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Role mass media in economical crisis. Case of Uzbekistan

World financial crisis and Uzbekistan

Uzbekistan is one of them are former Soviet republics. After collapse USSR Uzbekistan declared its Independence and chose own development way in economical issues. It called Uzbek model and its results appearance from years to years.

Thanks to a timely and comprehensive anti-crisis program was able to avoid strong shocks in Uzbekistan. At the same time the global financial crisis has confirmed the correctness of the chosen strategy of transformation in Uzbekistan like spot privatization, the priority of the national capital, a selective approach to foreign investors, and minimal external borrowing, preservation of public property and a strong social policy and etc.

According to Uzbek models of developments the second wave can not do any influences to Uzbekistan. There are some reasons of keep stability of growing in economy in Uzbekistan. But there issue related to media is more important nowadays. Mass media of Uzbekistan is doing their best for economical growing in state too. Firstly, we are going to pointed out economical crisis. There is fact, at results of actions anti crisis Uzbekistan took second place in list who will not be crisis matter but after Chine. There are some reasons, yet we note those which are main issues.

First of all, Uzbek administration by Karimov is having more ways to solve economical issues as soon as possible. Uzbekistan has its state program of developing. It means Uzbek model of development. President Islam Karimov clearly shows how to avoid the previous course of financial catastrophes and in this regard notes the sustainability of the Uzbek banks that have obtained the rating of “stable” on the part of International Credit Agencies. This is a key foundation on which the construction of the state’s future may be based. The author thoroughly

and meticulously unveils the strategy of comprehensive development based on economic and financial growth, bettering the transport and energy infrastructure, as well as raising the level of technical and higher education¹.

The Karimov's book, which called "The global financial – economic crisis, ways and measures to overcome it in the conditions of Uzbekistan" consisting two contributions:

"Particularly this circumstance calls forth the urgency of the work being published 'The global financial-economic crisis, ways and measures to overcome it in the conditions of Uzbekistan', which consists of two parts: first – impact of the global financial crisis on the economy of Uzbekistan and factors that have prevented and mitigated its consequences; second – support of banking system, modernization, technical renewal and diversification of production, broad introduction of innovative technologies – a reliable way of overcoming crisis and securing by Uzbekistan of the new achievements in the world market"².

That book of Uzbek President has been translated to many languages in the world. Experts have evaluated the book as a practical ways to other governments. It was learned by all students at Uzbek high educational institutions as additional subject.

Mr. Hadjimetov noted that President Karimov's book titled *The Global Financial-Economic Crisis, Ways and Measures to Overcome It in the Conditions of Uzbekistan* consists of two parts. The first part focuses on the impact of the global financial crisis on the Uzbek economy and the factors that prevent or mitigate its consequences. This part provides a comprehensive analysis of the causes of the global financial and economic crisis, its emergence in connection with the pressing socio-economic problems on an international scale, as well as the expected future impacts. He also emphasized that an early exit from the global financial crisis and mitigation of its impacts depends largely on the effectiveness and coherence of the measures taken within specific countries and the world community as a whole³.

Local and international experts, specialists consider that economy of Uzbekistan last time is growing than others countries in former USSR

¹ <http://hmadad.uz/eng/info/article84.html>.

² http://mfa.uz/eng/press_and_media_service/dates/110309_book/.

³ G. Hadjimetov, *The Global Financial and Economic Crisis: Measure to Overcome It – The case of Uzbekistan*, <http://www.adbi.org/event/3009.gfc.uzbekistan.case/>.

area. One of them was director of the International Monetary Fund (IMF) Dominique Strauss-Kahn. He said that steps to combat the crisis by the Government of Uzbekistan, the most effective among the countries of the region. It is reported by AFP. Strauss-Kahn noted this fact according to IMF forecasts economic growth of Uzbekistan in 2009 and 2010 will amount to seven percent. This figure will be one of the highest among the CIS states⁴.

