

**IMAGE OF UZBEKISTAN IN TURKISH MEDIA AND INFORMATION  
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**Annotation.** This article examines the formation of Uzbekistan's image in the Turkish media landscape and analyzes how the country's information policy contributes to shaping this perception. Drawing on contemporary media materials, expert opinions, and comparative evaluations, the research highlights the dynamics, priorities, and narratives that define Uzbekistan's representation in Turkey's press, television, and digital platforms. Special attention is given to the role of political dialogue, economic cooperation, cultural ties, and strategic communication in strengthening a positive international image. The study also discusses challenges in media portrayal and identifies opportunities for enhancing Uzbekistan's visibility in the regional information space. The findings demonstrate that a well-structured information policy, combined with active media diplomacy, plays a decisive role in promoting a balanced and accurate understanding of Uzbekistan in the Turkish media environment.

**Keywords:** Uzbekistan's image; Turkish media; information policy; media representation; international communication; media diplomacy; regional cooperation.

**Introduction.**

In recent years, the partnership between Uzbekistan and Turkey has entered a new stage characterized by intensified political dialogue, expanding economic cooperation, and growing cultural exchange. These developments have increased the attention of Turkish media toward Uzbekistan, making the issue of how the country is represented in foreign information spaces increasingly relevant. As media outlets play a significant role in shaping public opinion and influencing interstate perceptions, the way Uzbekistan's image is constructed in the Turkish media environment carries both strategic and practical importance.

Uzbekistan's ongoing reforms in governance, economy, and foreign policy have introduced new narratives that are actively reflected in international media coverage. Turkish media, in particular, often highlight shared historical ties, linguistic proximity, and mutual

strategic interests. However, the representation of Uzbekistan is not uniform; it varies across different media platforms depending on editorial policy, political orientation, and the thematic focus of news coverage. These differences underscore the need for a comprehensive study of how the country's image is formed and what factors shape public perception in Turkey. At the same time, Uzbekistan's information policy is gradually adapting to the demands of the global communication environment. Strengthening media diplomacy, increasing transparency, and promoting national achievements through targeted communication strategies have become essential elements of the country's external information agenda. Understanding how these efforts influence the portrayal of Uzbekistan in foreign media allows for a more accurate assessment of the current state of international communication and offers insights into improving the country's visibility abroad. This study aims to analyze the representation of Uzbekistan in Turkish media by examining key thematic directions, dominant narratives, and the impact of Uzbekistan's information policy on these processes. The research also addresses existing challenges and outlines opportunities for further enhancing the country's international image through more effective media engagement. The relevance of this topic stems from the expanding Uzbek–Turkish cooperation and the increasing role of media in shaping the information landscape between the two nations.

#### **Main Part (Analysis and Discussion).**

The perception of Uzbekistan in the Turkish media landscape is shaped by a combination of political developments, economic cooperation, cultural proximity, and the growing strategic partnership between the two states. Turkish media outlets, which include major national newspapers, television networks, and influential online platforms, have increasingly covered Uzbekistan's domestic reforms and foreign policy initiatives. Their coverage reveals both the strengths of Uzbekistan's evolving international communication strategy and areas where further improvement is needed.

One of the defining features of Turkish media representation is the emphasis on shared history, cultural affinity, and linguistic closeness among Turkic nations. Newspapers such as *Hürriyet*, *Sabah*, *Yeni Şafak*, and *Milliyet* frequently highlight Uzbekistan's role within the Turkic world and its active participation in cooperation organizations. Reports often focus on presidential visits, high-level dialogues, and economic agreements, presenting Uzbekistan as a stable and dynamically developing partner. This positive tone is further reinforced by business-oriented publications like *Dünya Gazetesi*, which regularly cover Uzbekistan's investment climate, infrastructure projects, and economic reforms.

