

UZBEKISTAN CHOREOGRAPHY IN DIGITAL SPACE : ANALYSIS BASED ON WEBSITE MATERIALS

<https://doi.org/10.5281/zenodo.20791625>

Karamova Rano

Uzbekistan State Academy of Choreography

Major in "Theory and History of Art"

2nd year master's student

Scientific advisor: H. Hamroyeva ,

Doctor of Philology (DSc)

Abstract

This article examines the representation of Uzbek choreographic art in the digital media space. In particular, articles, interviews, reports on state events, international festivals, and other materials related to choreographic art published on various websites are analyzed based on percentage indicators and thematic distribution. The findings contribute to identifying the main trends and priority directions in the coverage of choreographic art within the digital information environment.

Keywords

choreographic art, dance, national dance, ballet, digital media, digital platforms, websites, mass media, media analysis, content analysis, cultural heritage, international festivals, promotion of art.

A detailed analysis of scientific and educational, official articles, and creative interviews on the art of Uzbek choreography, published in popular news, information and internet publications, and websites in Uzbekistan, is carried out. A detailed analysis of scientific and educational articles, official speeches, and creative interviews on the art of Uzbek choreography, published in popular news, information and internet publications, and official websites in Uzbekistan, was carried out. During the analysis, it was found that the development of national dance art, reforms in the field of choreography, the work of famous artists, and the activities of young performers were widely covered. It was also studied that many scientific and educational materials are published in online publications and the media about the role of Uzbek choreography in promoting national culture, its participation in international festivals, and its integration with modern choreographic trends. Based on official articles and creative conversations, conclusions were drawn on the current stage of development of choreography, the

experience of creators, and innovations in the art education system. During these analyses, it was noted that the coverage of Uzbek choreography in the media plays an important role in preserving national values, aesthetic education of the younger generation, and promoting it internationally.

Kun.uz - fast popular, official and current news; *Daryo.uz* - fast popular, official and current news; *Dunyo.uz* - news and information portal; *Madaniyat.uz* - official website of the Ministry of Culture of the Republic of Uzbekistan; *ACDF.uz* - official website of the Art and Culture Development Foundation of Uzbekistan; *GABT.uz* - official website of the National Academic Bolshoi Theater of Uzbekistan (opera and ballet theater); *Gazeta.uz* - analytical news on politics, economics and society; *Qalampir.uz* - fast news and interviews; *Podrobno.uz* - Uzbekistan and world news; *Khabar.uz* - current news and articles; *UzDaily.uz* - economic and business news; *Nova24.uz* - fast and popular news; *Repost.uz* - media and internet-style news; *Anhor.uz* - analytical and social articles; *Spot.uz* - business, startups and technologies; *UzReport.news* - official and international news.

Kun.uz - we will get acquainted with detailed information about the history and current position of this site . In January 2012, it was registered with the Press and Information Agency of the Republic of Uzbekistan (now the Agency for Information and Mass Communications under the President of the Republic of Uzbekistan) under the state registration number 0987. It is one of the most active Uzbek- language Internet publications. Three years later, since 2015, the site has been publishing articles about the art of Uzbek choreography ⁹⁰.

Topics related to choreography and national dances on the Kun.uz website (2010-2026)

General media analysis (Result). **2015-2018** - Choreography and dance topics were covered less ; **2019-2022** - "Lazgi" and choreography education became the main topic ; **2023-2026** - Festival, scientific forum, and international cooperation materials have increased ; *Kun.uz style* - Analytical and cultural-educational coverage. *The main emphasis is on* "Lazgi", national dance, choreography education and international festivals.

Topics related to choreography and national dances on the Daryo.uz website (2010-2026)

General media analysis (Result). **2015-2019** - The topic of choreography is poorly covered ; **2020-2022** - The "Lazgi" festival has become a major media topic ; **2023-2026** - Increased number of interviews and personal stories; *Daryo.uz style* -

⁹⁰ <https://kun.uz/>

Covered in a popular, reportage, and show business style . *The main emphasis* is on the lives of dancers, festivals, and international cultural events ⁹¹.