There is 45% population is in Uzbekistan of the total population of Central Asia. The strategic location of the country is significant in economical issues. South territory borders with Afghanistan and situated in Central area of Central Asian countries. It has rich natural resources (including gold, uranium, natural gas and cotton) and they provide its potential for economic growth and stability in the region. Thus Uzbekistan plays a crucial role in the region in both sides political and economical.

The Uzbek government gradually shifted to a market economy, carrying out the policy of their own industries to replace imports by domestic production, as well as energy and food independence. Uzbekistan is now classified as a middle-income country. It has a great developed capital and social infrastructure, especially in comparison with neighboring countries. The country has a young and rapidly growing population faces the problem of employment of the younger generation, especially in rural areas, where more than 60% of the population.

“Due to primarily on these considerations, which are our long-term interests, we will determine our policy with respect to forming and joining of Uzbekistan to the interstate organizations and unions. Implementing to such policy is not necessary to get permission of someone, but just guided only by the national interests of Uzbekistan. Concluding the above, I would like to declare that history never turns back. Our nation, which has grown over the past 20 years, today as young people are looking confidently to the tomorrow’s future I would like to repeat – never depart from the path its chosen ways for Uzbekistan”. Said the President of Uzbekistan at last speech on 7.12.2011⁵.

One of the important reason is economical sustainability in Uzbekistan is giving more freedom to economy and lowering tax in it. This assures that formulated slogans in the early 90’s as “Reform – not for

⁴ <http://korrespondent.net/business/economics/875025-mvf-uzbekistan-luchshe-ostalnih-boretsya-s-krizisom>.

⁵ <http://uza.uz/ru/politics/17381/>.

the sake of reforms, and in the name of the person in the name of his interests". Before building a new house, do not destroy the old one and are still keeping their meanings nowadays in Uzbekistan.

There are some analyses about economy of Uzbekistan in world crisis time one of them is material by local scholar. Dr. M. Abdullaeva found evidence that despite of the decline in investment flow on a global scale, caused by the financial crisis, the expected volume of foreign investments in Uzbekistan in 2010, almost two-thirds higher than forecast in 2009. Most of the projects included in the investment program in 2010, which aim to update the fixed assets a key of the industries. All of them are a result of regular and targeted state policy in Uzbekistan⁶.

For example, she noted, by the head of the German economy in Central Asia Iorg Hatch's view: "The global economic crisis has not bypassed Uzbekistan. But the country remains attractive for German business. Today we have about 80 German companies which are represented in Uzbekistan, compare with other countries of Central Asia it is a significant figure for us"⁷.

There are many international experts are paying more attention to economical situation in Uzbekistan too. French professor Jak Barra made a distinction of crisis matters between Uzbekistan and other Central Asian countries. Barra has argued that since its independence Uzbekistan chose and implements its own Uzbek model "of development. Due this path since 1991 there is maintained financial stability and continuing strong economic growth in country. It has been successfully averted a negative impact on the economy of the global financial crisis that began in 2008".

It should be noted that the main priority of the "Uzbek model" is the social orientation to economy. There has been a steady rise in living standards in Uzbekistan. Thus, the average life expectancy in 1991 increased from 67 to 73 years, and the minimum wage increased by 14 times. Uzbekistan attaches great importance to the development of education and health⁸.

⁶ M. Abdullaeva, *In terms of stability*, <http://www.press-uz.info/index.php?title=home&nid=22&my=082010&st=0>, on 18.08.2010.

⁷ Ibidem.

⁸ J. Barra, *Uzbekistan is confident in the future*. Newspaper "Pravda Vostoka" by A. Ivanova, <http://www.pv.uz/?inc=1&news=7779>, on 17.05.2011.

Other international expert E. Ledru found similar opinion on Uzbek development in economy. In E. Ledru's view, today's Uzbekistan is a leading country in the region, which plays an important geo-strategic role there. Comprehensively thought-out and balanced policy of President Islam Karimov allowed the country to avoid reform by "shock therapy" and choose an evolutionary phased development. The result of this policy is rapidly developing enviable in economy of Uzbekistan today during global financial crisis time. Unlike other states in the region, providing a sufficiently high rate of growth of GDP in Uzbekistan⁹.

