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### **РОЛЬ УЗБЕКСКИХ СМИ В ПОПУЛЯРИЗАЦИИ ЗЕЛЕННОЙ ЭКОНОМИКИ**

**Аннотация.** В данной статье рассматривается концепция зеленой экономики как средства достижения устойчивого развития. В ней обсуждаются принципы, проблемы и возможности, связанные с переходом к более зеленой экономической модели. Кроме того, автор освещает роль и деятельность телеканалов Узбекистана в продвижении зеленой экономики, особенно в сфере солнечной и ветровой энергетики. В то же время в статье частично освещается то, насколько узбекские телеканалы эффективны как средство коммуникации и распространения информации.

**Ключевые слова:** возобновляемые источники энергии, экологически чистые практики, циркулярная экономика, зеленые технологии, забота об окружающей среде и устойчивость к изменению климата.

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### **THE ROLE OF UZBEK MASS MEDIA IN POPULARIZING THE GREEN ECONOMY**

**Abstract.** This article examines the concept of green economy as a means of achieving sustainable development. It discusses the principles, challenges and opportunities associated with the transition to a greener economic model. In addition, the author highlights the role and activities of Uzbekistan's TV channels in promoting the green economy, especially in the field of solar and wind energy. At the same time, the article partially highlights the extent to which Uzbekistan's TV channels appear to be useful means of communication and information dissemination.

**Keywords:** renewable energy sources, environmentally friendly practices, circular economy, green technologies, environmental care and climate change resilience.

First, it is important to note that the benefits of green energy include reduced air and water pollution, lower greenhouse gas emissions and less dependence on imported fuels, which increases energy security. In addition, the growth of the renewable energy sector creates jobs and encourages

technological innovation. Despite its advantages, the concept of green energy also faces challenges such as variability, energy storage problems and sometimes - high initial investment costs. However, thanks to technological advances and growing government support, renewable energy is becoming more feasible and cost-effective.

When it comes to the media, they play a key role in promoting the concept of a green economy by shaping public opinion, raising awareness and influencing both policy and consumer behavior. Green economy ideas are primarily about shaping an economic system that seeks to reduce environmental risks and ecological scarcity, and is orientated towards sustainable development without environmental degradation. There are several ways in which the media can make a major contribution to this task [1]:

1. Awareness and Education. Media outlets can educate the audience and inform people about the importance of the green economy, explaining the essence of sustainable development, renewable energy, and eco-friendly practices. Through documentaries, news reports, articles, and educational programs they can highlight the benefits of green energy, conservation efforts, and sustainable ways of living.

2. Highlighting success stories. By highlighting successful green projects and initiatives, the media can inspire people and organizations to adopt greener practices. Stories about innovations in renewable energy, sustainable agriculture and environmental projects can motivate people and contribute to behavioral change.

3. Providing a platform for debate. The media plays a role as a forum for debate and discussion on environmental problems, policies and possible solutions. This in turn can attract stakeholders from different sectors, including government, business and civil society, and thus foster co-operation and joint efforts to promote the idea of a green economy.

4. Influence on consumer behavior. The media has a significant influence on consumer choices by promoting green products and lifestyles. Advertising and marketing campaigns can encourage people to choose renewable energy, reduce waste and buy environmentally friendly products.

5. Advocacy and mobilization. The media can act as advocates for a green economy by putting environmental issues on the political agenda. This can mobilize public opinion in support of environmental legislation, green business practices and public action.

6. Control and accountability. Through investigative journalism, the media can hold corporations and governments accountable for environmental impacts. Exposing environmental degradation, unsustainable practices and green advertising helps ensure responsible corporate behavior.

However, accurate, balanced and comprehensive media coverage is necessary to effectively promote the green economy. Sensationalism or misinformation can lead to skepticism and hinder progress. Therefore, the

role of the media is not only to popularize the green economy, but also to responsibly educate and inform the public, contributing to a more sustainable and environmentally conscious society. Some of the most topical issues related to the green economy include:

1. Climate change mitigation and adaptation strategies.
2. Transition from fossil fuels to renewable energy sources.
3. Sustainable transport and infrastructure development.
4. A cyclical economy that minimizes waste and improves resource efficiency.
5. Biodiversity conservation and ecosystem restoration.
6. Green finance and investment in sustainable projects.

Media approaches to these issues vary, but often include coverage of scientific findings, political developments, corporate initiatives, public opinion and success stories related to sustainability efforts. They may also cover controversies, issues and debates around green policies, technologies and practices. In addition, the media can highlight the economic and job creation potential of the transition to a green economy, while addressing concerns about possible job losses in traditional industries. Overall, media coverage plays a critical role in raising awareness, shaping public opinion and influencing policy decisions related to the green economy.

Uzbekistan has made significant progress in the field of green energy, having realized the importance of switching to renewable energy sources to ensure sustainable development and reduce its environmental impact. The country, traditionally dependent on fossil fuels, especially natural gas, to meet its energy needs, has begun to utilize its vast renewable energy potential. Here are the highlights of Uzbekistan's transition to green energy:

#### Solar energy

Uzbekistan with its high solar irradiation has a huge potential for solar energy development. The government has launched several initiatives and projects to capitalize on this potential. International partnerships and agreements have been concluded to build solar power plants across the country. For example, the European Bank for Reconstruction and Development (EBRD) and the Asian Development Bank (ADB) are involved in financing and supporting solar projects in Uzbekistan [2].

