



MODERN PROBLEMS IN EDUCATION AND THEIR SCIENTIFIC  
SOLUTIONS

THE ROLE OF NEWS AGENCIES IN PROMOTING A  
COUNTRY'S IMAGE IN THE GLOBAL MEDIA SPACE

**Uzokova Sabohat Fazliddin kizi**

*Independent Researcher,*

*Uzbekistan State University of World Languages,*

*Tashkent, Uzbekistan.*

*(sabohatmagistr@gmail.com)*

**Annotatsiya.** *Mazkur maqolada xalqaro maydonda mamlakat imijini tanitish masalasining dolzarblashib borayotganligi, bunda xorijiy auditoriya uchun mamlakat haqida sifatli va ishonchli axborot tarqatishga ixtisoslashgan axborot agentliklarining mavjud bo'lishining ahamiyati haqida so'z boradi.*

*O'zbekistonning ham xorijda axborot agentligi bo'lishi mahalliy axborotni xalqaro maydonga olib chiqishda, mamlakat imijini yaxshilashda, xalqaro aloqalarni rivojlantirishda va iqtisodiy-ijtimoiy manfaatlarini targ'ib qilishda muhim vosita bo'lishi mumkinligi rivojlangan davlatlar tajribasi misolida tahlil qilinadi.*

**Kalit so'zlar:** *imij, hudud brendi, mamlakat imiji, O'zbekiston, xorijiy auditoriya, axborot agentliklari, xalqaro targ'ibot, axborot manbai, xalqaro aloqalar.*

**Аннотация:** *В данной статье рассматривается возрастающая актуальность вопроса представления имиджа страны на международной арене. Особое внимание уделяется значимости наличия информационных агентств, специализирующихся на предоставлении качественной и достоверной информации о стране для зарубежной аудитории.*

*Анализируется опыт развитых стран, показывающий, что наличие информационного агентства Узбекистана за рубежом может стать важным инструментом для продвижения локальной информации на международной арене, улучшения имиджа страны, развития международных связей, а также популяризации экономических и социальных интересов.*

**Ключевые слова:** *Имидж, региональный бренд, имидж страны, Узбекистан, зарубежная аудитория, информационные агентства, международная пропаганда, источник информации, международные связи.*

**Annotation:** *This article discusses the increasing relevance of promoting a country's image on the international stage. Particular attention is given to the importance of having information agencies that specialize in providing high-quality and reliable information about the country for a foreign audience.*

*The article analyzes the experience of developed countries, demonstrating that having an Uzbekistan-based information agency operating abroad could serve as a vital tool for*





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*presenting local information to the global arena, enhancing the country's image, fostering international relations, and promoting economic and social interests.*

**Keywords:** *Image, regional brand, country image, Uzbekistan, foreign audience, information agencies, international promotion, source of information, international relations.*

According to the French scholar B. Pascal, "image is a technology of influence." There are two ways to influence people: the first is through persuasion, and the second is by being appealing, that is, likable [1]. This theory can also be directly applied to the goals of shaping a country's image. Even a powerful and developed nation needs to maintain and continuously improve its image. For independent countries advancing along the path of development, this task becomes even more essential and significant.

In the modern world, regions are engaged in a constant struggle to develop and improve the well-being of their population. To expand their opportunities, regions must constantly attract investors, potential residents, tourists, and also be able to form a clear and positive brand of the region. Due to this need, the theoretical and practical aspects of creating a regional brand have been widely studied by many scientists. In particular, the issues of regional marketing are covered in the works of F. Kotler, K. Asplund, I. Rein, D. Haider, according to which in the modern world, citizens become consumers, and regions (cities, regions and countries) become goods [2].

British expert Simon Anholt developed the concept of a national brand in 1996. To date, he has worked directly with more than fifty countries, governments, and city leaders. S. Anholt also first used the term "territorial branding" in 2002.