It must be keep in mind that the momentum and strong macroeconomic performance going in each year of years that is logical result of painstaking and difficult work to radically reform and renewal industry in Uzbekistan. Deepening the market reforms, economic liberalization and the implementation of measures to strengthen protection of property rights had a positive impact on improving the investment climate and attract increasing foreign investment. Another example of the deepening of economic reforms is one factor in the countryside, new forms of cooperation of labor, creating of new system of economic relations based on market principles.

The correctness of the chosen model of development based on five well-known principles; find their practical confirmations of the democratization of political and economic systems. Another clear example of economic development is to develop there small business and entrepreneurship in the distant villages and have production based on modern technologies and equipments.

Last and not less reason of anti-economical crisis in Uzbekistan is tolerance of people. Local people are going to develop their family on based national traditions.

Uzbek mass media and theirs activities in financial-economical crisis time

After collapse former Soviet Union rapidly political changes had in Uzbekistan. It is a signatory to the UN Charter and has ratified most international human rights treaties, among them the International Cove-

⁹ E. Ledru, *Published a book Geopolitika Uzbekistana*, Information Agency "Jahon", <http://www.api.uz/news/info/polygraph/1049/>, on 22.12.2010.

nant on Civil and Political Rights and the International Covenant on Economic, Cultural, and Social Rights. As a participating State to the OSCE, Uzbekistan has also agreed to follow all the organization's commitments related to freedom of expression and media. The Constitution of Uzbekistan recognizes the priority of international law. According to Article 67 of the Constitution of Uzbekistan the media are free and function in compliance with the law, they are responsible for accuracy of the information and censorship is prohibited.

As Zbigniew Brzezinski put it: "Under the conditions of communism and particularly in the setting of the intense and monopolistic indoctrination, the following process takes place. An ideologically alienated mass is created, eager to ingest alternative information. It thus seizes upon new techniques of mass communication – such as foreign radios, television, video cassettes, an underground press – to forge a dissenting if vague political outlook. Economical failures enable politically active intellectuals to transform that outlook into demands not only for socio-economic but also for political pluralism and for the rule of law"¹⁰.

There is a real republican media and a wide range of economic partners in Uzbekistan which is ability to ensure economic self-sufficiency, self-sufficiency and a carefree existence. This is a major factor in their independence and freedom. There are more necessary conditions for fair competition in the information space to all participants in it. On the focus of government of Uzbekistan has remained a further improvement in the media, in particular, strengthening their material and technical base, equipping them with the most advanced technology. There is no doubt that the liberalization of the media is a long term. The solution of these issues is going up in a systematic, gradual and consistent basis in Uzbekistan.

Thus giving a great attention to the development of market relations, for a healthy competition in the information area and ensuring economic independence of the media. Due terms of new media there is going to expand the network of local news in global portals and to modernize and strengthen the material-technical base of media due to the highest modern standards. The significant issue in modern journalism is training and retraining of skilled journalists and technical staff to the new trends of

¹⁰ Z. Brzezinski, *The grand failure – The birth and death of communism in the twentieth century*, Scribner, New York 1988, p. 254.

the global information space. At last to plan and create the national media on the basis of the results of monitoring public opinions.

Today can not act any mass media organization with out doing in economy. But this field of study is less investigating by scholars. As Gillian Doyle (2002) notes, "The study of media and communications has traditionally been dominated by non-economic disciplines. Analysis of media content, for example, can provide a means of understanding the societies we live in and our value systems. But economics is also a valuable subject area for media scholars. Most of the decisions taken by those who run media organizations are, to a greater or lesser extent, influenced by recourse and financial issues. So economics, as a discipline, is highly relevant to understanding how media firms and industries operate"¹¹.

The upgrade process requires searching for new methods, new approaches to work and new relationships with others. There are many problems in this process for editorial offices. It is worth pointing that difficulties are in personnel matters and strengthening the material-technical base of offices, exactly in strengthening the economic independence and financial stability in it. Monitoring of the national media shows that if some publications find their place in the hearts of readers they can expand their popularity; at results they can increase circulation. Another matter for the domestic print media is continuing to raise questions of legal culture and professional ethics of journalists of print media.

