



# Cultural And Educational Content On Uzbek Television Channels

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**Abstract:** In the current era of globalization, cultural and educational programs serve as an important tool for preserving national culture and introducing it to the world community. They not only educate viewers, but also contribute to the formation of a healthy social environment in society. Therefore, studying the content, form and sphere of influence of cultural and educational programs determines the relevance of this research work. In particular, cultural and educational programs broadcast on the TV channels "Culture and Enlightenment", "History of Uzbekistan" and "Sevimli" not only educate viewers, but also serve to strengthen the spiritual environment in society. Therefore, analyzing their content, format and creative approaches determines the relevance of this research topic.

Research in scientific research institutions around the world aimed at studying the formats, creative approaches and skills of cultural and educational programs is extensive and of high importance. Therefore, we analyzed cultural and educational TV programs on Uzbek television screens. We listed their viewership, achievements and shortcomings, as well as notable aspects.

**Keywords:** Culture, spirituality, television, creativity, TV shows, skill, format.

**Introduction:** Television, as one of the active forms of influencing public opinion, has not only formed a spiritually mature young generation, educated it in the spirit of patriotism and loyalty to the people and homeland, but also provided all social strata of the population with information, expanded the opportunities for them to learn about the world and society with educational programs, and became a very convenient technical tool for spending leisure time in a pleasant mood, but also included tasks such as instilling

humanitarian and human qualities in the heart, psyche, and consciousness of the nation. [Muratova, Grizl, 2019].

This scientific article shows that cultural and educational television programs are more necessary and necessary for humanity today than ever before. The reason is that various means have moved towards influencing the minds of all humanity and youth. In such a situation, the country's young people, selfless individuals, outstanding scientists and creative people are required to encourage society to enlightenment, awaken spirituality.

To analyze the formats, creative approaches and quality issues of "cultural and educational programs" broadcast on Uzbek television and to identify ways to increase their effectiveness. Also:

- to analyze existing scientific sources and international experiences on the content, formats and creative approaches of cultural and educational programs;
- Practical research of the content and form of cultural and educational programs on the example of the TV channels "Culture and Education", "History of Uzbekistan" and "Sevimli";
- Evaluation of the effectiveness of creative methods and professional skills in the process of preparing programs;
- Study of the impact of TV programs on the audience and their role in promoting national values;
- Based on the results of the research, develop scientific recommendations for improving cultural and educational programs.

## RESULTS AND DISCUSSION

Television emerged as a socio-cultural phenomenon in the 20th century and in that century itself became a unique and productive treasure of national culture, a diverse and powerful art form in terms of content and means of expression. Embracing many types of art, various artistic traditions, it made a worthy contribution to the development of society, the promotion of advanced progressive ideas, and the processes of the revival of spirituality, which are closely related to universal human values and the ideals of secular culture. [Do'stmuhammad, 2013]. Television, as one of the active forms of influencing public opinion, has not only formed a spiritually mature young generation, educated it in the spirit of patriotism and loyalty to the people and homeland, but also provided all social strata of the population with information, expanded the opportunities for knowledge of the world and society with educational programs, and became a very convenient technical tool for spending leisure time in a pleasant mood, but

also included tasks such as instilling humanistic and human qualities in the heart, psyche, and consciousness of the nation.

Mariana Kitsa, Associate Professor of the Department of Journalism and Mass Communications, Lviv National Polytechnic University, in her research paper "Cultural and Educational Programs on Television: Activities, Problems and Prospects" states:

Cultural and entertainment programs occupy an important place on television. Most young people prefer this genre. [Kitsa, 2020]. Therefore, in order to interest viewers in such a program, you need to make a lot of effort to create an interesting story. Entertainment TV shows should differ from each other in each media product. Based on the analysis of existing classifications of cultural entertainment programs, we conducted a study and found that the content and topics of such TV shows are as follows:

- cultural programs that provide new information and entertainment;
- cultural and entertainment programs;
- funny entertainment programs;
- mystical and interesting.

It is precisely because of the need for these topics that many cultural, educational and entertainment programs can be seen on Ukrainian TV channels. For example, if we turn to statistical and survey data, we can see that the percentage of viewing entertainment programs on TV channels is 46%, the indicator of watching new TV channels is 28%, and watching STB is 26%. [Muhamedov, 2009].