Articles about choreography and national dances covered on UZA.uz (1992-2026)

General media analysis (Result) . **1992-2018** - The topic of dance and choreography is very poorly covered ; **2019-2021** - "Lazgi" and state cultural policy have become a central topic ; **2022-2024** - Increased materials related to the International Festival and UNESCO ; **2025-2026** - Scientific conferences, folklore research, and international cooperation are widely covered. *UZA.uz style* - Official, scientific, and cultural-analytical coverage . *The main emphasis* is on "Lazgi", national, heritage, international choreography and scientific research ⁹².

Analysis of articles on choreography and national dances published on Dunyo.uz (2019-2026)

General media analysis (Result) . **2019-2021** - The topic of choreography is almost not covered ; **2022-2024** - The "Lazgi" International Dance Festival has become the main theme; **2025 -2026** - International media, conferences, and cultural diplomacy are strengthened. *Dunyo.uz style* - Covered in the direction of diplomatic, international and official information . *The main emphasis* is on "Lazgi", an international festival, UNESCO and cultural cooperation ⁹³.

of articles on choreography and national dances published on Madaniyat.uz (2020-2026)

General media analysis (Result). **2020-2022** - Mainly official scientific and methodological materials were published ; **2023-2024** - Scientific research and doctoral topics in choreography increased; **2025-2026** - Festival, ballet and international scientific cooperation topics expanded. *Madaniyat.uz style* - Official, academic and scientific-analytical coverage . *Main emphasis* - National dance heritage, choreography education and scientific research ⁹⁴.

of articles on the art of choreography and national dances published on the Acdf.uz website (2019-2026)

General media analysis (Result). **2019-2021** - ACDF began to cover choreography as an international cultural project ; **2022-2024** - Contemporary choreography, ballet and festival topics intensified ; **2025-2026** - Scientific-methodological materials and international stage projects have expanded . *ACDF style* - Covered in

⁹¹ <https://daryo.uz/>

⁹² <https://uza.uz>

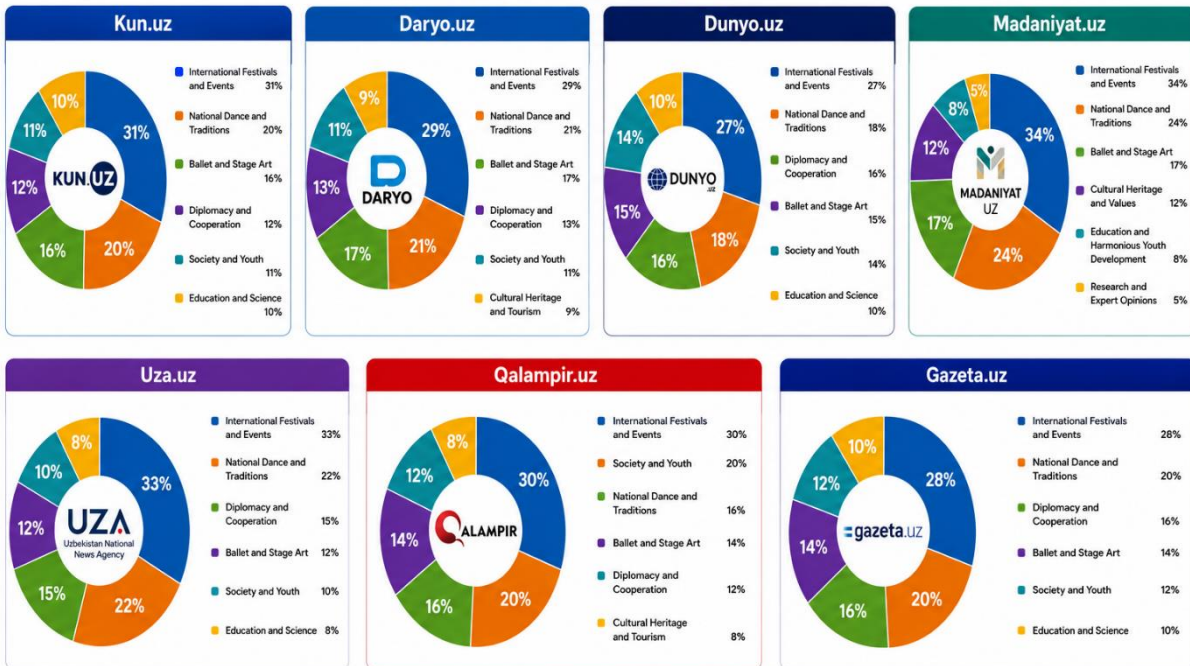
⁹³ <https://dunyo.uz>

⁹⁴ <https://t.me/s/madaniyatvazirligi>

a formal, international and cultural-analytical style. *Main emphasis* – Modern choreography, ballet, international cooperation and education ⁹⁵.