It is necessary to study the practices of advanced foreign publications and the positive experiences for Uzbek media. The main thing knows what need to readers is and on the basis of these queries should build their creative plans. And not only inform people about the events and processes, but also to shape public opinion – in all walks of life, whether it be utilities, whether private business, in general, everything that concerns our citizens. In this context, the question naturally arises: what kind of support should be? At the present stage it is important that the print media have actively participated in the democratization and modernization of society. The national press needs help to grow and prosper in the string of updates.

¹¹ G. Doyle, *Understanding Media economics*, SAGE Publications, London 2002, p. 1.

Another dilemma arises from the influx of Western influence. On the one hand, Western technology, administrative expertise, and money are helping to ease the transition period of the media. Without a doubt, the antiquated equipment producing most of Poland's media is in dire need of being updated¹². There is instead of Western for Uzbekistan can be used Russian Federation influence.

It is clear from history serious journalism has had uneasy everywhere and all times. If there is a crisis in journalism, then we can consider this is a crisis in people's minds. Naturally, the current global crisis has affected to the press. In fact, the crisis in journalism – at least in our homeland – not started just yesterday. It was in the early 1990's in Uzbekistan. In the first years of independence there was a transition to a market economy, which local press was in unexpected changes, faced with economic problems. It means starting crisis in mass media. According demand of that time many newspapers and magazines were closed, some are forced to tighten belts - downsize, reduce volume, frequency, etc.

There is some negative opinion on mass media of Uzbekistan but we can not consider that is fully. The John Anderson claimed that “Unfortunately, in most of Central Asia the all-union laws promising these things were rendered irrelevant by the unwillingness of most of the republican leaderships to permit glasnost or liberalization to go too far. Most retained control of the press up to and through the collapse of the USSR, and in Uzbekistan and Turkmenistan censorship was retained, and alternative media outlets effectively banned. Prior to the adoption of the new constitution in Turkmenistan, articles relating to freedom of the press were removed, leaving the much weaker right of Turkmen citizens ‘to receive information, so long as it does not contain state, official or commercial secrets’ (Article 26)”¹³.

In our point of view there are many differences between Uzbekistan and Turkmenistan. For example, in political situation, there are 5 political parties in Uzbekistan, but Turkmenistan has only one. And there are so many mass media doing in Uzbekistan than Turkmenistan. Most of them Uzbekistan is democratic republic than Turkmenistan which is

¹² T. Sasinska-Klas, *The transition of mass media in Poland: the road to liberalization*, <http://www.cios.org/EJCPUBLIC/004/1/00411.HTML>.

¹³ J. Anderson, *International politics of Central Asia*, Manchester University Press, Manchester–New York 1997, p. 85.

neutral state after Switzerland. But we agreed with that opinion by author, nonetheless, by late 1989 there was increasing evidence of change in the stance of the two largest Central Asian players, Uzbekistan and Kazakhstan¹⁴.

The development of mass media in Uzbekistan is at the proper level, journalists have become freer. The naked eye, it is clear that freedom of speech in Uzbekistan there. On the other hand there are still questions to be solved, but it's technical issues. It should be noted that through the development of online journalism in Uzbekistan we have the opportunity to obtain necessary information about your country and track processes occurring in it. This suggests that freedom of speech in Uzbekistan develops. The present stage of human civilization is unthinkable without the continued expansion of the Internet. For journalism – areas of public life, is directly related to the collection, storage, processing and transmission of information – knowledge of technology “Internet” is one of the most important conditions for creative activity. “Media and Journalism now impact our lives not only on a political level, but increasingly also on cultural, economic, and social levels”¹⁵.

Of course, the information revolution still has left its imprint on the state's role in the international exchange of information. “Today, it is impossible to speak about the information or the sovereignty of the state to regulate the flow of information within it: the information has become invisible to those mobile elements (intangible and invisible), for which, despite all sorts of methods to protect against the modern flow of information, political and geographical boundaries are no obstacle. What was unrealistic in yesterday's world of communication has now become quite normal. Modern technology has reduced the impact of communication distance factors and change them on the process of information transfer in the chain of source> – entity (reporter)> – the object (the audience)”¹⁶.

