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Typological and Visual-Aesthetic Features of the Information Segment on Television Channels in Karakalpakstan

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Abstract: Background: Studying the typological structure of information programs on television is a key factor in determining the content-thematic segmentation and structural-compositional methods of modern television journalism. Objectives: Scientific analysis of the typological model, content-thematic, and local-social segmentation of information programs on the television channels of Karakalpakstan. Methods: The study employed typological analysis, content monitoring, and comparative methods based on the theoretical concepts of E.P. Prokhorov, S.N. Ilyin, and F. Muminov. The information content of the TV channels "Karakalpakstan", "Jaslar TV", "ATV", "ETV", and "TTV" served as the research object. Results: Three main models of information programs were identified in the regional media environment: content-thematic, local-social, and the author-proposed "subjective-analytical" typology. It was established that state channels are characterized by a stable information framework and analytical depth, while private and district channels (e.g., TTV) show low timeliness (lags up to 7 days) and a high content repetition rate (over 40%). Conclusions: The research findings indicate the need to strengthen the analytical segment and maintain a balance of localization to improve the informational quality of regional television channels.

Keywords: television journalism, Karakalpakstan, typology, content segmentation, localization, information segment, TTV, private TV channels, genre structure.

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1. Introduction

The study of the typological structure of information programs within the television system is a fundamental prerequisite for identifying the content-thematic segmentation and structural-compositional methods of contemporary television journalism. According to the concept of E. P. Prokhorov, typology is not merely the classification of objects by type, but a scientifically grounded systematization of their social functions and content characteristics [1], [2]. The scholar emphasizes that differentiating a media product into mutually determined types optimizes the process of objective scientific analysis. This enables the researcher to interpret the internal patterns of the subject more deeply and to rationalize the research process methodologically.

S. N. Ilyin also made a significant contribution to the study of this issue. He defines the type of television program as a form of journalistic activity integrating the communicative purpose of broadcasting, audience characteristics, and stable structural models [3]. Developing the theory of structural models, F. Muminov [4] links typological issues with media management processes and the functioning of journalism as a social institution. In his view, the type of television program is not merely a formal format, but also a strategic model determining its place and social role in the contemporary media market.

2. Materials and Methods

As F. Muminov noted, the typological formation of programs is directly related to the source of financing, broadcasting time, and regional factors [4]. This approach complements Ilyin's theory of the "structural framework" with practical media practices and market relations.

Summarizing the views of the above-mentioned scholars, we consider the typology of television information programs not only as a static model but also as a dynamic system. Whereas S. N. Ilyin identifies internal models of information presentation and structural stability as the principal criteria, F. Muminov relates this process to the objectives of media management and social institutions. In our view, the information programs of television channels in Karakalpakstan represent a synthesis of these two models and are characterized by the following features:

1. Structurally (according to Ilyin): Regional information programs are based on a rigid framework, or Hard News, model in which the block of official news constitutes the compositional center of the program [5].
2. Functionally (according to Muminov): Taking into account the cultural-ethnic and linguistic characteristics of the regional audience, these programs not only provide information but also perform a socially integrative function by contributing to the formation of regional identity [6], [7].

3. Results and Discussion

In general, the type of television broadcasting represents a correspondence between internal structural definiteness and external social demand. Only when these two factors coincide can a regional television channel develop a stable audience and a clearly defined format [2].

Based on these considerations, we consider it important to study the information programs of television channels in Karakalpakstan as both a semantic-thematic typology and a local-social typology. This typological approach, in turn, requires reliance on theoretical models determining the content of broadcasting. Following this approach, the typological analysis was initiated with the Karakalpakstan television channel.

3.1 Semantic-thematic typology (content classification)

Semantic-thematic typology is not simply the division of a program into types; it is a stage that determines the broadcasting grid of a news editorial office and its semantic model of interaction with the audience. In contemporary television journalism theory, the views of S. N. Ilchenko play an important role in determining the typological indicators of information programs [8]. In his studies, the scholar demonstrates that the semantic structure of television is undergoing transformation [9].

In our view, within regional television, this typology should be studied through the unity of thematic and geographical segmentation. For example, as observed in the broadcast of October 18, 2021, the program News begins with official and political topics. In the first part of the program, reports prepared by K. Tulegenova and N. Aliev concerning political issues (4,000 and 1,000) demonstrate the priority given to information of strategic importance for the state [10].

This indicator confirms Ilchenko's theory of the key points of the information framework. In other words, the stronger and more diverse the thematic framework—political, social, and visual—the greater the potential impact of the television channel on its audience [11], [12]. However, the information framework is not limited to general themes; its specific regional and social orientation is also important. The emergence of thematic content at the micro level, that is, at the intersection of a specific region or social group, determines the proximity of the television channel to the population. This indicates the need to continue semantic-thematic analysis through the prism of localization.

3.2 Local-social typology at the intersection of geographical segmentation

Within the local-social typology of regional issues, particular importance is attached to local-social themes. For example, in the program broadcast on February 27, 2021 [13], the following geographical, thematic, and social dimensions enhance the visual organization of the material.

