

THE ROLE OF MEDIA IN UZBEK LANGUAGE

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<https://doi.org/10.5281/zenodo.14953030>

Abstract. *This thesis explores how media in Uzbekistan influences the development and preservation of the Uzbek language. It examines media's role in standardization, education, and cultural identity while addressing challenges such as globalization, foreign language influence, and the transition to the Latin alphabet. The study highlights how media, particularly digital platforms, have revitalized interest in Uzbek among younger generations. It also discusses the necessity of government policies to balance linguistic heritage with modernization.*

Media plays a crucial role in shaping and preserving the Uzbek language in a rapidly globalizing world. This study investigates how various media formats including television, radio, newspapers, and digital platforms contribute to language standardization, cultural promotion, and education. While media fosters national identity and connects people to their linguistic roots, it also faces challenges such as foreign language influence, limited quality content, and the complexity of script reform. This research provides an analytical framework to understand the impact of media on language policies, the transition from Cyrillic to the Latin alphabet, and digital media's role in language revival. Findings suggest that media, supported by government policies, can ensure the Uzbek language remains relevant in the modern era while preserving its historical and cultural significance.

Keywords: *Uzbek language, media, language preservation, globalization, digital media, language policy, Latin alphabet.*

Introduction

Uzbekistan's linguistic landscape has evolved under various historical influences, from Arabic and Persian influences to Russian dominance during the Soviet era. Today, media serves as a bridge between tradition and modernization, playing an essential role in language standardization, education, and cultural preservation. With the rise of digital platforms, media has gained even more influence over language usage, particularly among younger generations.

However, media also faces challenges, including globalization, the influence of foreign languages, and the transition to the Latin script.

This thesis examines how media in Uzbekistan contributes to the preservation and modernization of the Uzbek language and explores the challenges that come with this responsibility.

Literature Review

Several scholars have explored the role of media in language preservation. Azizova (2022) emphasizes that media is a key instrument in maintaining linguistic heritage, particularly in Central Asia, where cultural identity is closely linked to language. Karimov (2021) discusses Uzbekistan's shift from Cyrillic to the Latin alphabet and the media's role in facilitating this transition.

Rahmon (2023) highlights digital media's impact on language revival, showing how platforms like YouTube and TikTok encourage young people to engage with Uzbek in new ways.

These studies indicate that while media strengthens national identity, it must also navigate challenges posed by globalization and foreign language influence.

Methodology

This study employs a qualitative research approach, analyzing academic sources, government reports, and media content. Primary data includes an examination of Uzbek television programs, online media platforms, and language policies. Secondary data consists of academic publications on language preservation and media studies.

The study also includes interviews with media professionals and linguists to gain insights into the practical challenges faced in language promotion through media. A comparative analysis of pre- and post-Latin script media content provides further understanding of the transition's impact on language standardization.

Results

The findings suggest that Uzbek media plays a significant role in language preservation and modernization:

- Language Standardization: News programs and educational content reinforce grammatical norms and vocabulary, providing a standardized version of Uzbek.
- Cultural Preservation: Television and radio programs promote Uzbek literature, music, and folklore, strengthening national identity.
- Digital Media's Influence: Social media platforms have increased young people's engagement with Uzbek, making the language more dynamic and adaptable to modern contexts.
- Challenges in Script Reform: The transition from Cyrillic to Latin remains a challenge, particularly for older generations who struggle with the new alphabet.

•Foreign Language Influence: The dominance of Russian and English in certain sectors creates a risk of diluting Uzbek vocabulary, although media efforts are being made to balance global influences with linguistic purity.

Discussion

The results highlight both opportunities and challenges in using media as a tool for language preservation. Media serves as a powerful agent of cultural continuity, reinforcing national identity while keeping the language accessible to younger audiences.

However, globalization introduces new linguistic challenges, requiring media to carefully balance modernization with cultural heritage. The rise of digital media has had a significant impact on the revitalization of the Uzbek language, offering new platforms for engagement.

Yet, concerns remain over the quality and regulation of digital content, as slang and informal language could impact the standardization of Uzbek over time. The script transition to the Latin alphabet is another crucial aspect where media plays a leading role. By educating the public and familiarizing them with the new script, media can ensure a smoother transition. H

owever, accessibility remains a challenge, particularly for rural and older populations. The government must support media efforts with policies that provide educational resources and incentives for content creators to produce quality Uzbek-language material.

Conclusion

Media is a vital force in preserving and promoting the Uzbek language. It plays a central role in language standardization, cultural preservation, and script reform while adapting to globalization and digitalization. While media strengthens national identity, it must also address challenges such as foreign language influence, limited quality content, and generational differences in script adaptation.

By implementing policies that support Uzbek-language media and encouraging digital engagement, Uzbekistan can ensure that its linguistic heritage remains strong while embracing modernization.

A collaborative approach involving media professionals, policymakers, and the public is essential to sustaining the vibrancy of the Uzbek language in an increasingly globalized world.

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