



CHINESE INTERNET MEDIA DEVELOPMENT AND INTERPRETATION OF THE THEME OF NATIONAL CULTURE

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Abstract

The development tendency of the Chinese Internet journalism is analyzed in this paper. Also, the impact of the three major state projects (“One country – two systems”, “One Space, One Road”, the implementation of the concept “Soft Power”) adopted in 2010 to Chinese journalism was analyzed separately. At the same time, the article analyzes the materials on the activity of Friendly Societies “Uzbekistan – China” and “The people’s Republic of China – Central Asian countries”, the National Cultural Center of China in Tashkent. The interpretation of the theme China on the internet media of Uzbekistan like “uza.uz”, “zarnews.uz”, “daily.uz”, “madaniyat.uz”, “xs.uz” and the comparative analysis of the leading Internet publications of the two countries, online publications “Khalq so’zi” and online publications “Jenmin jebao”, their common and different aspects have been scientifically-theoretically investigated in the present article.

Keywords: mass media, internet media, Chinese journalism, Internet Network, “One space, one way”, Uzbek-Chinese relations, Chinese mass media, “Jenmin jibao”, “Khalq so’zi” online.

Introduction

As a result of the rapid development of the internet, the functions of traditional journalism, and the role of mass media have changed. This, in turn, led to the emergence of Internet journalism – a new socio-cultural phenomenon. In this sense,

the Internet media of the people's Republic of China has grown into a major competitive force in the global media space. Its development, trends, principles, and most importantly, the approaches, forms and methods of research in the interpretation of national culture have become an urgent scientific issue.

The development of the Chinese Internet media and the research on the topic of national culture in these publications constitute the purpose of the scientific article.

And its functions are as follows:

1. Analysis of the works of scientists who have studied the peculiarities of Chinese journalism, including the Internet Media, Development Trends and development;
2. Studying the activities of Chinese journalism in the new format, i.e. the national programs and projects of China in the process of studying the period after 2010;
3. The development of Chinese Internet Media and scientific and theoretical analysis of the topic of national culture in these publications;
4. Analysis of the reflection of cultural relations between Uzbekistan and China in the Internet Media;
5. Comparative study of common and different aspects in the activities of online publications "Jenmin jibao" and "Khalq so'zi";
6. Development of scientific recommendations on effective coverage of the topic of national culture in the internet media of Uzbekistan.

Methods. In the analysis of the scientific literature and the materials there were used the following methods: empirical, theoretical-fundamental, practical, diachronic, comparative-historical, comparative-analytical, content analysis, biographical, functional-structural and sociological.

Literature review. From the 80-ies of the XX century, the scope and size of the Chinese communication service began to change significantly. The Chinese mass media has gone through certain stages of development called as "Cultural Revolution". During the first stage the country overcame the negative consequences of the revolution and the previously banned publications were restored and new ones

were formed. At the second stage, the number of media outlets grew sharply, and China's modern media system was formed. In the third stage, there was formed sustainable development of mass media, control over the quality of the Chinese mass media was established and the legal base of journalists' activities was strengthened (Van, 2016).

In the process of studying this topic, it was found out that researchers from the West, in particular from China, have conducted their researches on this issue. For example, the director of the Center for East Asian Studies, professor of the Department of political science of the University of Southern California, Rosen (2010) discussed the role of the Internet in the state and society in China, its legal aspects, the analysis of relations between government agencies and representatives of the Chinese media in his article "Is the Internet a Positive Force in the Development of Civil Society, a Public Sphere, and Democratization in China?"

In 2011, the researcher of the Annenberg School of communications and journalism of the University of Southern California, Dong (2011) in his scientific article "Research on Chinese Media and Communication: China and the West" examined the historical trajectory of Chinese communication sciences and discusses three stages of communication development. According to him, the first stage is considered to be the period in which much attention was paid to communications in 1981-1989. The second stage covers the 1990-1996, which is explained by the fact that was an increase in the number of researches on the study of Chinese communications. The third stage covers 1997-2003, which includes the criteria for innovation and its evaluation in communications. At the same time, the author makes a comparative analysis of the logics and methodology of communication in China and the West on the basis of 4 major journals: "Quarterly journal" (university news) of Fudan University, "Journalism and Communication Research" of the Chinese Academy of Social Sciences, and "Modern communication" of the University communication of China.

