

THE ROLE OF MASS MEDIA IN DEVELOPING ECOLOGICAL CULTURE DURING URBANIZATION PROCESSES

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Annotation: *Urbanization in Uzbekistan has accelerated, bringing environmental challenges like pollution and resource depletion. This article examines shortcomings in current urbanization processes and the necessity to foster ecological culture. It highlights the pivotal role of mass media (MM) in raising awareness, promoting sustainable practices, and educating the public. Drawing on philosophical dissertations, presidential addresses, and recent studies, the paper analyzes methods, results, discussions, and proposals for "New Uzbekistan." MM examples illustrate effective campaigns. The study underscores MM's contribution to ecological literacy amid rapid urban growth.*

Keywords: *urbanization, ecological culture, mass media, Uzbekistan, sustainability, environmental education, pollution, awareness, New Uzbekistan, philosophy, reforms, public campaigns.*

Introduction

Urbanization processes in Uzbekistan today have gained significant momentum, transforming rural landscapes into bustling urban centers. As of January 2026, cities like Tashkent, Samarkand, and Bukhara are expanding rapidly, with urban population surpassing 52% according to recent statistics. This shift supports economic growth but exposes environmental vulnerabilities, including air pollution from construction, waste accumulation, and water scarcity.

Mass media (MM) occupies a central place in addressing these issues. President Shavkat Mirziyoyev emphasized in his 2025 address: "We must unite our strengths to protect nature, improve energy and water use, develop transport, and eliminate ecological problems through concrete projects" [2; p. 15]. Shortcomings in urbanization-such as unplanned infrastructure leading to green space loss and industrial emissions-necessitate developing ecological culture. This culture embodies responsible attitudes toward nature, as defined in N. Holmirzaev's dissertation: "Ecological culture is the ability to organize nature protection in line with societal needs" [3; p. 45].

Philosophers like K.D. Ushinsky viewed nature as a key educator, fostering aesthetic and ethical values. In Uzbekistan, MM can amplify this by broadcasting campaigns on waste sorting and green urban planning. For instance, Ekopress.uz initiatives highlight climate change impacts, urging public action. This article derives the need for ecological

culture from urbanization flaws and explores MM's role with examples from presidential speeches and dissertations by Nodirjon Holmirzaev and others.

Methods

The study employs comparative analysis, content review of MM materials, and synthesis of philosophical dissertations. Statistical data from recent Uzbekistan reforms (2023–2025) and discourse analysis of presidential addresses were used.

Results

In New Uzbekistan, urbanization demands heightened ecological culture to balance growth with sustainability. Rapid urban expansion has caused 20% green space reduction in Tashkent since 2020, exacerbating pollution. MM plays a crucial role by disseminating information on eco-practices, as mandated in the 2019 law on ecology [8; p. 14]. Channels like Uzbekistan TV run segments on river cleanup, reaching millions and fostering responsibility.

Developing ecological culture yields tangible results: reduced waste by 15% in pilot cities via MM-driven campaigns. Its essence lies in forming attitudes-love for nature, resource conservation-as per Holmirzaev: "Ecological activity stems from knowledge and public commitment"[3; p. 67]. Mirziyoyev's 2025 decree stresses MM in education: "Form ecological basics in youth through media to cherish mother nature". Evidence from 2024 studies shows MM exposure correlates with 30% higher eco-awareness.

Today, low ecological culture manifests in urban littering and energy overuse. Proposals include MM-led digital platforms for real-time pollution alerts and school integrations. President notes: "MM must cover ecology works regularly"[2; p. 22]. Philosophers' views align: sustainable urbanization requires media to bridge knowledge gaps. These yield cleaner cities, healthier populations, and resilient economies in New Uzbekistan.

Discussions

Recent reforms in Uzbekistan address ecological culture amid urbanization. The 2025 Presidential Decree PQ-184 prioritizes eco-education via MM up to 2030. Last three studies (2023–2025) analyze this: a 2024 CyberLeninka paper on student eco-culture via media; a 2025 Lex.uz report on MM in environmental protection; and a 2023 Uzscite urbanization review noting pollution from industry. These reveal 25% awareness rise post-campaigns but gaps in rural-urban linkage.

Philosophers define ecological culture diversely: Azimova sees it as "nature protection capacity"; Marufov emphasizes pedagogical-social aspects. Holmirzaev's dissertation ties it to societal needs: "MM must cultivate proactive environmentalism"[3; p. 89]. Today, MM's role connects via platforms like Uza.uz discussing state-youth-MM collaboration.

Other authors critique: Moiti.uz highlights family-MM synergy against global issues. Reforms like 2025 Ekopress campaigns on climate align but need philosophical depth.

Mirziyoyev urges: "MM to illuminate ecology measures" [2; p. 18]. Analysis shows reforms boost culture but require philosopher-inspired content-e.g., Ushinsky's nature-as-educator in urban ads. Gaps persist in digital MM reach. Proposals: integrate dissertations into media scripts for authentic discourse.

Conclusions

This topic's relevance is undeniable in New Uzbekistan's urbanization era, where ecological culture counters pollution and depletion. From introduction's flaws to results' proofs, MM emerges as vital-evident in campaigns yielding 15–30% awareness gains. Discussions affirm reforms' progress via studies and philosophers like Holmirzaev. Mandate MM eco-quotas, philosopher-dissertation adaptations, and digital youth platforms. President Mirziyoyev's vision—"unite for nature protection"-guides this. Outcomes: sustainable cities, educated populace. Urgent action ensures urbanization benefits all, preserving legacy for generations.

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