

NATIONAL IDENTITY AND THE INFLUENCE OF THE MEDIA ON SOCIAL CONSCIOUSNESS

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ABSTRACT	KEYWORDS
This article explores the role of national identity and the influence of mass media on social consciousness. It emphasizes that media plays a crucial part in shaping perceptions of national uniqueness by presenting historical figures and events in various interpretations, which may either strengthen intercultural harmony or provoke conflicts. The article also examines how migration, multiculturalism, and globalization impact national identity in the global media landscape. Through examples from films, news outlets, and documentaries, it highlights that media representations of national and religious identities can often lead to social tensions. In conclusion, national and cultural identity is described as a cultural rather than biological phenomenon, with media bearing significant responsibility for its formation and preservation.	National identity, mass media, social consciousness, national identity, historical figure, event, interethnic relations, multiculturalism, globalization.

Introduction

Media directly affects the consciousness of the audience. It forms the worldview, concepts of ordinary people, in a sense can also be manipulated. As we receive information about the outside world through the media, it is only natural that we may be influenced by it. Therefore, the role of the media in the formation of perceptions of national identity is also great. Information provided in social networks, television, online publications, documentaries cover the culture, history, values of this or that country. They form the audience's imagination of this country, the image of the nation is entwined in their minds. What matters is that these notions are either transparent or unlikely to contradict reality. Because information in the media can also be formed on the basis of some interests, subjective views. In addition to portraying, there are also journalistic creative processes such as exaggerated, accentuating or montageing the truth. An audience that is far from these processes will believe what they see and will accept the prepared material as fact.

Main Part

If we take into account that in any material produced by the artist a certain object is somehow created, we must not forget that the concept of the country shown in the media is a derivative of the viewer's imagination. And this imagination is shaped by the materials conveyed through the media. For example, Zahiriddin Babur can be interpreted both as a tyrant from the Mongol generation who invaded India, and as a person who united India and built a great empire. A three-part documentary titled "In the footsteps of the Baburi princesses" prepared by BBS correspondents¹ vividly reveals the role of the Baburi princesses in history, their contribution to the development of their reign and their human appearance. Such materials give the audience a positive image of our nation through our historical figures. In 2024, the film "Anora" made by US filmmakers won the prestigious international award. The film tells the story of a prostitute from Uzbekistan, who travels abroad. Through the life of the protagonist of this film, a negative image of the image of Uzbek women can be formed. For this reason the film is prohibited to be screened in our country.

There are many examples of how the emphasis on national identity, or the dissemination of negative information about a nation, can cause various conflicts. It is natural to ban the appearance of media products in order to emphasize national identity, exaggerating the positive aspects of one nation and covering another with negative characteristics. Creatives are required to be especially vigilant in this matter. For countries where several nationalities, representatives of different religions, ethnic groups live in the same space, this issue is especially relevant. For example, the film of the same name, made by Indian creatives based on the Indian epic "Padmavati", was criticized for portraying Muslims in negative paint and was not released in some states. "Upon completion, the film 'Padmavat' received various reviews from critics, who praised the visuals, costume design, cinematography, script, soundtrack, and acting work, but criticized the film for its speed, length, and adherence to regressive patriarchal habits. Critics also disliked the portrayal of Khilji as a stereotypical evil Muslim ruler and Ratan Singh as a righteous Hindu ruler, which caused discontent among the religious communities concerned. The film was not screened in some states of India."² Relying on historical facts, Alouddin Khilji is described as an experienced ruler: "Alouddin Khilji (1296–1316) was the ruler of the Khilji dynasty who ruled the Delhi Sultanate in the Indian subcontinent. Alouddin implemented a number of important administrative reforms related to revenue, price control, and society in the Delhi Sultanate. He also successfully repelled several Mongol invasions of India."³ In the film, this historical figure is portrayed as an evil, tyrant, incompetent and reckless invader who instills hatred towards Muslims. The filmmakers used to portray Muslims negatively in the process of intensifying the paint on the negative character⁴. As a result, the film was criticized as a work of interethnic and interreligious discord.

