ECO-BLOGGERS IN SHAPING ENVIRONMENTAL CULTURE

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Abstract. This article analyzes the role of eco-bloggers in the process of shaping environmental culture. The study focuses on the activities of prominent eco-bloggers, including “Urikguli” (Mo’tabar Khushvaqtova) from Uzbekistan, as well as internationally recognized figures such as Greta Thunberg (Sweden) and Lauren Singer (USA). Their contributions to raising ecological awareness and promoting sustainable practices through digital platforms are critically examined.

Keywords: environmental culture, social media, ecological awareness, eco-content, environmental journalism.

Аннотация. В данной статье анализируется роль экоблогеров в процессе формирования экологической культуры. В качестве объекта исследования выбраны активная экоблогерша Узбекистана «Урикгули» (Мўтабар Хушвахтова), а также международно признанные блогеры, такие как Грета Тунберг (Швеция) и Лорен Сингер (США).

Ключевые слова: экологическая культура, социальные сети, экологическое сознание, эко-контент, экологическая журналистика.

Annotatsiya. Mazkur maqolada ekologik madaniyatni shakllantirish jarayonida ekoblogerlarning roli tahlil qilinadi. Bunda obyekt sifatida O‘zbekistondagi faol ekobloger “Urikguli” (Mo’tabar Xushvaqtova) va xalqaro miqyosda mashhur bo‘lgan Greta Tunberg (Shvetsiya), Lauren Singer (AQSH) singari blogerlarning faoliyati tanlab olindi.

Kalit so‘zlar: ekologik madaniyat, ijtimoiy tarmoq, ekologik ong, eko-kontent, ekologik jurnalistika.

In recent years, the environmental challenges facing humanity have necessitated a reassessment not only of the state of the natural environment but also of the level of social consciousness and culture. Issues such as plastic pollution, climate change, and the loss of biodiversity have escalated to the level of global threats. In this context, fostering environmental culture—meaning the development of a responsible attitude toward nature among every citizen—has become increasingly vital.

The rapid advancement of information technologies, particularly the widespread use of social media, has created new opportunities to influence public consciousness. Today, platforms such as Facebook, Instagram, TikTok, YouTube, and Telegram are used not only for communication but also as powerful tools for shaping public opinion. As a result, the role of social media in promoting ecological awareness continues to grow significantly.

At present, there is no widely circulated list of prominent eco-bloggers in Uzbekistan known for their activities focused on environmental protection and sustainability. However, Afisha.uz included Mo'tabar Khushvaqтова, popularly known by her blogging name "Urikguli," in its "Top 20 Progressive Uzbeks" list. In addition to her, a number of other bloggers who create content on environmental issues can also be found on social media platforms. These eco-activists do not merely highlight ecological problems—they also propose practical solutions. Through their actions, they contribute to protecting nature, raising public environmental awareness, and leaving a clean and sustainable environment for future generations.

The eco-blogger "Urikguli" is widely recognized as a promoter of environmental awareness and the protection of nature. She is active on YouTube, Instagram, and Telegram. Her Telegram channel has over 5,000 subscribers, her YouTube channel has 2,200 followers, and her Instagram page has an audience of 85,900 followers—making Instagram her largest platform. The messages shared through her blog generally focus on the following key areas:

- Raising awareness of environmental issues – including climate change, waste reduction, and environmental protection;
- Promoting a healthy lifestyle – focusing on recycling, zero-waste living, and the efficient use of natural resources.

Her audience encompasses all segments of society. However, the "Urikguli" eco-blog primarily attracts young people, individuals interested in ecology, environmental activists, and environmentally conscious consumers who support sustainable brands.

The Urikguli blog effectively utilizes various content formats, including:

- Visual content: graphics and short infographics addressing key environmental problems;
- Educational posts: eco-friendly tips and advice supported by scientific facts and data;
- Interactive content: quizzes and environmental challenges designed to engage the audience;
- Storytelling and real-life examples: sharing personal stories and experiences to convey ecological values and approaches.