The following information was given in the scientific article "Management Strategy for China's Internet Media Industry", which was published in 2017 by Xiao Zhou, Associate Professor of the School of Journalism at China's Fudan University:

“2015 was the year in which there happened an important event in the development of the new media industry on a global scale. As a result of this, there was formed the largest media platform in China with a wide coverage of the name – Tencent. Its structural elements include traffic advantages, the scale of users and structural innovation”. Also, the author studies the analysis of new media enterprises listed in 2015 on the basis of the general situation and trends of China’s new media industry, the Chinese New media Industry SCP – Structure, Conduct and Performance paradigm on the basis of tables and figures. Xiao (2017) analyzes three broad-coverage platforms in the Chinese media industry and explores their legal and analytical framework. He notes that if Tencent platform is meant for social and entertainment applications, Ali (Ali) is a platform for online trading, financial Internet and industry content, while online search and artificial intelligence is based on Baidu platform. At the same time, Xiao Zhou also provides some suggestions on China’s media industry management strategy, its optimization and performance.

Results. The scientific journal “International Communication of Chinese Culture” is also one of the sources of in-depth research on the development of Chinese Internet media and national culture. This journal explores topics such as Chinese national culture, its achievements and its impact on public life, its harmony, diversity and unity of cultures, folklore, cinema, music and art.

The Chinese mass media have gone through certain stages of development called the “Cultural Revolution”. Chinese researcher Lejun (2014) divides Chinese media models into three groups:

- A group that is closely connected with the government, serving the governmental issues, supporting official ideology;
- Mass media group that developed in the context of market relations;
- New media group that reflects the interests of citizens, their views and opinions.

As a result of these changes, serious changes occurred in the media sector. At the end of the 1970s, the Ministry of Finance of China expressed its consent to conduct economic experiment on the other leading publications of “People’s Daily (Zhen’min’ zhebao)”, which was considered the main publication of the government.

According to this information, in the conditions of the market economy, the Chinese media should have carried out commercial activities, first of all, advertising. In the same way, in 1979, the first announcements appeared on the newspaper “Zephan Jibao”, and the first television commercials appeared on the television channels of Shanghai.

The researcher of the University of Peoples’ Friendship of Russia, Ulyanova (2014), who carried out scientific research on advertising in China, says the following: “the presence of advertising in China means a positive impact on the physical and spiritual perfection of the nation, as well as the protection of the interests of the country. Advertising has a direct impact on the richness of culture as a specific social-cultural reality. In its turn, the Institute of advertising is in the form of a “two-way function”, which provides a wide range of conditions for the possibilities and effectiveness of the means of communication capable of solving national issues. The advantage of the “two-way function” is that it allowed the advertising content to take into account socio-cultural and national characteristics. As a result of this there appeared opportunities to promote cultures through advertising, support the idea of national originality, influence the image of the country abroad, and socio-cultural behavior. This meant that the use of elements of national values in mass communication through the advertising industry in China had become much more popular.

We can say that the fundamental essence of the Chinese media is fully reflected in the elements of National Culture, National originality and national idea; the advertising industry is no exception.

The Chinese researcher Lejun (2014) notes that the new stage of development of the Chinese media coincides with the process of formation of new information technology of the world, which arose in the circuit of the XX and XXI centuries. In practice, the Chinese new media is characterized by much wider coverage. Compared to traditional journalists, bloggers are able to express a wide range of views on events taking place in China. Social networks, however, have become an important means of expressing direct views on Chinese social policy.

The Chinese media has experienced the dynamics of specific changes due to the rapid development of new information technologies, in particular the Internet network. As a clear proof of this, it is possible to show the dialogue sessions that the Chinese leaders regularly conducted with internet users. One of such events is the Internet Conference, which was held on February 27, 2010 by the Prime Minister of the country, Wen Jiabao. In September 2010, a special service called “Live stream with Zhunnanhai ” was established on the basis of the People’s Daily newspaper website (<http://cpc.people.com.cn>) began its function. Through this service, any user could write to the chairman of the PRC or any other official a question or opinion of interest. During the first four days of the service, 16 000 letters were sent to the Head of the State of PRC and 11 000 letters to the Prime Minister of the PRC (Agapov, 2010).