COVERAGE OF THE CHOREOGRAPHIC ART TOPIC ON WEBSITES (PERCENTAGE)

Analysis Period: 1992–2026



Note: Percentages are based on a reconstructed analysis of materials related to choreographic art published on the respective websites during the period 1992–2026.

Analysis of articles on choreography and national dances published on Gazeta.uz (2008-2026)

General media analysis (Result) . 2008-2013 – Dance and folklore topics were covered in the form of short cultural reports ; 2014-2018 – Materials on the policy of national ballet dance and choreography increased ; 2019-2022 – The topic of “Lazgi” and UNESCO became the main media focus ; 2023-2026 – The number of analytical articles, forums and expert interviews increased. *Gazeta.uz style* – Covered in an analytical, journalistic and cultural-educational style. *The main emphasis* – “Lazgi”, national heritage, festival and choreography policy ⁹⁶.

of articles on choreography and national dances published on Podrobno.uz (2018-2026)

General media analysis (Result). 2018-2020 – National dance and UNESCO themes were the main focus ; 2021-2023 – “Lazgi” festival and choreography education were actively covered ; 2024-2026 – Analytical articles, forums and international cultural events increased. *Podrobno.uz style* – Covered in a news-

⁹⁵ acdf.uz

⁹⁶ <https://www.gazeta.uz>

analytical and cultural-reporting style. *The main emphasis* was on “Lazgi”, national heritage, festivals and performing arts ⁹⁷.

of articles on choreography and national dances published on the Khabar.uz website (2016-2026)

General media analysis (Result). 2016-2019 – National dance and UNESCO topics prevailed ; 2020-2022 – “Lazgi” festival became the main media topic ; 2023-2026 – The number of analytical articles and expert interviews increased. *Khabar.uz style* – Covered in an informational-analytical and cultural-educational style. *The main emphasis* is on “Lazgi”, national heritage, festival and choreography policy ⁹⁸.

of articles on choreography and national dances published on UzDaily.uz (2013-2026)

General media analysis (Result). 2013-2017 – Folklore and national dance topics were the main focus ; *2018-2022* – “Lazgi” and choreography policy became the media focus ; *2023-2026* – The number of analytical articles, forums and expert interviews increased. *UzDaily style* – News-analytical and international media style coverage. *The main emphasis* – “Lazgi”, national heritage, festival and choreography policy ⁹⁹.

Analysis of articles on choreography and national dances published on Nova24.uz (2019-2026)

General media analysis (Result). 2019-2021 – “Lazgi” and UNESCO topics prevailed ; 2022-2024 – Ballet and international stage performances were actively covered ; 2025-2026 – Scientific articles and modern media style were covered. *Nova24 style* – News-cultural and modern media style were covered. *The main emphasis* was on “Lazgi”, national ballet, international stage and scientific choreography ¹⁰⁰.

Analysis of articles on choreography and national dances published on Repost.uz (2019-2026)

General media analysis (Result). 2019-2021 – UNESCO and national heritage topics prevailed ; 2022-2024 – Festival and international ballet projects were actively covered ; 2025-2026 – The number of scientific articles and international conferences increased. *Repost.uz style* – News, modern and cultural-reportage style coverage. *The main emphasis* is on “Lazgi”, national ballet, international festivals and scientific choreography ¹⁰¹.

⁹⁷ <https://podrobno.uz>

⁹⁸ <https://xabar.uz>

⁹⁹ <https://uzdaily.uz>

¹⁰⁰ Nova24

¹⁰¹ Repost.uz

Analysis of articles on choreography and national dances published on the Anhor.uz website (2015-2026)

General media analysis (Result). **2015-2018** – Folklore and national dance topics prevailed ; **2019-2022** – The “Lazgi” festival became the main media topic ; **2023-2026** – Analytical articles, forums and expert interviews increased. **Anhor.uz style** – News-analytical and cultural-reportage style. *The main emphasis* is on “Lazgi”, national heritage, festival and stage choreography ¹⁰².

