

Modern Media Promotion Strategies and Political Discourse in Television Journalism: The Experience Of "Uzbekistan 24"

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Abstract: This research paper examines the intersection of contemporary media marketing, political linguistics, and state broadcasting within the changing media landscape of Central Asia. Specifically, it analyzes the 24-hour news and analytical channel "Uzbekistan 24" to decode how political discourse is constructed and disseminated using modern media promotion strategies. By employing critical discourse analysis (CDA), media framing techniques, and digital analytics observation, the study tracks the channel's transition from rigid bureaucratic reporting to an agile, multi-platform media model. The findings reveal that "Uzbekistan 24" uses targeted visual narratives, cross-platform transmedia storytelling, and a unified discourse of strategic economic pragmatism to cultivate both internal cohesion and external diplomatic influence.

Keywords: Political Discourse, Media Promotion, Television Journalism, Uzbekistan 24, Digital Convergence, Transmedia Storytelling, Critical Discourse Analysis, Framing.

Introduction: In the contemporary globalized information ecosystem, the role of television journalism has shifted from a passive medium of information dissemination to an active architect of political reality. Political discourse—defined not merely as political speech but as a structured system of meanings that shapes public consciousness—relies heavily on the technical and strategic capabilities of broadcasting channels. In Uzbekistan, this relationship underwent a profound structural transformation following the comprehensive political and socio-economic reforms initiated under the "New Uzbekistan" national strategy.

Central to this transformation was the establishment and subsequent evolution of "Uzbekistan 24". Launched as a state-owned, round-the-clock news platform, it was assigned the twin tasks of managing domestic public opinion and projecting national political priorities on the international stage. However, inside a highly saturated global media market, standard broadcasting is no longer sufficient. To maintain relevance, state-backed media channels must employ

cutting-edge promotion strategies, cross-platform convergence, and sophisticated linguistic framing. This paper analyzes how "Uzbekistan 24" synthesizes media promotion strategies with political discourse to navigate domestic governance and public diplomacy.

Television journalism acts as a primary channel where political elites and the public interact. According to Fairclough's framework of Critical Discourse Analysis (CDA), media texts are never neutral; they are deeply intertwined with power dynamics, ideologies, and cultural shifts. In parallel, modern Media Marketing and Promotion Strategies involve techniques designed to expand audience reach, increase engagement, and build brand loyalty across multiple media types. When applied to state television journalism, these promotional tools are weaponized to ensure that the state's political discourse dominates both analog and digital fields.

This research operates on a qualitative and quantitative framework:

Critical Discourse Analysis (CDA): Applied to political broadcasts, presidential address summaries, and

international summit reportage on "Uzbekistan 24" to uncover underlying ideological frames.

Content and Comparative Analysis: Examining the shifting styles of broadcast delivery, pacing, and multi-platform dissemination over the past decade.

Digital Metrics Observation: Evaluating the integration of the channel's traditional television output into digital streaming networks and social media platforms.

Political discourse on "Uzbekistan 24" is meticulously engineered around the central macro-narrative of Yangi O'zbekiston (New Uzbekistan). This macro-narrative is supported by three primary discursive pillars:

A. The Discourse of Institutional Accessibility and Accountability

Unlike the historic, highly formalistic style of state reporting that preceded it, the current discourse emphasizes rapid response and open communication. Phrases like "Xalq davlat idoralariga emas, davlat idoralari xalqimizga xizmat qilishi kerak" (The state bodies must serve the people, not vice versa) serve as linguistic anchors. The channel routinely produces programs detailing face-to-face meetings between high-ranking ministers and citizens, framing the administration as accessible, empathetic, and transparent.

B. The Discourse of Regional Integration and Geopolitical Pragmatism

In foreign policy coverage, the political discourse shifts from isolationism to proactive leadership. "Uzbekistan 24" consistently frames Central Asia as a singular, cohesive economic and cultural zone, with Tashkent acting as a catalyst for regional connectivity. The terminology used focuses on "open doors," "mutual compromise," "strategic partnership," and "trans-regional logistics corridors."