Television channels, including *TRT Haber*, *A Haber*, and *CNN Türk*, tend to prioritize political events, bilateral meetings, and regional issues. Their coverage generally underscores Uzbekistan's growing influence in Central Asia, its modernization agenda, and the significance of Turkish-Uzbek cooperation in security, trade, and cultural diplomacy. Through interviews with experts, documentary features, and special reports, these channels contribute to a more detailed understanding of Uzbekistan's internal transformation and foreign policy priorities. Digital media platforms and news portals, such as *TRT World*, *Anadolu Ajansı*, *Haber Türk*, and *T24*, offer broader thematic diversity. In addition to political and economic content, they frequently publish materials about Uzbekistan's tourism potential, cultural heritage, educational exchanges, and innovations. Social media accounts of these outlets further amplify such narratives, reaching younger audiences and shaping contemporary perceptions of Uzbekistan. The rapid spread of digital journalism has also enabled more flexible and immediate coverage of bilateral events, which helps maintain Uzbekistan's visibility in the Turkish information space.

Despite predominantly positive coverage, certain analytical gaps remain. Turkish media often rely on official statements, government sources, and high-level political events, while less attention is given to everyday social developments, regional issues within Uzbekistan, or independent expert analyses. As a result, the general picture presented to Turkish audiences may appear somewhat limited, focusing more on diplomatic achievements than on broader societal processes. This situation highlights the need for Uzbekistan to diversify its information channels, provide more detailed background materials, encourage cooperative projects between media institutions, and support the presence of Uzbek experts in Turkish analytical platforms. Uzbekistan's information policy plays a significant role in shaping these representations. Recent reforms aimed at increasing openness, strengthening cooperation with foreign media, and developing public diplomacy have contributed to more frequent and nuanced coverage in Turkey. Efforts such as organizing press tours, participating in international forums, engaging with journalists, and promoting cultural events in Turkey have helped convey a more accurate and multidimensional image of the country. However, to sustain and deepen this progress, further strategic steps are required—particularly in the fields of digital communication, bilingual media content production, and professional collaboration between journalists from both countries. Overall, the analysis of Turkish print, broadcast, and online media demonstrates that Uzbekistan is increasingly perceived as an important regional actor, a promising economic partner, and a culturally close nation. At the same time, the study reveals the importance of a

proactive information policy that consistently supports transparency, accessibility, and effective communication with foreign media audiences. Strengthening these aspects will ensure a more balanced and comprehensive portrayal of Uzbekistan in the Turkish media environment.

### **Conclusion.**

The analysis of Uzbekistan's image in the Turkish media shows that the country's growing political, economic, and cultural engagement with Turkey has significantly strengthened its presence in the regional information space. Turkish newspapers, television channels, and digital platforms increasingly reflect Uzbekistan's internal transformation, its modernization agenda, and the expanding strategic cooperation between the two states. This visibility is closely linked to the country's efforts to build an open and proactive information policy that aligns with the expectations of the international media environment. The study reveals that the depiction of Uzbekistan in Turkish media is generally positive and often framed within the narrative of shared historical roots and common Turkic identity. Major Turkish newspapers highlight Uzbekistan's political reforms, investment climate, and role in regional organizations, while television channels and online media provide broader coverage of cultural cooperation, tourism potential, and bilateral initiatives. These narratives not only enhance Uzbekistan's image but also contribute to deeper public awareness in Turkey about the country's priorities and achievements.

However, the media portrayal still contains certain limitations. Coverage tends to focus heavily on official events and high-level meetings, leaving less room for independent analysis of social processes, regional dynamics, and everyday developments within Uzbekistan. To achieve a more comprehensive representation, it is essential to diversify information flows, encourage expert participation, and develop long-term partnerships with Turkish media institutions. Strengthening digital diplomacy, expanding multilingual content, and supporting joint media projects would also help present a fuller and more balanced picture of Uzbekistan.

From a personal perspective, this topic stands out as both relevant and meaningful in the context of modern international communication. As relations between Uzbekistan and Turkey continue to deepen, the role of media becomes increasingly decisive in shaping mutual understanding and building public trust. A strong and well-coordinated information policy will remain a key factor in ensuring that Uzbekistan's voice is clearly heard, accurately represented, and respected within the Turkish media environment. Continued attention to transparency, openness, and strategic communication will allow the country to further consolidate its positive image on the international stage.

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