In Uzbekistan, representatives of different nationalities and religions have long lived side by side, without discriminating against each other. For example, in the Labi Hovuz neighborhood of Bukhara, there is an ancient synagogue, which is a religious place of the Jews. A Jewish cemetery in the Old

¹ O'zbekiston Ўзбекистон Ҳиндистон Афғонистон - Эсон Давлат Бегим, 1-қисм
<https://www.youtube.com/watch?v=5sN8DttLajk>

² <https://en.wikipedia.org/wiki/Padmaavat?ysclid=mcxhx15o4f958820831>

³ https://en.wikipedia.org/wiki/Alauddin_Khalji

⁴ Naqvi, Bobby (28 January 2018). "Why 'Padmaavat' bothers me as an Indian Muslim". Gulf News. Archived from the original on 4 October 2018. Retrieved

City of Tashkent still exists. Historically, there have been no conflicts or conflicts between Jews and Muslims or with any other ethnicity. Even in the Uzbek folk lore we do not observe examples of disparaging representatives of other nationalities. In most countries, however, conflicts with representatives of other religions, nationalities, and ethnic groups are one of the main internal problems. That is why media products that are being prepared are required to be attentive to the intricacies of this issue.

Historical memory can also make the idea of national identity a topic of the day. An example of this is the raising of the statue of Alisher Navoi in another foreign country and the announcement of its unveiling ceremony. A sense of pride and patriotism arises in the audience reading this message. But the rise of the question of the self through historical memory is not always positive. For example, in all the peoples of Central Asia, there is a tendency to consider the heroes of the nation, such as Thomas, Abu Ali ibn Sina, scientists as "their own". If this issue is approached more deeply, feelings of patriotism can give rise to nationalist and ethnic conflicts. Therefore, it is necessary to take into account the need for a careful approach to the issue of historical memory in the media as well.

Through works of culture and art, the question of national identity can be topical. In recent years, a number of feature documentaries have been shot in our country. After independence, a number of television and feature films about Amy Temur, Babur, Alisher Navoi were created, and in recent years this trend has developed considerably. Historical films such as "Kokand Wind", "Elijah", "Ibrat", "Bahodir Yalangtosh" were presented to the attention of the great audience. Films about Jadids, who are representatives of the national liberation movement, aimed at awakening a sense of patriotism, serve this noble purpose. Films like these touch the minds of the masses and convey information about this or that historical event or person in a short period of time. In world cinema, this experiment is widely used. Presentations of films and TV series about historical periods, places and personalities form a positive international image of this country. They also export such films to the international media space. It may be recalled that a few years ago the penetration of historical series produced in Turkey and Korea into our local media market increased the interest in this country and its historical figures.

Results and Discussions

Today, the coverage of the problems of national identity in the world media is one of the topical topics. There are several competing topics on these issues. The most analyzed is the theme of migration and multiculturalism. Maintaining national identity is a painful issue both for migrants and for the country receiving them. At the same time, the mixing of several cultures as a result of migration is one of the areas that is often discussed in the world of modern media. In the course of elections in the United States or the Brexit debate in the United Kingdom⁵, patriotism is vividly manifested in the general public. The emergence of aspects of national identity through patriotism in the media during this period has been analyzed. At the same time, in the process of globalization, the Internet provides a lot of analytical materials on the confusion of cultures, the emergence of a common culture.

There is regular coverage of the issue of national identity in the world media. Media coverage of issues of national identity does not always lead to positive conclusions. There are such issues that their in-depth analysis can re-provoke "dormant" internal conflicts, interethnic conflicts, and even lead to

⁵ https://ru.wikipedia.org/wiki/Brexit_of_the_European_Union

conflicts. These topics are relevant to that particular area and will not be relevant to any other space. But understanding the topics, understanding the essence of the processes taking place is necessary for all media professionals.

Migration materials for the European area are incredibly relevant. In Europe, for example, there are different views on refugees from Syria. If taken incorrectly, the topic can provoke different views among locals. The adoption of migrants of the culture, language, the need to learn the language of the receiving state, educational issues are the most pressing issues in the coverage of migration. The topic of cultural assimilation has always been relevant in the global space. Politicians who defend national identity can exploit partisans by instilling in a wide audience a sense of hatred towards this or that nation, the representative of the nation.

We observe that the issue of national identity is systematically analyzed in authoritative publications. Foreign Affairs⁶, a magazine specializing in international relations, deals with global conflicts,⁷ while the Reuters news agency covers conflicts on issues of national identity, migration-related incidents. It can be said that the coverage of the topic of national identity in some media caused contradictions and contradictions in society.

