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DISCURSIVE FEATURES OF CULTURAL IDENTITY REPRESENTATION IN ENGLISH- LANGUAGE AND UZBEK MEDIA

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Abstract

This study investigates the discursive features of cultural identity representation in English-language and Uzbek media. The relevance of the research is обусловлена the growing influence of media discourse on the construction of cultural meanings in the context of globalization and digital communication. The aim of the study is to identify linguocultural and discursive strategies through which cultural identity is constructed in media texts. The research employs discourse analysis, content analysis, and linguocultural interpretation. The empirical data consist of approximately 80 media texts drawn from news and online platforms. The findings suggest that English-language media tend to emphasize individualization, inclusivity, and global identity, whereas Uzbek media foreground collective values, national traditions, and cultural continuity. It is argued that media discourse functions as a powerful mechanism for shaping cultural identity.

Keywords: Media discourse, cultural identity, discourse analysis, linguoculturology, English-language media, and Uzbek media.

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1. Introduction

In the contemporary era of globalization and digitalization, media discourse has emerged as a key domain in which cultural identities are constructed, negotiated, and disseminated. Media texts do not merely reflect reality; rather, they actively participate in the formation of social meanings and value systems.

Cultural identity is widely regarded as a complex and dynamic construct encompassing shared values, norms, beliefs, and symbolic representations. Its articulation within media discourse is achieved through specific linguistic and discursive strategies that encode culturally relevant meanings.

While previous research has addressed media discourse from various perspectives, the comparative analysis of cultural identity representation in different linguocultures remains insufficiently explored. This study seeks to address this gap by examining English-language and Uzbek media.

Aim of the Study

The aim of this research is to identify the discursive features of cultural identity representation in English-language and Uzbek media.

Scientific novelty

- the study identifies culture-specific discursive strategies of identity construction;
- it establishes a link between linguistic choices and cultural value systems;
- it demonstrates the role of media discourse in shaping national and global identities.

Research hypothesis

It is hypothesized that the representation of cultural identity in media discourse is determined by dominant cultural values: English-language media tend to construct identity within an individualistic and global framework, whereas Uzbek media emphasize collective and nationally oriented identity models.

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Literature review

Discourse is conceptualized as a form of social practice that reflects and constructs knowledge and power relations, as argued by Michel Foucault.

Critical discourse analysis, particularly in the works of Teun A. van Dijk, highlights the role of media in shaping ideological representations.

From a linguocultural perspective, Valentina Maslova emphasizes the interrelation between language, culture, and cognition.

Recent studies also underscore the importance of examining discourse as a site where cultural meanings are negotiated and reproduced.

2. Methods

The methodological underpinning of the study comprises:

- discourse analysis;
- content analysis;
- linguocultural interpretation.

The empirical corpus includes approximately 80 media texts from English-language and Uzbek news platforms.

3. Results

3.1. Discursive strategies in English-language media

Strategy	Media quote	Interpretation
Individualization	“Everyone has the right to define their own identity” (BBC News)	emphasis on personal autonomy
Globalization	“We live in a global community with shared values” (CNN)	construction of global identity
Inclusivity	“Diversity is the strength of modern societies” (The Guardian)	expansion of identity boundaries

The data indicate that English-language media tend to frame cultural identity as fluid, inclusive, and globally oriented.

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3.2. Discursive Strategies in Uzbek Media

Strategy	Media quote	Interpretation
Collectivization	“Milliy qadriyatlar — xalqimizning ma’naviy boyligidir” (Gazeta.uz)	emphasis on collective values
Patriotization	“Vatanga muhabbat — har bir fuqaroning burchi” (UzA)	strengthening national identity
Traditionalization	“Urf-odatlarimiz milliy o‘zligimizning asosidir” (Kun.uz)	link to cultural heritage

These findings suggest that Uzbek media construct identity as collectively grounded and culturally embedded.

3.3. Comparative analysis

Parameter	English-language media	Uzbek media
Identity type	individual	collective
Dominant discourse	global	national
Linguistic features	neutral, inclusive	culturally marked
Value orientation	diversity, autonomy	tradition, unity

4. Discussion

The findings confirm that media discourse serves as a crucial mechanism in the construction of cultural identity. The frequent use of lexical units such as *identity*, *diversity*, and *global community* in English-language media suggests the emergence of a transnational identity model, reflecting globalization processes.

In contrast, Uzbek media rely on culturally marked expressions such as *milliy*, *vatan*, and *urf-odat*, which indicate a strong orientation toward cultural preservation and national continuity.

Thus, media discourse may be viewed as both a reflective and constitutive force, shaping how cultural identity is perceived and communicated.

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5. Conclusion

The study demonstrates that the representation of cultural identity in media discourse is shaped by linguistic, cultural, and social factors.

The contrast between English-language and Uzbek media reveals the coexistence of global and national identity models, reflecting broader sociocultural dynamics. Future research may focus on expanding the dataset and incorporating social media discourse for a more comprehensive analysis.

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