In 2023, she gained public recognition through a performance in which she wore a costume made of plastic bags to mark International Plastic Bag-Free Day (July 3)¹.

She also organized impactful social performances with banners bearing messages such as "Don't water the asphalt" and "Don't hammer nails into tree trunks."²

Her activism was widely covered by national media outlets such as Gazeta.uz, Repost.uz, and Afisha.uz.

¹ <https://www.nationaldaycalendar.com/national-day/international-plastic-bag-free-day-july-3>

² O'zbekiston yangiliklari – Gazeta.uz <https://www.gazeta.uz/oz/2023/04/25/urikguli/>
"Tanamga mix qoqmang". Ekobloger o'zbekistonliklarni daraxtlarga ozor bermaslikka chaqirmoqda. Foto – O'zbekiston yangiliklari – Gazeta.uz

In 2024, she collaborated with the Tashkent City Municipality on a campaign titled “Leaves are not waste, they are compost,” which encouraged citizens to treat leaf litter as a natural resource rather than trash.

Out of 50 eco-themed posts shared by Urikguli, 35 were dedicated to topics such as plastic pollution, waste recycling, and tree preservation. On average, each post received approximately 3,500 views and over 300 reactions, indicating significant audience engagement.

When referring to international examples, Greta Thunberg (Sweden)³ stands out as one of the most globally recognized environmental activists. She is the founder of the “Fridays for Future” movement and has over 5 million followers on Twitter. Her speeches have been delivered at prestigious global platforms such as the United Nations, Davos Forum, and the COP28 Climate Conference. On social media, Greta primarily focuses on topics such as climate change, carbon footprints, and political accountability. Each of her posts receives, on average, more than 500,000 reactions, highlighting her strong influence and engagement.

Another prominent figure is Lauren Singer (USA)⁴, a leading advocate of the Zero Waste movement. She is widely known for her personal lifestyle centered around living without producing waste. Her YouTube channel has amassed over 300,000 subscribers, where she shares practical tips, tutorials, and personal experiences aimed at reducing environmental impact through sustainable living.

Through her blog, she collaborates with more than 10 eco-friendly brands. Her content primarily focuses on practical environmental practices, such as home composting, reusable bags, and waste recycling. Many of her videos have exceeded 1 million views, demonstrating her wide reach and influence.

Eco-bloggers play a significant role in fostering environmental culture through the following key aspects:

- Focus areas: eco-activism, environmental advocacy, climate change awareness;
- Platforms: Instagram, Telegram, Twitter, YouTube, and personal blogs.
- Topics: plastic pollution, deforestation, water scarcity, natural disasters, climate change, recycling, zero-waste living, and wildlife conservation.
- Modes of influence: public performances, speeches, political statements, video tutorials, everyday examples, and storytelling techniques.

Eco-bloggers contribute to the formation of social and environmental consciousness in the following ways:

- They reach young audiences directly through visual, realistic, and engaging content;
- They highlight local problems using accessible, everyday language;

³ Greta Thunberg - Wikipedia <https://share.google/yVyR87p5xJig6GEaB>

⁴ Lauren Singer - Wikipedia <https://share.google/81lkxAhoT9LGNW5Sw>

- They provide practical, experience-based eco-education rooted in daily life and personal involvement.

In conclusion, eco-bloggers are among the most active agents on social media platforms in shaping environmental culture. By presenting environmental problems in a simple and relatable way, they inspire behavioral change toward sustainable living. The local eco-blogger Urikguli is one of the key figures contributing to the development of environmental awareness in Uzbekistan, driving real change at the grassroots level. Meanwhile, international eco-bloggers serve as role models for youth around the world, promoting climate action and zero-waste lifestyles.

As a recommendation, it is essential to integrate the work of eco-bloggers into national environmental strategies, including through partnerships, grants, and eco-initiatives.

- Each region should launch media-eco training programs to prepare new environmental activists;
- Organizing seminars on environmental journalism, media ethics, and visual communication for bloggers would also be highly beneficial.

References.

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