BBC News⁸ looks at issues of national identity in the context of political events, migration and cultural change in the UK and abroad. The BBC News' coverage of the Northern Ireland protests and the Scottish status debate sparked a debate about national identity.

The New York Times⁹, meanwhile, publishes articles on national identity that cover domestic and international issues, including racial and ethnic conflicts. The article's article on U.S. immigration policy about what it means to be American and how immigration affects national identity has sparked a lot of discussion in the audience.

The materials presented by the Al Jazeera¹⁰ TV channel provide a wealth of analytical materials on migration and cultural integration within the Middle East and North Africa region. The articles it covered about the Israeli-Palestinian conflict and its impact on the identity of Israelis and Palestinians sparked international debate and the emergence of different views.

The British edition of **The Guardian**¹¹ discusses the themes of multiculturalism and national identity in the context of contemporary social movements. The Guardian's article on the impact of Brexit on the UK's identity has sparked widespread debate among the British population on the topic of what it means to be British.

The French edition of *Le Monde*¹² analyzes issues of national identity in the context of European politics, migration, and cultural change. In particular, it can be said that articles about the problems of Muslim integration in France caused public discussion and protests.

The Atlantic¹³ magazine publishes analytical articles about how ideas of national identity are changing in the context of globalization and social change. In this authoritative journal, the topic of perception

⁶ foreignaffairs.com

⁷ reuters.com

⁸ <https://www.bbc.co.uk/news>

⁹ <https://www.nytimes.com/?ysclid=mczsk3pzc8701448769>

¹⁰ aljazeera.net

¹¹ <https://www.theguardian.com/us>

¹² <https://www.lemonde.fr/>

¹³ <https://www.theatlantic.com/world/>

of national identity is discussed extensively in analytical articles on the rise of populism and nationalism in Europe and the United States.

A well-known German publication, *Der Spiegel*¹⁴ covers issues of national identity in Europe from the perspective of migration crises and the rise of populism. His published essays on migration and refugee integration in Germany caused controversy in society on the point of tension and nationalism. The news site *HuffPost*¹⁵ publishes research on racial and ethnic issues. Articles on this news site about black life and racial problems in the United States caused mass protests, widespread debate and debate. This topic is subject to extensive analysis in a number of major global media, small regional publications, regional TV channels.

Conclusion

It must be recognized that there is a manipulative nature of the promotion of national identity through the media. Raising the issue of a single state language in countries with a multinational population can also give rise to such national conflicts. The requirement of the population of older Russian nationality living in our country to know and study the Uzbek language has also caused a lot of discussion on social networks. The fact that some politicians also make statements in order to protect the national interest and increase their supporters in election campaigns also leads to manipulation through the issue of national identity. At the same time, different interpretations of historical events can also lead to ethnic conflicts. It is a well-known fact that conflicts in Israel and Palestine, Azerbaijan and Armenia are exacerbated by the influence of national identity, historical space and a number of other issues under the influence of analysis and interpretation of historical events.

Analysis of religious identity can also provoke interethnic conflicts and lead to armed conflicts. Although interethnic harmony has been formed in the area where our country is located historically, religious conflicts due to the influence of globalization are one of the most sensitive issues for the local population. The thousand-year-old historical conflict between Israel and Palestine has taken on a religious identity character. The analysis of the subject of religion requires subjectivity, not to give in to personal emotions, while requiring possession of science. It is necessary to take into account that the topic can be interpreted in different ways, and that each audience representative perceives it in his own way through his own personal prism.

National identity is often understood as a common feeling for the inhabitants of a particular political and geographical space to have a single whole—a nation. Because national identity is a cultural phenomenon, not a biological one. It is important to take into account that while a sense of national identity can be a source of pride and solidarity, it can also lead to conflict and tension, especially in multinational societies. National and cultural identity is formed and preserved with the help of the media, cinema and literature. Control of information plays a decisive role in solving the problem of formation of national and cultural identity. One of the important tasks facing the nationwide mass media is to preserve the sense of belonging of the citizens of the country.

¹⁴ spiegel.de/spiegel

¹⁵ <https://www.huffpost.com/>

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