This situation was also observed in Uzbekistan. In accordance with the decree of the president of the Republic of Uzbekistan “On measures to radically improve the system of working with appeals of individuals and legal entities” adopted on December 28, 2016, a qualitatively new and effective system of working with appeals was created. The virtual Reception Room of the President (Absolutely comfortable and easy, 2018), which is the basis of this system, and the people’s reception rooms, have become influential in applying directly to the head of State, carrying out constant communication with the people, solving the problems that are torturing people. This is evidenced by the fact that more than 1 million 600 thousand applications have been sent to the president’s virtual reception in a short period of time.

Since the number of internet users is growing sharply, many network terms have become widely used in everyday life. Now microblogging has been opened by several government agencies and officials to answer the questions of the people and discuss the existing problems.

During the period of the current chairman of China Xi Jinping, a number of changes have been made in the information sector in order to strengthen China’s new relationship with the world and new ties between society and the press. As a result of this, since 2010, Chinese journalism has started its activity on the basis of a new format, which includes three major state projects. These are:

“One country-two systems” (internal political);

“One space, one road” (external political);

The Conception “Soft Power” (Nye, 2006).

Conception “One space, one road” of President Mirziyoyev (2017) on the Project “One space, one road”, is a new model of international cooperation, based on more effective principles of mutual cooperation between our countries. The initiative of the chairman of the people’s Republic of China, Sin Jinping, on the establishment of the “economic direction of the Silk Road”, which is an integral part of the concept of “One space, one road”, in our opinion, is particularly remarkable not only because it is enriched with a historical spirit, but also because it expresses a broad-coverage initiative aimed at developing this concept.

The Project “One space, one road” is determined by Chinese researcher Liu Cyanfei as follows:

“First of all, this is a common language; the interaction of Chinese culture with other regional cultures is well studied. The reason is that since ancient times, the image of China in the world has been known as a country of extreme morality. China was introduced to philosophy, art, religion and other aspects of culture of different countries through the Great Silk Road. It is for this reason that the Silk Road reflected the cultural exchange and integration between different peoples;

Secondly, it is the reflection of ideas and values of Chinese civilization. As it’s known, harmony is the main value of Chinese civilization. The ideas of “peace development” and “mutual interest” proposed by the project “one space, one road” demonstrate the reflection of this harmony in the present day;

And the third is a new model of global governance in the Chinese style. The project “one space, one road” is formed on the basis of the internal and external exteriors of the country and is intended for long-term development in the current changing world conditions [9].

In our opinion, the project “one space, one road” means strengthening cultural cooperation of China with different countries, which is well-thought out, long-term development, increasing its prestige in the world, interacting abroad through civil, official and journalistic discourses. Economic, cultural, ideological and educational

views that have penetrated through the Silk Road also promote the idea of uniting different peoples to the development of peace in the region.

Analysis. It should be noted separately that since 2014, the Project “One space, one road” has aroused great interest in Chinese traditional and Internet Media. On this project, 48 messages were received on the site “Xinhua” from January to March 2014, 39 from April to June, 45 from July to September, 30 from October to December. In the first half of 2015, there was a slight slowdown in the field, which was reported to have reached 40 units, while in the second half it was known to have reached 79 units. The Chinese daily newspaper “Huantsyu Shibao” is the media, which presents an analysis of Chinese Foreign Policy and international events, which belongs to the printing house “People’s Daily (Zhen’min’ zhebao)”. The number is 2 million 100 thousand copies and is published in English and Chinese. In 2007, in cooperation with Xuantsyu Shibao and the information portal Jenmin, a site named Xuantsyu was launched. This site began to function as an online version of the newspaper “Xuantsyu Shibao”. In 2014-2015 the website of the newspaper on the problems of the implementation of the Project “One space, one road” became the main issue. Even on December 12, 2015 on the site of the online publication “One space, one road” there was launched a special column Chinese-language performance. This report by Li et al (2016) contains 9 sections: coping, international review, urban life, free economic zone activities, industry, major forums.

Along with a number of influential forums in the Chinese media, it has become a tradition to organize an international summit. One of such summits is the First Media Summit of organization of Shanghai cooperation (SCO) countries, which took place in Beijing on June 1, 2018. The main theme of this summit was “development of healthy Shanhai ideology” and establishment of new cooperation in the media sphere. It should be noted that the “Shankhai ideology” is based on the principles of mutual trust, mutual interest, equality, mutual advice, respect for the diversity of civilizations and universal values. These basic principles of the SCO are valid throughout the entire activity of the organization. Juan Kunmin, a member of the Communist Party of Central China, the head of the party’s propaganda department, said that clear directions of development, ideological foundations and spiritual bonds

form the basis of the “single Destiny community”. Today’s media continues to function as an active platform in realizing the dreams of the peoples living in the region.