Simon Anholt lists the 6 elements of a modern place brand as follows: 1) tourism; 2) people; 3) exports; 4) governance (politics); 5) investment and immigration; 6) heritage and culture [3].

The image of a country is a very diverse, emotionally colored image, purposefully developed and independently constructed in the minds of people, and stimulates certain social behavior. In the context of public relations, the image of a territory is the result of purposeful activity to form a desired unique image of a particular territory [4].

International experience, in particular, the results of the work carried out and being carried out in advanced countries, show that the work of increasing the country's prestige in the world arena relies on the joint financial support of the state and non-state sectors. The budgets of the ministries and institutions of these countries separately indicate the amount of funds spent on creating an attractive image. The funds are used harmoniously and effectively. The issues of forming and improving the country's external attractive image are consistently and continuously addressed.

To carry out such an important task, for example:

In the USA - the State Department, the Agency for International Development (USAID) and a number of other similar "non-governmental non-profit" organizations;







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In Germany - the Goethe Institute, the Deutsche Welle television and radio company;

In Russia - the Federal Agency "Rossotrudnichestvo", the "Russky Mir" Foundation, the A. Gorchakov Foundation for the Support of Public Diplomacy, etc.;

In China - the Chinese People's Association for Friendship with Foreign Countries, Beijing Radio, China Central Television (CCTV);

In South Korea - the Presidential Council on Nation Branding, the Korea International Cooperation Agency (KOICA) and the Korea Broadcasting System (KBS);

In Uzbekistan - the UzA and Dunyo news agencies, the Yangi Uzbekiston newspaper and its website yuz.uz were involved.

This data shows that the image of many countries is mainly created by the media. However, this may not be only positive. There are also attempts to promote a negative image of another country using the influence of the media. Unfortunately, Uzbekistan is not a country exempt from such information attacks. There are also foreign media outlets that are engaged in creating a negative image of Uzbekistan.

In our opinion, if there are those who create a negative image of Uzbekistan, it is reasonable to assume that there is a gap in the field of forming a positive image of the country. Despite the fact that many local media outlets support the activities of organizations aimed at improving the image of our country, the process of forming a positive image of Uzbekistan abroad and establishing friendly relations based on sincere and mutual respect with different countries is not sufficiently effective. The process of explaining the essence of Uzbekistan's domestic policy to foreign countries, consistently carrying out work in this direction, and providing truthful information to the international community is not sufficiently intense. The issue of influencing foreign public opinion by further developing channels of information transmission from Uzbekistan abroad remains relevant.

Instead of a proposal, it can be said that in order to improve the image of Uzbekistan in the foreign media space, it is necessary to open a news agency aimed at a foreign audience. The presence of a news agency operating abroad will be an important tool for forming a positive image of the country, correctly and systematically conveying its economic, cultural, political and tourist potential to foreigners.

Below are the benefits and key aspects of establishing such an agency.

### **Benefits of an overseas news agency**

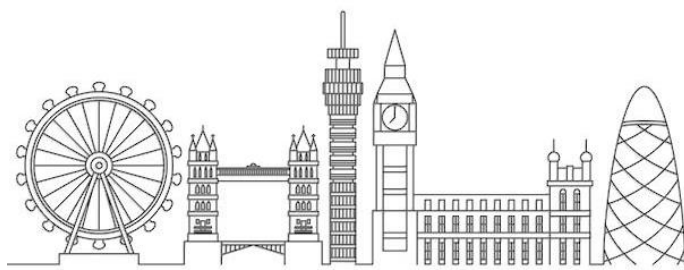
#### **1. Creating a positive image of the country:**

○A country can often have a false or superficial image in other countries. A foreign news agency can fill this gap by reporting positive news and successful projects.

#### **2. Promoting investment and economic opportunities:**

○It is important to highlight the country's economic achievements and opportunities to attract foreign investment and promote business opportunities.