C. The Discourse of Technocratic Progressivism

Strategic Variable	Pre-Reform Broadcasting Era	"Uzbekistan 24" Era (Modern Model)
Linguistic Tone	Rigid, academic, strictly formal	Accessible, analytical, direct
Temporal Agility	Delayed, script-dependent reporting	Real-time, 24/7 breaking news and live feeds
Platform Scope	Monochannel (Traditional TV Screen)	Omnichannel (TV, Telegram, YouTube, Web)

Socio-economic challenges are rarely ignored; instead, they are framed through a technocratic lens. When reporting on energy issues, unemployment, or digital infrastructure gaps, the discourse uses data-driven language. The focus is immediately steered toward technological solutions, massive fiscal investments, and administrative accountability, framing systemic issues as temporary roadblocks on an inevitable path to modernization.

D. Modern Media Promotion Strategies: Beyond the Screen

To maximize the impact of its political discourse, "Uzbekistan 24" has abandoned isolated television broadcasting in favor of a synchronized, multi-channel promotion strategy. These tactics can be classified into three operational dimensions:

Recognizing the rapid decline of linear television viewership among younger generations, the channel uses a transmedia approach. A flagship political broadcast or interview on "Uzbekistan 24" is not treated as a single event.

This ensures that the core political message reaches diverse demographic segments, maintaining discursive dominance across both traditional televisions and mobile devices.

The channel adopted Western-style newsroom aesthetics, utilizing tickers, dynamic splits, multi-angle studio cameras, and data-heavy virtual infographics. This stylistic promotion shifts the perception of state media from an archaic propaganda engine into a cutting-edge, authoritative source of objective global and national news.

To illustrate the profound nature of this transition, the table below highlights the core differences between historical broadcasting methodologies in Uzbekistan and the modern strategies utilized by "Uzbekistan 24".

Strategic Variable	Pre-Reform Broadcasting Era	"Uzbekistan 24" Era (Modern Model)
Visual Framing	Static studio setups, long-form monologues	Dynamic virtual sets, data infographics, active pacing
Socio-Political Focus	Uncritical celebration of status quo	Acknowledgment of problems + Solution framing

Despite successfully modernizing the presentation of political discourse, "Uzbekistan 24" faces systemic challenges inherent in state-sponsored television journalism:

- The Credibility Paradox:** In an age of decentralized social media (such as independent Telegram channels and citizen bloggers), audiences remain inherently skeptical of highly polished state narratives. If the divergence between local realities and the televised discourse becomes too wide, the channel risks losing narrative authority.
- Linguistic Asymmetry:** While the Uzbek and Russian language segments of the channel are highly developed and updated continuously, the English language promotional wing requires deeper localization. To truly impact international political discourse, the English broadcasts must move away from translated state press releases and adopt native international journalistic styles.
- Algorithmic Optimization:** On digital platforms, content visibility is dictated by artificial intelligence algorithms. "Uzbekistan 24" must invest heavily in Search Engine Optimization (SEO) and platform-specific metadata structures to compete effectively with transnational media corporations.

CONCLUSION

The experience of "Uzbekistan 24" represents a significant evolution in the history of Central Asian mass media. By merging modern media promotion strategies with a carefully structured, reform-oriented political discourse, the channel has moved beyond the boundaries of traditional state media. It operates as a continuous, multi-platform narrative engine that actively shapes the civic identity of "New Uzbekistan." The channel's success lies in its ability to adapt its aesthetics, utilize transmedia distribution networks, and adopt a more communicative, data-driven

linguistic framework. However, the future efficacy of "Uzbekistan 24" will depend on its capacity to balance official political messaging with increased investigative journalism and transparency. As digital convergence accelerates, the channel must continue to refine its promotional tactics to ensure its political discourse remains convincing, competitive, and impactful on both the domestic and global stages.

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