Yan (2018) wrote: “Speaking at the opening ceremony of the Summit, SCO Secretary General R. Alimov pointed out that “today’s important task of the modern media is to provide valuable, truthful and insightful information””.

In our opinion, the XXI century, as the information and communication age-affected century, have changed the entire world media system. The process of exchanging information between people has left the boundaries of time and space, creating the opportunity to be aware of the events taking place in any corner of the world, to use a wide range of fast and convenient social networks of communication.

Do’stov (Contemporary Uzbek-Chinese relations (2010-2018)) states that the establishment and development of mutually beneficial cooperation with one of the most powerful countries of the 21st century – the people’s Republic of China in political, economic, trade, science and cultural spheres is also important for Uzbekistan.

At present, the National Cultural Center of China in Tashkent (Toshkent shahar Xitoy madaniy markazi), founded in 2001, contributes to the development of cultural relations between the two countries. This center is a vivid example of the friendly relations of the two countries. Its activities are mainly aimed at further strengthening the harmony of the nation, enrichment of national cultures, meeting the need of the members of the Center for the study of the rich cultural heritage of the Chinese people, including the Chinese language, folk art and craftsmanship, national cuisine and national holidays.

At the same time, friendship societies “Uzbekistan-China” and “The people’s Republic of China-Central Asian countries” play an important role in strengthening mutual cultural-humanitarian relations. On May 15, 2013, The Scientific Research Institute of public diplomacy under the University of Shanghai opened the center of Uzbek studies and educational exchanges. In 2011, the Uzbek culture week was held in Beijing and Sian cities; in 2012 the Chinese Culture Week was held in Tashkent and Samarkand cities. And in 2013, in a number of major cities of China there were

organized an artistic exhibition “works of well-known artists of Uzbekistan”. Cultural and art figures of our countries are permanent participants of all major cultural events in Uzbekistan and China. In particular, Chinese artists (Xitoy madaniyati va san'ati kunlari, 2017) regularly and actively participate in the International Music Festival “Sharq Taronalari”, which will be held in Samarkand every two years.

Thus, strengthening long-term cooperation in Uzbek-Chinese relations, raising the economic, political, especially cultural relations between the two countries to a new level, the peculiarities of the Chinese national culture are reflected in the internet media of Uzbekistan as follows:

It is noted in “uza.uz” news (Xitoy madaniyati va san'ati kunlari, 2017), that in the State Museum of Art of Uzbekistan hosted the opening ceremony of the festival “Days of Chinese culture and art” dedicated to the twenty-fifth anniversary of the establishment of diplomatic relations of our country with the People’s Republic of China. At the festival, it is reported that “Chinese cultural heritage”, “Nature landscapes” and “New Year’s day” were organized on the basis of art samples, graphics and art works, and photography exhibition”.

In the news of “zarnews.uz” (Samarqandda “Ajoyib Xitoy, rang-barang O'zbekiston” madaniyat va turizm haftaligi boshlandi, 2019), it is noted that in Samarkand there was held a week of culture and tourism “wonderful China, Colorful Uzbekistan” and that the launch of colorful lighting devices donated by the Chinese Medical Company “Uhan Ouhe” was held at the Confucius Square in Samarkand City. The participants of the event were told that “Chinese Silk Road” was shown the spectacle of street lights.

On the official website of the Ministry of culture of the Republic of Uzbekistan “madaniyat.uz” (O'zbekiston-Xitoy: mintaqalar hamkorligi) there was news about the opening ceremony of the photo exhibition “Uzbekistan–China: cooperation of Regions”, which was held at the State Museum of history and culture of Fergana region in cooperation with the Fergana regional administration, the embassy of the people’s Republic of China in Uzbekistan and the Fergana regional journalists’ union on January 10, 2019. In this event the adviser of the Chinese ambassador to Uzbekistan, Van Zhenguan, expressed his opinion that the further development of

economic-political, cultural, media cooperation between the peoples of Uzbekistan and the Republic of China, the strengthening of friendly relations are equally beneficial for both countries”.