## The appearance and characteristics of television culture

Also, according to a joint study by world-renowned media experts Tanin Tirasawasdichai, Bojan Obrenovik, and Hussain Zaid Alsharif, any form of television culture can contribute to economic growth through various activities and sectors. It is this sector that can also benefit from expanding exports through tourism, creative industries, fashion, and food sales. Therefore, culture is a key factor in the development of a country in several ways. Chinese TV series and shows have played an important role in promoting cross-cultural product consumption among the Thai people, especially through Chinese online applications, and as a result, have increased the spread of other cultural, traditional, and real-life products and services. The income of the national creative and tourism industries is very large, and subsequent consumption further increases the GDP and the national economy. In the process of identification, the acquisition and assimilation of and engagement with media content produced positive

attitudes toward the target culture, and consequently, positive beliefs and attitudes toward these television cultural projects. This empirical study also explains how cultivation theory can develop perceptions of mediated reality and even lead to identification. The study suggests that one of the main factors that motivates audiences to consume cross-cultural products is the need for gratification. Consumers derive gratification through consumption behavior that is driven by the audience's need for entertainment and excitement. At the same time, gratification can also arise from the audience's involvement in a socializing effort based on shared interests, as in fan communities. Therefore, the cultural awareness that emerges from consuming cross-cultural products is enhanced by the production's ability to convey meaning and heritage through storytelling. Another important research work on the topic is Emily Pacheco's "Cultural Learning Theory and Globalization" [Pacheco, 2010]. This study examines how educational television programs have helped to change the subjective experience of psychosocial processes during intercultural immersion, and lays the foundation for future research on the mechanisms of cultural learning theory.

### **A look at the history of television**

The activity of television in our country, which began in 1956 and continues to this day, has always been influenced by socio-political changes in society, and this is natural. As a mass media, it has operated under strong ideological pressure. Any events taking place in society, passing through its sensitive, influential mirror, had a strong impact on television genres, which were extremely sensitive to the demands and needs of the time. The expression of creators' opinions on events taking place in society led to the dominance of different genres at different times.

The first stages of the history of cultural and educational programs on Uzbek television date back to the middle of the 20th century, when, along with the development of television technology, programs on national culture and education began to be organized. In the initial period, they were mainly heavy and medium-level, with content based on international achievements playing an important role.

It is no secret that in history, namely 1980-1991, television in our country was conducted mainly in a social spirit, based on the requirements of the Soviet Union. With the widespread use of television in Uzbekistan, new opportunities opened up for the creation of cultural and educational programs and played an important role in promoting national culture. [Kuzmin, Parshakova, 2013]. The main goal of

the initial cultural programs was to focus on national traditions, concepts of art and education. During this time, they taught the younger generation to love their homeland, to approach national traditions and culture with loyalty, and also served to develop enlightened thoughts among the people. Along with the development of television technologies, these programs expanded in format and content, and their content was updated to meet modern requirements. [Toffler, 2010].

Cultural and educational television programs played an important role in the life of society in Uzbekistan from 1980 to 1991 (from the time of the former USSR to the transition to independence). This period can be divided into two stages: the period of ideological control and the period of independence.

The first cultural and educational programs on Uzbek television were distinguished by their new forms and content. Their format and style were developed primarily to familiarize the general public with culture and education. These programs were aimed at strengthening cultural values in society and raising the morale of the people. They usually focused on elements of traditional art and culture, using them as a means of familiarizing the general public.

### **CONCLUSION**

The future of Uzbek television will have broad opportunities through the integration of programs serving national culture and education with new technologies. The development of digital technologies and the Internet is making it possible to create new formats and platforms in the television industry. Through them, it will be possible to present local and international cultural programs to a wide audience, integrate with the younger generation, and adapt culture to modern requirements. Also, programs presented through mobile and digital media are being developed based on international experience, which will allow it to find its place in the development of national culture on a global scale.

It is important that the future of Uzbek television is not only based on technological development, but also determined by the expansion of culture and education, strengthening dialogue with young people. This will be associated with the preservation of national values and the provision of high-quality, meaningful content to the new generation. Therefore, along with the use of high technologies, preserving the faith and essence of cultural and educational programs, strengthening national identity through them remains a priority task.

Indeed, at the current stage of our country's development, competition is developing sharply in all areas, including in obtaining and transmitting information, especially in the formation of influential

public opinion. This process poses new demands and tasks for media workers, including television creators. Therefore, in today's difficult situation, great attention is being paid to further increasing the role and influence of television in public life, in particular, its importance in disseminating objective and truthful information, openness and transparency, and freedom of speech and thought.

Today, as a result of the liberalization of the worldview of creators, the products they produce are fundamentally different from those of yesterday. The main issue in programs is free observation, impartial, truthful and popular coverage of topics. A comprehensive analysis of the large-scale processes of change and renewal taking place in our country, especially drawing the attention of state agencies and the public to local social problems and shortcomings, has become the main goal of television journalists today. Serious attention has been paid to abandoning the preparation of materials with a light social weight, reporting and lofty spirit, and to covering more of the people's pain, bringing to the screen the problems that torment the population and finding solutions to them.

In the tone of the reforms that are being renewed in Uzbekistan, the opinions expressed in each program today are based on impartial, truthful and in-depth analyses, encouraging the general public to think. It would not be wrong to say that this demonstrates the place and role of the national television and radio company in the development of our country. Also, such creative processes, in turn, serve to determine the uniqueness, development, and rise of television journalism today.

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