

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

Dildora Abdukarimova Zafarovna

Lecturer, Department of Integrated English Language №1,
Faculty of English Language №1,
Uzbekistan State University of World Languages,
Email: auricaku@gmail.com

Annotation: This article analyzes the problem of perceiving television journalism within the framework of intercultural communication from a linguoculturological perspective. The aim of the research is to identify the relationship between the reception of television information, the model of trust in media, and cultural thinking in different countries (Uzbekistan, France, Japan, and Russia). Based on the theories of intercultural communication and the social field developed by scholars such as Edward Hall, Geert Hofstede, and Pierre Bourdieu, the paradigm of high- and low-context cultures is applied to the media perception process. The study draws on the results of a sociological survey conducted in 2023 by the University of Journalism and Mass Communications of Uzbekistan, as well as a content analysis of the channels France 24, NHK, “Uzbekistan 24,” and “Russia 1,” to demonstrate differences in cultural codes. The findings indicate that in each country, television journalism functions not merely as an information delivery system but as a socio-cultural mechanism that reflects national culture and shapes audience trust.

Introduction

In the 21st century, as the global communication system is rapidly developing, television journalism has transcended national borders and has become a powerful mechanism for shaping public opinion on an international scale. Nevertheless, the perception of information is not uniform across different cultural contexts. Each society receives information differently depending on its historical, social, religious, and mental characteristics, which complicates the development of a universal model of television journalism. According to the theory of intercultural communication (Hall, 1976; Hofstede, 2010), language and culture are interrelated, and any process of information exchange is shaped through this connection. From this perspective, television journalism is not merely a tool for delivering facts but a cultural institution that expresses national thinking and forms collective memory (Bourdieu, 1993).

In the context of Uzbekistan, this process has particular significance. As media reforms are underway in the country, the national information space is encountering global media values. Therefore, studying cultural characteristics in the perception of television journalism in different countries is not only of theoretical but also of practical importance.

Linguoculturology is a discipline that studies the interaction between language and culture and analyzes the mechanisms through which human cognition is expressed through language (Maslova, 2001). According to this approach, language is not only a means of communication but also a code that preserves national worldview, historical experience, and social consciousness. For this reason, every nation perceives information through its own linguoculturological model. Linguocultural thinking in television journalism means that the journalist's language, style, metaphors, and even intonation are products of national mentality.

For example, Uzbek television journalism places emphasis on social values such as “compromise” and “respect,” while French television journalism reflects the principles of “free thought” and “criticism.” The theory of “high- and low-context cultures” proposed by Edward Hall (1976) is an important source in explaining differences in communication processes.

In high-context cultures (Uzbekistan, Japan), most of the information is conveyed indirectly — through gestures, tone, pauses, and social norms. In low-context cultures (France, USA), information is delivered explicitly, logically, and directly through words. Hall’s model was later supplemented by Hofstede (2010), who classified cultures into “individualistic” and “collectivist” types and emphasized that communication style is also linked to this structure.

In television journalism, these differences are clearly reflected in the emotional tone, editorial approach, and forms of addressing the audience.

The research was conducted using an interdisciplinary approach, integrating elements of linguoculturology, communication theory, sociology, and media studies. The aim of the study is to determine the role of cultural factors in the perception of television journalism and to analyze the relationship between media credibility and cultural context in different countries.

Objectives

1. To identify the linguoculturological features of television journalism.
2. To compare the methods of receiving television information in high-context and low-context cultures.
3. To analyze the styles of television journalism in Uzbekistan, France, and Japan.
4. To empirically examine the influence of cultural compatibility on audience trust.

Methods

- **Comparative analysis:** Linguoculturological comparison of content from NHK, France 24, Uzbekistan 24, and Russia 1.
- **Discourse analysis:** Study of lexical, semantic, and pragmatic units in news and analytical programs.
- **Sociological survey:** Conducted among 800 respondents to assess the level of “trust in information” and attitude toward “positive or critical approaches.”
- **Observation method:** Analysis of the content dynamics of Uzbekistan’s “Dunyo Bo‘ylab” channel from 2022 to 2024.

Analysis and Discussion of Findings

According to the research findings, television journalism functions as an expression of national mentality in every society:

	Country	Style	Language	Features	Audience Expectation
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1.	Uzbekistan	Conciliatory, cautious	Formal, emotional	State position, positive tone
2.	France	Critical, polemical	Direct, argumentative	Balance of opinions, free journalism
3.	Japan	Visual, aesthetic	Pause, graphics, nonverbal elements	composure
4.	Russia	Ideological, political	With historical connotation	National unity, security

This analysis demonstrates that the credibility of television journalism is directly related to the cultural expectations of the audience. Changing the language without changing the cultural code (as in the case of the “Dunyo Bo‘ylab” channel) risks losing the audience. The disruption of cultural harmony leads to a feeling of “not finding oneself” among viewers (Bourdieu, 1993). Therefore, television journalism strategies should not be determined by language policy alone but by cultural compatibility and national thinking models.

Conclusion

The findings of the study demonstrate that television journalism is a linguoculturological phenomenon, which expresses cultural thinking beyond language. While social harmony of information is important in high-context cultures, plurality of opinions is valued in low-context cultures. In the experience of Uzbekistan, a conciliatory tone helps maintain audience trust; however, in the competitive field of international information, this model requires adaptability. In television journalism, language is the surface layer, whereas credibility is determined by the compatibility of cultural codes. Therefore, in developing television journalism policies, it is necessary to apply linguoculturological analysis methods and integrate into global media standards while preserving national culture.

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