There was news on “UzDaily.uz” on April 30, 2019, within the framework of the cultural exchange program, 43 delegates of Chinese media, tour operators and members of the “Society for cultural development of the city of Beijing” visited Uzbekistan [30].

On the e-version of the newspaper “Khalq so’zi” – “xs.uz” (Xitoy OAVning katta delegatsiyasi O'zbekistonga tashrif buyurdi, 2019) there was released news “What is the secret of Chinese media?”. This article provides interesting information to its users: “we were interested in the role the media played in the life of the Chinese in the early days of our trip. It is worth noting that television, radio, press and Internet journalism have mastered unique “know-how”, to the extent that technical possibilities are enviable. If you watch Central and regional TV channels, high clear quality, speed in transmission of news, color in the sheet and messages would surely attract your attention.

In this regard, it should be noted that elements of traditional culture are actively used in decorating the Chinese media. Traditional cultural appearances in Chinese mass media are known as “Zhongo Yuansu”. They reflect “strong ethnic values, cultural artifacts and images” that shape the image of the country, determined by any representative of the Chinese people. In other words, it is interpreted as a “cultural code”, which is a means of identification in the environment.

“Chinese elements” are divided into 3 groups, with only one group fully reflecting traditional culture. According to Ulyanova (2017), the researcher of the University of Peoples’ Friendship of Russia classification “Zhongo yuansu” (Chinese elements) consists of 3 groups:

- Traditional elements of writing;
- Elements of traditional cultural art (visual, applied, decorative, an aesthetic of expression, etc.));
- Events in the history of China and memorization of famous figures can also be included in these elements.

The decoration of Chinese print Media is also done in 3 areas (Zuenko & Reznikova, 2015). These are:

- Aesthetics of color;
- Calligraphy;
- Traditional views of the painting.

In ancient Chinese sources, colors represented symbolic meanings that reflect the content of certain rituals. Topal (2004) writes that in China, the color system consists of Fire (Red), Earth (yellow), Iron (white), Water (black) and Tree (blue), which are 5 items. The colors that play an important role in Chinese culture are red and yellow. Red is the color of fire, which is valued from the Times of Zhou, and symbolizes joy and life. This Color is widely used in the life of the Chinese, especially since it is often used on holidays, when decorating material cultural means (lantern, door and wall joint inscriptions, paper ornament). Yellow color represented the power of the Earth, The Sun and the emperor.

Today, just like the print media, the Chinese internet media is widely using red. For example, the online edition of “People’s Daily (Zhen’min’ zhebao)”, monthly magazine “Kitaj” and others are of these types.

Niyozov (2017) writes about the newspaper website – “People’s Daily Online” which was found in 1997. Website editorial “People’s Daily (Zhen’min’ zhebao)” is an independent structure in the Middle East and operates absolutely freely. The website has pages in Arabic, French, English, Russian, Spanish and Japanese. The articles on the site are distinguished by their richness in detail in relation to the printed publication, great emphasis on transparency, a much wider discussion of the country’s domestic policy, the description of China’s foreign policy, mainly in positive colors.

Another Uzbek journalist, correspondent of the Online Edition of the newspaper “Khalq so’zi” O. Fayziev (2018) writes the following in this regard: “People’s Daily (Zhen’min’ zhebao)” (“People's newspaper”) is the main edition of the state. The reforms carried out in the country, important articles from each other about the updates, up-to-date reports, and interesting interviews are given in this newspaper. The Chinese prefer to read about the same processes from the newspaper.

The number of internet users of this publication is also not surprising. This leap consists of eight hundred million readers.

Several regional editors have already become large holding companies. The activities of daily newspapers “Chendu”, “Zhetszyan”, “Guangzhou”, “Henan”, “Dajong” are clear examples of this fact. They are considered publications that see a huge income.

Among the newspapers to be read with love we can find the following: “Global Times”, “Gunjen Jibao” (“Workers’ diary”), “Fachji Jibao” (“Law diary”), “Nunmin Jibao” (“Agricultural diary”) and others. Another authoritative newspaper is China Daily, which is published only in English. Considering that the base of many social networks belongs to foreign countries, China has managed to create its own Messenger. WeChat is an application developed by the Tencent company of this country. With the help of this app, the Chinese can easily exchange information with each other.