#### Wind energy

The country also has significant potential for wind energy, especially in regions such as Navoi, Bukhara and Karakalpakstan. Uzbekistan is exploring this potential through feasibility studies and projects with international investors and companies specializing in wind energy [2].

#### Hydropower

Uzbekistan is utilizing its rivers and water resources to expand hydropower capacity. Small and medium-sized hydropower plants are being developed as part of the country's strategy to diversify energy sources and reduce dependence on natural gas.

### Legislative and policy framework

The Government of Uzbekistan is implementing several strategies and framework programs to promote renewable energy development. This includes setting ambitious targets for the contribution of renewable energy to the country's energy mix. The aim is to significantly increase the share of renewable energy by 2030 [3].

### Challenges and opportunities

Although Uzbekistan is well on its way to implementing green energy, there are challenges such as the need to modernize energy infrastructure, securing financing for large-scale renewable energy projects and creating a regulatory environment that supports green investments. However, the country's commitment to renewable energy coupled with its natural resources offers significant opportunities for green energy growth.

### International co-operation

Uzbekistan is actively seeking international partnerships and investments to develop the green energy sector. Cooperation with international financial institutions, foreign governments and private investors is key to achieving green energy goals.

Generally speaking, Uzbekistan is moving towards a green energy future, with a focus on solar and wind energy, as well as efforts to improve hydropower. Through public policy support, international co-operation and investment in green technologies, Uzbekistan is seeking to change its energy landscape and promote sustainable development [4].

The media in Uzbekistan play a critical role in promoting a green economy, as in other countries, but in a way that takes into account Uzbekistan's unique social, economic and environmental conditions. The country's efforts to transition to renewable energy and sustainable development provide fertile ground for the media to influence public opinion and behavior. Here are a few ways in which Uzbekistan's media are contributing to the development of a green economy:

1. Educational programs and information. Uzbekistan's media can provide important information about the benefits and importance of a green economy through news segments, documentaries and educational programs. This includes explaining concepts related to renewable energy, water conservation and sustainable agriculture, which are particularly relevant to Uzbekistan given its agricultural heritage and water scarcity issues.

2. Highlighting government initiatives. The Government of Uzbekistan has launched various initiatives to promote green energy and sustainable development. The media can play a key role in publicizing these efforts by ensuring that the public is aware of government policies, subsidies and renewable energy projects such as solar or wind farms.

3. Promoting success stories. By showcasing successful local and international examples of green projects, the media can inspire businesses,

communities and individuals in Uzbekistan to adopt more sustainable practices. Success stories can serve as practical models for energy efficiency, sustainable agricultural practices and renewable energy.

4. Encourage public participation: Media campaigns can encourage public participation in environmental activities such as tree planting, recycling programs and water conservation initiatives. By promoting a sense of community and environmental stewardship, the media can mobilize collective action to achieve sustainable development goals.

5. Debates and discussions: Holding debates and discussions on the challenges and opportunities of a green economy can stimulate public interest and engagement. This includes discussing the economic impacts of a green energy transition, addressing job creation in new sectors, and finding innovative solutions to environmental challenges.

6. Supporting green businesses and products. By advertising and promoting green businesses and environmentally friendly products, the media can influence consumer behavior towards greener choices. This not only supports the green economy, but also encourages companies to adopt environmentally responsible practices.

7. Providing a platform to speak out: the media can provide environmental activists, experts and organisations with a platform to share their views, raise awareness of environmental issues and advocate for policy change. This amplifies voices that may otherwise go unheard in public discourse.

For Uzbekistan's media to effectively promote the green economy, it is essential that they provide accurate, balanced and engaging content that resonates with the public. Collaboration with environmental experts, educational institutions and international organizations can enhance the quality and impact of their efforts. As Uzbekistan continues to develop a green economy, the role of the media in shaping a sustainable future remains vital.

Currently, the application of the green economy in all areas of Uzbekistan is developing day by day. The role of direct media in informing the population about the processes taking place in this way is incomparable. For example, the State television channels Uzbekistan 24, Tashkent and Yoshlar (Youth), the private television channels Sevimli (Favourite), Milliy (National) and My5, and not only these, but regional television and radio channels, are in constant operation.

In addition, information is provided through radio stations and internet platforms of each TV channel. Private TV channels may broadcast information on the green economy as a whole, while public TV channels pay attention to every detail. Documentaries and interviews with experts are also organized. Uzbekistan 24 is a leader in this area.

The problem of popularizing the green economy of Uzbekistan on TV channels may be due to several factors:

Many people may not be familiar with the concept of green economy or its benefits, resulting in limited interest in relevant programs.

Limited reach. Television channels may not allocate sufficient airtime for programs on green economy initiatives, resulting in a lack of relevant information and success stories.

Misconceptions. There may be misconceptions or misunderstandings about green economy practices, hindering public support and engagement with relevant content.

Prioritization of other topics. Television channels may prioritize other topics that are considered to be more relevant or meaningful to their audience, overshadowing coverage of green economy initiatives.

Addressing these challenges may require concerted efforts by TV channels, government agencies, NGOs, and other stakeholders to raise awareness, provide education, and showcase the benefits of the green economy through compelling and accessible programming. Additionally, partnerships with influential figures or celebrities could help amplify the message and increase engagement with the audience. Taking into account all of the above into account, it can be argued what benefits the transition to a green economy brings to the population and what changes will occur as a result. In short, we must make the green economy part of our lives so that our planet will last longer.

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