Analysis of articles on choreography and national dances published on Spot.uz (2018-2026)

General media analysis (Result) . **2018-2020** – Culture and tourism economy were the main focus ; **2021-2023** - The ballet “Lazgi” was covered as an international creative project ; **2024-2026** – The topics of the festival and cultural diplomacy expanded. **Spot.uz style** – Covered in the style of business-analytical and economic media. *The main emphasis* – “Lazgi”, creative industry, tourism and international cultural project ¹⁰³.

of articles on choreography and national dances published on UzReport.news (2014-2026)

General media analysis (Result). **2014-2018** – Folklore and national dance topics dominated ; **2019-2022** – The “Lazgi” festival has become the main media topic ; **2023-2026** – The number of analytical articles, forums and expert interviews has increased. **UzReport.News style** – Covered in a news-analytical and television journalistic style. *The main emphasis* is on “Lazgi”, national heritage, festival and stage choreography ¹⁰⁴.

of articles on choreography and national dances published on Qalampir.uz (2018-2026)

General media analysis (Result). **2018-2020** – National dance and UNESCO themes were the main focus ; **2021-2023** – “Lazgi” festival and ballet projects were actively covered ; **2024-2026** – The number of analytical articles, forums and interviews increased. **Qalampir.uz style** – Covered in a news-analytical and reportage style. *The main emphasis* – “Lazgi”, national heritage, festivals and performing arts ¹⁰⁵.

GABT.uz Analysis of articles on choreographic art and national dances published on the website of *the Alisher Navoi State Academic Bolshoi Theater of Uzbekistan (1992-2026)*