The transitional periods went out of Uzbek mass media now. Numbers of media are growing from year to years. TV comes free to every

¹⁴ Ibidem, p. 65.

¹⁵ H. Wassarman, *Critical and non-Western Press Philosophies*, “Global Journalism”. Pearson Publishing 2009, p. 31.

¹⁶ Al-Bukhariy, *Международные информационные агентства и международная пресса в рамках обмена информацией*, Ташкентский государственный институт востоковедения, Ташкент 2000, с. 5.

house and person to join the televised action, without leaving home. “Also, the Internet has challenged conventional notions of professionalism”¹⁷.

Thus, the confrontation of global television and the Internet did not take place: it has become an additional channel for the dissemination of materials. Therefore, the majority of the population of Uzbekistan is a member of the family TV.

President Islam Karimov has paid particular attention to the development of the national press, freedom of the media and raising the professional skills of journalists. Creating a Public Fund for Support and Development of Independent Print Media and Information Agencies of Uzbekistan was a significant factor in the further development of the print media, to enhance the professionalism of journalists, strengthening the material-technical base of editors. As a result, created opportunities for the country’s media are experiencing a new phase of improving the quality and subject matter of publications.

Currently, the information market are over 1,100 different media outlets – newspapers, magazines, newsletters (newsletters), news agencies, TV and radio channels and websites.

Each edition and agency has its own methods of informing the population about the country going in the upgrade process, the country’s role in the international arena, the achievements of our people in various fields, the world events. For example, now in the media widely covered by one of the most pressing problems of our times – the reasons for the global financial crisis, its impact on our country, the results of the activities envisaged adopted on the initiative of our country’s anti-crisis program.

“Today, media markets are far more complex and trubulent than they were in the past”, Robert G. Picard (2011, p. 5) wrote, the greater complexity is evident in the challenges that firms encounter as the number of competitors increases, as they strive to produce multiple products or services, and as they operate in multiple markets simultaneously. Market turbulence is seen in the instability and lack of clear direction in markets¹⁸.

¹⁷ B. Josiphi, *Journalism Education*, Journalism Studies edited by Karin Wahl-Jorgensen, Thomas Hanitzch 2009, p. 49.

¹⁸ R. G. Picard, *The Economics and Financing of Media Companies*, Second Edition, Fordham University Press, New York 2011.

Like other countries in Uzbekistan financial crisis has touched the print media. Many publications were closed in the early 90's. But all the urban and regional publications have survived thanks to the support hakimiyat. They received in systematically support from the state in times of crisis. There was the advertising market and all the republican and regional and city newspapers went to the media on the market gradually.

The second reason for the crisis in journalism is a global crisis came after the entry of the Internet media systems in recent years. Even the major American publications are faced with these problems. How went out Uzbek media of these issues? The country has created a fund to support the media. They supported the projects that were relevant at the moment. Much attention in the country devoted to increasing the efficiency of electronic media, the formation and development of a new system of broadcasting. Thus, in recent years the system has been completely restructured broadcasting. The broadcasting company of Uzbekistan has been transformed into the National Broadcasting Company in 2005. There are four independent TV and radio channels successfully carrying out their activities. There are together with the state TV and radio channels going their activities the domestic non-state TV and radio studios. They created the National Association of Electronic Media (NAESMI) of Uzbekistan. NAEMM assists the development of its members.

Uzbekistan is a subject of the international community is going through all the same processes which have other countries, to create civil and democratic society. Thus mass media of Uzbekistan are going through the same processes. There is a reforming and creating a national information space, which is expanding and forming to market relations including media market too. The growing competition is in global media area which is not so easy to find our mistakes, readers, audience. Crisis in mass media solved step by step like Uzbek model of development. Firstly, press of Uzbekistan has out state budget, after that appearance non-state, public broadcastings in Uzbekistan. Nowadays state broadcasting is going to provide their economical situation by themselves.