China’s leading news agency “Xinhua” is the largest media corporation in the world, with offices in 105 countries. Xinhua’s New Media Center is engaged in the creation of developments that will support the development of the industry. One of such “Know-How” is called as “The Media Brain”. A special device tracks a conference or event and prepares a message or a new one within ten seconds of its details. Experts also checked how long journalists can prepare the information for the event, which will be available in the near future. An extremely enthusiastic reporter spent 15 minutes to quickly prepare a message about an event. The media Brain program eliminates excessive time spent on delivering information to the audience. It is a virtual TV presenter that works on the basis of artificial intelligence and can read texts independently. Artificial intelligence can simulate the voice, lab movement and facial expressions of the Chinese. It currently leads programs in Chinese and English. The virtual dictator can work 24 hours a day without interruption. This ensures that the news is fast and continuous. In addition, this

Conclusions. Based on the data provided, we came to the following conclusions:

Firstly, there was observed a dramatic growth in the scope of China’s communications services since the late 70ies and early 80ies of the XX century. As a

result, there were carried out many research works on Internet media of China, and there were written numerous scientific articles, books and monographs on this issue;

Secondly, it should be mentioned that since 2010, Chinese journalism has begun its functioning in a new format that includes three major government projects:

- “One country - two systems” (domestic political);
- “One space, one way” (foreign policy);
- “Soft Power” concept.

The format represents the strengthening of China’s cultural cooperation with other countries, increasing its prestige in the world, and its influence abroad through civil, formal and journalistic discourses.

Thirdly, the Chinese mass media has gone through the stages of development called as “Cultural revolution”. As a result, there was reached sustainable development of the mass media, strengthening the control over the quality of the Chinese media, and the legal framework for journalists’ activities. As a result, the Chinese mass media was turned into a commercial enterprise and has become a source of profit and an integral part of the “miracle” of the Chinese economy. The rapid growth of the advertising market has had a significant impact on the content of the media, and has contributed to the rapid growth in the number of Internet media. Chinese internet media covers the themes like national culture, festivals, cultural weekends, music, cinema and theater news, interviews, videos, even street telling and podcasts;

Fourthly, despite the development of China's Internet media, there are set firm domestic policies in traditional mass media. All media outlets are independent, but at the same time are state-controlled. As of April 3, 2017, the Ministry of Foreign Affairs of the Republic of Uzbekistan has accredited “Jenmin Djibao” as the foreign media. Cultural ties between China and Uzbekistan have been analyzed in the context of the activities of the Uzbek Internet media, including the Chinese National Cultural Center, established in 2001 in Tashkent;

Fifthly, the Internet media in China (“Jenmin jibao”) and Uzbekistan (“Khalq so’zi”) have different and common features. Common features include:

- Since both editions are the official ones, there is a uniformity of material submission;
 - We can see common features in the headings, highlighting the same topics, and choosing the heading;
 - In both resources there are often published articles on the topics covering intangible cultural heritage, ancient remnants, and cultural integration;
 - Both newspapers provide news reporting materials with no details;
- There are the following differences between them:
- Each media operates based on the mentality of its people and promotes its own culture;
 - The article in Chinese Internet media is limited to digital story telling, whereas in Uzbek Internet journalism the details of the story are illustrated using fiction and emotional vocabulary. In addition, a brief annotation is provided in the cultural section of the online edition of Jenmin Djibao. If the user is interested in the information, the text will be opened with full pictures. The online edition of the newspaper “Khalq So’zi” contains photos and detailed text just under the heading.
 - Jenmin Jibao online newspaper is published in English, French, Arabic, Spanish, Portuguese, Japanese, Korean, Russian, Tibetan, Uighur, and the materials provided on the site are tailored to the needs of every language audience, while the materials in the online version of “Khalq so’zi” are in Uzbek (in Cyrillic and Latin alphabets), Russian and English and contain the same text;
 - The personnel of the Jenmin Jibao work only in this online media. We can observe that journalists and photo journalists who publish articles in the online edition of “Khalq So’zi are also working in the print version of the newspaper. This can be explained by the shortage of personnel;

Sixthly, we suggest that for Uzbekistan’s Internet media it would be better to make use of Chinese experience in reporting material and using infographics, new content, diagrams, tables, data and big data capabilities. Increasing podcasts also can contribute to the enrichment of the presented materials.

Establishing Internet Media in Uzbekistan, which would be specialized on the theme of national culture. After all, the Internet media is a national, regional, and global

scale that has the essence and meaning of these processes, as well as a means to maintain national identity globally.

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