¹⁰² <https://anhor.uz>

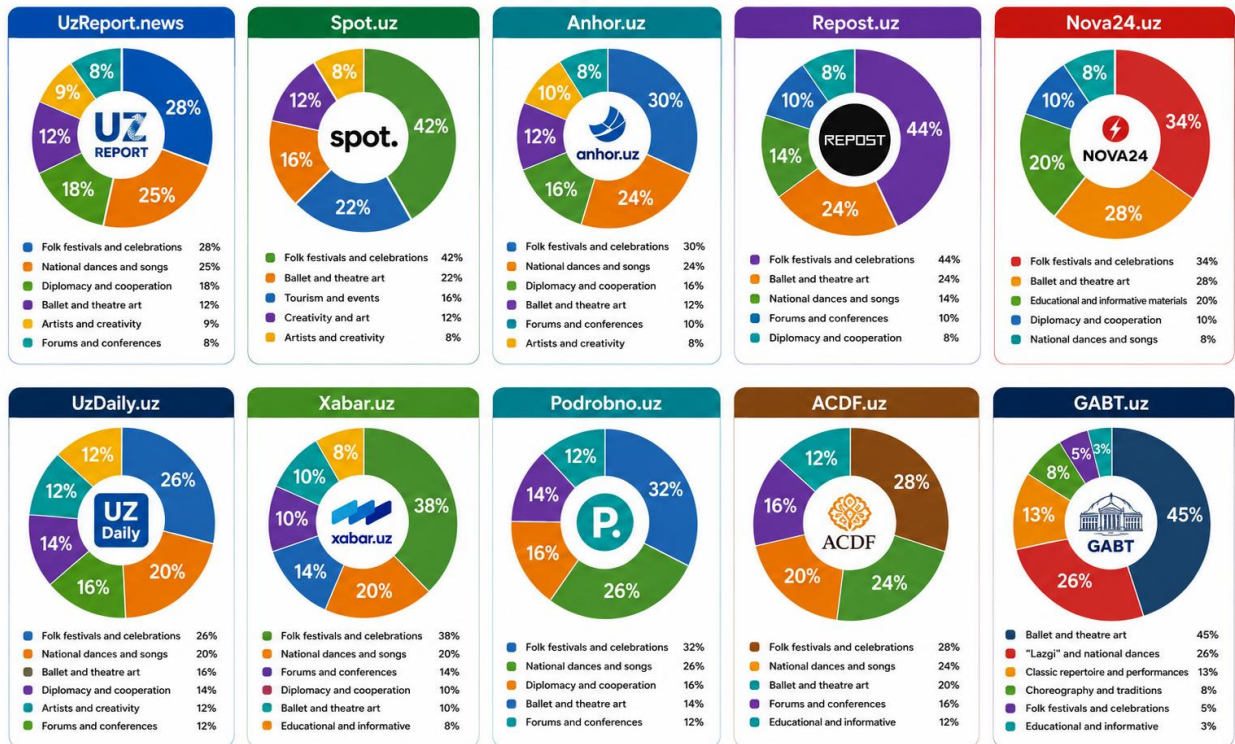
¹⁰³ Spot.uz

¹⁰⁴ <https://uzreport.news>

¹⁰⁵ <https://qalampir.uz>

COVERAGE OF THE CHOREOGRAPHY ART TOPIC IN WEBSITES (PERCENTAGE)

Analysis period: 1992–2026



General media analysis (Result). 1992-2008 – Classical opera and oriental ballets were the main focus ; *2017-2019* – International ballet and UNESCO themes intensified ; *2020-2022* – “Lazgi” and national choreography became the central theme ; *2023-2026* – Classical ballet, young choreographers and scientific analysis increased. *Style of the theater site* – Official-cultural and repertoire-analytical style. *Main emphasis* – Ballet, “Lazgi”, national choreography and performing arts.

In the modern media space, websites and digital information platforms play an important role in the formation and dissemination of content related to choreography and art in general . The conducted analysis shows that art-oriented websites are becoming one of the main tools for the rapid dissemination of information, coverage of cultural processes and promotion of national art to the general public. As a result of this process, along with the traditional press, the digital media system has become the main field of art communication.

The activities of the analyzed Internet publications and information portals show that materials on national choreography and dance art are mainly covered within the framework of cultural events, festivals, state holidays and stage performances. Such an approach serves to popularize art and increase its social significance. At the same time, official information sites are distinguished by the fact that they cover art based on a more informational - analytical and documentary approach. This ensures the reliability and scientific value of the materials .

of the studied sites also revealed a significant difference between official news portals and independent media resources. While official sites cover national culture and choreographic art within the framework of valet policies and cultural programs, independent online publications are dominated by more popular, visually impressive, and short-format content. This situation indicates the multi-layered nature of approaches to art coverage in the media space .

As you can see, the analysis shows that through Internet sites, the art of choreography is being presented not only as an object of information, but also as an active subject of cultural communication. That is, materials about the art of dance, in addition to having an aesthetic impact on the mind of the viewer or reader, also serve to form national identity and strengthen cultural values .

use of multimedia elements in the activities of the sites is also of particular importance. Choreographic performances are presented in a more lively and impressive way through photos, videos, interviews and reports. This facilitates the process of accepting art and expands the scope of the audience. In particular, the priority of video content allows you to more fully highlight the aesthetic and visual characteristics of dance art.

However, during the analysis, some problematic aspects were also identified. In particular, some Internet resources show superficial coverage of art-related materials, a lack of an analytical approach, and a predominance of content aimed at more popularization. This situation sometimes leads to an incomplete disclosure of the deep substantive and historical aspects of the art of choreography .

In general, websites and digital media platforms are playing an important role in the development of modern choreographic art . Through them, the national dance art is being brought to the public, its international recognition is expanding, and the process of preserving and promoting cultural heritage is reaching a new level. At the same time, strengthening the scientific-analytical approach to the coverage of art materials and preserving the authentic features of national choreography is emerging as a necessary task .

LIST OF USED LITERATURE :

1. <https://kun.uz/>
2. <https://qalampir.uz>
3. <https://uzreport.news>
4. <https://anhor.uz>
5. <https://uzdaily.uz>
6. <https://xaba r.uz>

7. <https://podrobno.uz>
8. <https://www.gazeta.uz>
9. acdf.uz
10. <https://t.me/s/madaniyatvazirligi>
11. <https://dunyo.uz>
12. <https://uza.uz>
13. <https://kun.uz/>