#### **3. Developing cultural ties:**





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◦ Foreign audiences will have the opportunity to learn more about the country's rich culture, art, traditions, and history. This is an important part of cultural diplomacy.

### 4. **Building trust in international affairs:**

◦ Providing accurate information about the state's international position, peacekeeping policy, and international initiatives enhances the country's reputation.

### 5. **Tourism development:**

◦ Raising awareness abroad about the country's natural resources, historical sites, and hospitality is important to attract tourists.

**The functions of such an agency should be as follows:**

#### 1. **Information dissemination:**

◦ Preparation and distribution of materials about local and international news, successful economic projects and the state's foreign policy.

◦ Promoting the country through articles, reports, photos and videos.

#### 2. **Cooperation with foreign media:**

◦ Establishing contacts with foreign media and disseminating information about the country through them.

#### 3. **Analytical and promotional work:**

◦ Publishing articles on social and political analysis materials, the country's role in regional and global importance.

#### 4. **Multilingualism:**

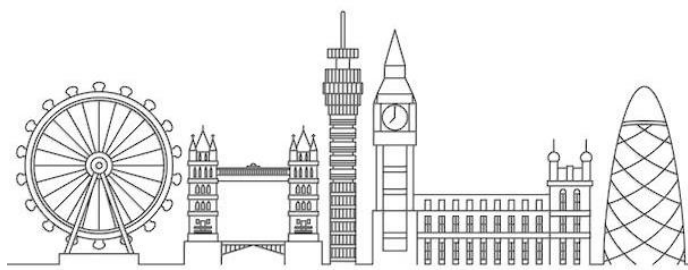
◦ The agency should operate in several international languages, which ensures that information reaches a wide audience.

#### 5. **Use of digital platforms:**

◦ Foreign audiences often use the internet and social media. Therefore, the agency should be active on online platforms.

Among the news agencies that are successfully operating in this regard are **Xinhua News Agency**, China's official international news agency that promotes China's economic and cultural policies around the world; **Sputnik**, Russia's international news agency that works to establish contacts with countries around the world and highlight its position; **BBC World Service**, which, although not a state news agency, serves as a means of promoting Britain's international image; **Kyodo News**, which specializes in Japanese and Asian news; **Al Jazeera Media Network**, which focuses on covering Arab and international news; and **Anadolu Agency**, which covers Turkey and the Middle East.

The main task of news agencies is to serve as the main source of information for the media (newspapers, TV channels, websites, etc.), to collect a wide range of information from reliable and **official sources**, to strictly adhere to the criteria of data verification and objectivity, which ensures their acceptance as a reliable source of information. Therefore, more than half of the world's population turns to news agencies for information every day.







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Currently, Uzbekistan has two news agencies, the **UzA** (National News Agency of Uzbekistan) and the **Dunyo** news agency (under the Ministry of Foreign Affairs). While UzA mainly provides detailed information on changes in Uzbekistan's domestic politics and society [5], Dunyo aims to provide a broad audience with news about the country's foreign relations [6]. However, their distribution of information abroad remains limited to translating existing content into different languages (*Uzbek, Russian, English, French, German, Spanish, Arabic, Kazakh, Chinese, Karakalpak*). Also, the fact that one of them operates under the Cabinet of Ministers and the other under the Ministry of Foreign Affairs makes it difficult for the agencies to disseminate information in a neutral position.

**From this perspective, in order to increase the reliability of information about Uzbekistan, it is appropriate to have a news agency in a foreign country that is not located in the country, is established as a non-governmental non-profit organization, but whose mission is, like the above agencies, to disseminate the most accurate and up-to-date, analytical news about the country.**

Uzbekistan's presence abroad will be an important tool in bringing local information to the international arena, improving the country's image, developing international relations, and promoting economic and social interests. Such an agency should be independent, professional, and responsive to the needs of a foreign audience. Even if the agency is supported by the state, its activities should be organized in accordance with international standards. Strategic planning and quality control are important when creating new agencies.

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