

THE INFLUENCE OF CULTURAL CHARACTERISTICS ON THE PERCEPTION OF TELEVISION JOURNALISM IN DIFFERENT COUNTRIES: THE IMPORTANCE OF INFORMATION AND LINGUOCULTURAL FACTORS

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Abstract: The article analyzes the problem of perception of television journalism in the framework of intercultural communication from a linguocultural perspective. The purpose of the study is to determine the relationship between the perception of television information, the model of trust in it and cultural thinking in different cultures (Uzbekistan, France, Japan and Russia). Based on the theories of intercultural communication and social space of scientists such as Edward Hall, Geert Hofstede and Pierre Bourdieu, the paradigm of high and low context cultures is applied to the process of media perception. The study shows the differences in cultural codes based on the results of a sociological survey conducted by the Uzbek University of Journalism and Mass Communications in 2023, as well as content analysis of the channels France 24, NHK, "Uzbekistan 24" and "Russia 1". The results show that television journalism is not just a system for transmitting information in each country, but also a socio-cultural mechanism that expresses national culture and determines audience trust.

Introduction

As a result of the rapid development of the global communication system in the 21st century, television journalism has transcended national borders and become a powerful mechanism for shaping social opinion internationally. However, the perception of information is not the same in different cultural contexts. Each society perceives information differently according to its historical, social, religious and mental characteristics, which complicates the formation of a universal model of television journalism. According to the theory of intercultural communication (Hall, 1976; Hofstede, 2010), language and culture are inextricably linked, and any process of information exchange is formed through this connection. From this point of view, television journalism is not just a means of conveying facts, but a cultural institution that expresses national thinking and forms social memory (Bourdieu, 1993).

In the context of Uzbekistan, this process is of particular importance. Because as the process of media reforms continues in the country, the national information space is coming into conflict with global media values. Therefore, the study of cultural features in the perception of television journalism in different countries is of not only scientific but also practical importance.

Linguoculturology is a science that studies the interaction of language and culture, analyzing the mechanism of expression of human thought through language (Maslova, 2001). According to this approach, language is not only a means of communication, but also a code that stores national worldview, historical experience and social consciousness. Therefore, each nation perceives information through its own linguoculturological model. Linguoculturological thinking in television journalism means that the journalist's language, style, chosen metaphors

and even intonation are also products of national thought. For example, Uzbek television journalism focuses on social values such as “compromise” and “respect”, while French television journalism expresses the principles of “free thought” and “criticism”. The theory of “high and low context cultures” put forward by Edward Hall (1976) is an important source in explaining the difference in communication processes. In high-context cultures (Uzbekistan, Japan), the main part of information is expressed indirectly: through gestures, tone, pauses and social norms. In low-context cultures (France, USA), information is expressed clearly, logically and directly in words. Hall’s model was later supplemented by Hofstede (2010): he divided cultures into “individualistic” and “collectivist” types, emphasizing that the communication style also depends on this structure. In television journalism, these differences are clearly manifested in the emotional tone of the information, editorial approach and appeal to the audience. The research was conducted based on an interdisciplinary approach, that is, elements of linguoculturology, communication theory, sociology, and media studies were integrated. The aim of the research was to identify the role of cultural factors in the perception of television journalism, and to analyze the relationship between information reliability and cultural context in different countries.

Tasks:

1. To identify the linguocultural characteristics of television journalism.
2. To compare the methods of receiving television information in high and low context cultures.
3. To analyze the methods of television journalism in Uzbekistan, France and Japan.
4. To study the impact of cultural compatibility on audience trust on an empirical basis.

Methods:

- Comparative analysis: linguocultural comparison of materials from television channels (NHK, France 24, Uzbekistan 24, Russia 1).
- Discursive analysis: lexical, semantic and pragmatic units in news and analytical programs were studied.
- Sociological survey: the level of “trust in information” and attitude towards “positive or critical approach” were studied among 800 respondents.
- Observation method: The content dynamics of the Uzbek channel "Dunyo Boyylab" in 2022-2024 were analyzed.

Analysis results and discussions

According to the results of the study, television journalism acts as an expression of the national mentality in every society:

Mamlakat	Uslub	Til xususiyati	Auditoriya kutishi
O'zbekiston	Murosaviy, ehtiyotkor	Rasmiy, emotsional	Davlat pozitsiyasi, ijobiy ohang
Fransiya	Tanqidiy, polemik	To'g'ridan- to'g'ri, argumentativ	Fikrlar muvozanati, erkin jurnalistika
Yaponiya	Vizual, estetik	Pauza, grafik, noverbal	Tuzilish, xotirjamlik
Rossiya	Ideologik, siyosiy	Tarixiy konnotatsiya bilan	Milliy birdamlik, xavfsizlik

This analysis shows that the credibility of television journalism is directly related to the cultural expectations of the audience. Changing the language but not the cultural code (for example, in the case of the “Around the World” channel) risks losing the audience. The violation of cultural harmony leads to the audience’s “inability to find itself” (Bourdieu, 1993). Therefore, television journalism strategies should be determined not by language policy, but by cultural compatibility and a national model of thought.

Conclusion

The results of the study show that television journalism is a linguoculturological phenomenon that expresses cultural thinking beyond language. In high-context cultures, the social harmony of information is important, while in low-context cultures, the diversity of opinions is important. In the experience of Uzbekistan, a conciliatory tone serves to maintain audience trust, but in the context of information competition in an international context, this model requires flexibility. In television journalism, language is the upper layer; credibility is determined by the compatibility of the cultural code. Therefore, it is necessary to use linguocultural analysis methods in the development of television journalism policy and integrate them into global media standards while preserving national culture.

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