Conclusion

Financial crisis is doing everywhere in the world. Somewhere it is just starting; anywhere it is doing from long time. One of them is Uzbekistan facing to problems since first years of independence. Governments

of Uzbekistan since first years of independence are having antimeasures to crisis matters. It has Uzbek model and state accepted long strategic plans for its development and under the 5 principles Uzbekistan getting out easily of crisis nowadays. One of them is stated that economy must be under political issues.

Today the media is undergoing a revolutionary change – the transition from broadcasting to communication or transition from collective to personal media. Recent decades are characterized by the development of the media due to the rapid development of Internet journalism. The emergence of online journalism was due to advances in information and communication technologies.

As international multimedia journalist, the Chief editor of “New Age” Valery Niyazmatov has foined out about Uzbek modern Internet journalism: “If in a society, and not in any – any one, but almost everywhere there is a need, why should it not exist in Uzbekistan”? It is unlikely that split along ethnic lines correctly.

For example, the National Association of Electronic Mass Media of Uzbekistan, which now includes more than 100 e-resources, quite intensively increase their numbers. In the production process are being actively introduced advanced digital and multimedia technologies. The country is rapidly growing number of Internet users, which number in mid-November is more than 6 million¹⁹.

At the present stage of mass media in Uzbekistan, including non-state is gradually becoming an important element in addressing the priorities of civil society and ensuring protection of democratic values and principles, rights, freedoms and lawful interests of individuals and social population.

There are two ways of crisis in Uzbek mass media. On one hand was economical crisis which had been since 1991. The other one is crisis related Internet journalism is going and growing in Uzbekistan.

Our conclusion is that the Anti-crisis program is based on the five principles which predetermine the nature and direction of the socially-oriented and free market economy from the onset of Independence. It belongs to Uzbek mass media too.

¹⁹ http://ria.ru/mf_analysis/20101202/303480236.html.

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Rola mass mediów w kryzysie gospodarczym. Przypadek Uzbekistanu

Streszczenie

Lokalne i globalne media przeżywają aktualnie gwałtowny rozwój, będący skutkiem postępu technicznego. Nie można dziś rozróżnić pomiędzy mediami europejskimi, dziennikarstwem zachodnim, mediami Azji czy dziennikarstwem Afryki. Jak powiedział D. Rendall są dwa rodzaje dziennikarstwa: dobry i zły (1996). Wszystkie mass media stoją wobec globalnego rozwoju. Wskutek rozpoczętej z końcem dwudziestego wieku globalizacji zwiększyły się możliwości przekazywania informacji we wszystkich dziedzinach nauki i kultury, wraz z dziennikarstwem.

Pojawienie się internetu, jako jednego z rodzajów mass mediów, zmieniło ich świat. Internet nie wymaga ponoszenia kolosalnych kosztów założycielskich czy dystrybucyjnych. Ze względu na potencjał techniczny internetu inne mass media

stoją dziś w obliczu kryzysu. Ostatnio pojawiły się doniesienia o zmniejszaniu nakładów gazet. Warto odnotować, że kryzys dziennikarstwa nie jest wynikiem globalnego kryzysu gospodarczego, ale skutkiem pojawienia się nowych mass mediów. Kryzys gospodarczy rozpoczął się w Stanach Zjednoczonych by objąć cały świat. Globalna gospodarka obawia się teraz jego drugiej fali, płynącej z Europy, chociaż eksperci mają nadzieję, że będzie łagodniejsza niż kryzys amerykański. Skąd wziął się światowy kryzys i jak można mu zapobiec w Uzbekistanie?

Artykuł analizuje dwa główne zagadnienia. Pierwsza część poświęcona jest światowemu kryzysowi gospodarczemu i metodom zastosowanym w Uzbekistanie by stawić mu czoła. W części drugiej omówiono kryzys dziennikarstwa i kwestię, dlaczego kryzys mediów rozpoczął się jeszcze przed kryzysem gospodarczym i trwa do dziś. Artykuł koncentruje się na internecie jako nowym medium i stosunkiem innych mediów do internetu.