Table 1. Geographical-Thematic and Socio-Genre Typology of Materials in the Information Program "Khabar"

Region (localization)	Thematic focus (social segment)	Type of material
Ellikqal'a District	Political-social	Report
Bozatau District	Social	Report
Nukus City	Social	News
Beruniy District	Youth issues	News
Takhtakupyr District	Reforms and decisions (Youth)	Analytical material
Karauzyak District	Sports	Final edition

In this program, geographical balance was maintained through coverage of different regions of the republic on that particular day: Ellikqal'a in the south, Takhtakupyr in the north, and Bozatau in the central part. This demonstrates the translocal character of the Khabar program, namely its focus not only on the capital but also on remote districts.

In the Youth segment, materials from the Beruniy and Takhtakupyr districts predominate and are directed specifically toward young audiences. This demonstrates that the demographic factor, particularly the youth population, is of considerable importance in the channel's social typology. At the same time, the example of Ellikqal'a and Takhtakupyr demonstrates a socio-political synthesis in which the results of state decisions at the local level are presented within a single context. This circumstance confirms the dialectical unity of semantic-thematic and local-social typologies.

During the analysis of the content layers of the Khabar information program, another distinctive typological indicator was identified that goes beyond the established classification of local media. This is the deep analytical interpretation of regional problems raised in reports. Taking into account the genre and semantic characteristics of presentation, it was considered appropriate to introduce a new concept into the present study: subjective-analytical typology.

3.3 Subjective-analytical typology (in-depth analysis of problems)

In our view, subjective-analytical typology is an analytical reflection of the causes of social problems and possible ways of resolving them through the journalist's personal attitude toward an event. A subjective-analytical approach to events in information programs becomes evident in journalistic practice.

For example, a two-minute sports report prepared by A. Tilepov and broadcast on January 4, 2021, as well as a three-minute social report by G. Ganieva, do not merely present facts but also reflect the authors' perspectives on the events. This type of regional television demonstrates a transformation from traditional news toward an analytical direction.

During the pandemic, many families lost a stable source of income. Nevertheless, they remained under the attention of the state. Each sector head used the available opportunities to improve both the social and economic conditions of families included in the "Iron Notebook." Notably, these measures were reflected not only on paper but also through practical examples.

This demonstrates that the journalist's position opened the way for analytical interpretation. Thus, the strengthening of the journalist's position in regional television journalism confirms that information has moved beyond its status as news toward analytical and social evaluation. This typology increases the importance of subjective interpretation in shaping the audience's perception of an event and contributes to the transformation of the traditional information format.

Whereas in the Khabar program analytical interpretation is expressed through the journalist's authorial commentary, in the new formats of regional television programs this process is directly connected with interactivity. From this perspective, studying the semantic-thematic typology of the Karakalpakstan Online program makes it possible to identify communicative changes in the transmission of information.

The main difference between Karakalpakstan Online and other information programs in the regional media environment is the breadth of its information horizon. The program is presented as an integrated information resource in Karakalpak television journalism, combining world, republican, and local news.

In particular, the preparation of international news in the native language contributes, even if only to a limited extent, to satisfying the regional audience's demand for information about the outside world. The analysis shows that although the program is called Online, it does not operate as a live broadcast or internet livestream. The program's digital activity is limited to posting already broadcast materials on the YouTube platform. This situation indicates that the term "online" has not so much a functional meaning as a branding function, placing the program at a transitional stage between traditional television and internet content [7].

Semantic-Thematic Typology of the Information Program "Karakalpakstan Online"

As a result of the semantic-thematic analysis of the broadcast edition of October 30, 2024 [14], the following characteristics were identified:

1. Thematic-semantic typology. The structural framework of the program begins with a report on the construction of a new student dormitory, which has social and economic significance. The evidentiary strength of the material is ensured by expert interviews with specialists and precise statistical data, thereby contributing to the objectivity of the information.

At the same time, a political photo report included in the broadcast demonstrates the effective use of visual-aesthetic methods of information presentation [15]. Moreover, the semantic and thematic characteristics of the program are not limited to providing information but also increase the impact of the material on the relevant audience segment.

Thus, while information about the construction of a student dormitory or local development has a semantically social character, geographically and from the perspective of its audience, it serves the interests of the population of a particular region. This, in turn, provides a basis for a deeper analysis of the thematic indicators of the television channel through the prism of local-social typology.

2. Local-social typology. At the same time, we examine the extent to which the programs are oriented toward a specific local territory—the Karakalpakstan region—and particular social groups, such as students and the local population.

The boundaries of local and geographical segmentation in the composition of the broadcast are manifested as follows.

Nukus City: In the material about a training seminar organized for women working in internal affairs bodies, a narrative style predominates, while the analytical depth is somewhat limited. In the report devoted to operational activities in the customs sector, dynamic footage and visual evidence prepared at the scene predominate, confirming the journalist's operational efficiency.

Districts: In the report about facilities created for children in Muynak District, although the story meets the required quality, the lack of interviews reduces the sociological significance of the material.

Information conclusion: The concluding block of the program is supplemented with global trends and international news in the field of medicine. This confirms the strategy of integrating the local information flow with a global context.

The analyzed edition of Karakalpakstan Online demonstrates the effort of regional television to maintain semantic-thematic balance. Nevertheless, the weakness of the analytical segment in some materials compared with their visual dynamism indicates that

editorial teams need to devote greater attention to analytical content in the future.

From this perspective, studies of the information content of other regional television channels, including ATV, are important for determining the current stage of television development.

Information Content of the ATV Television Channel: Semantic-Thematic Typology

During the semantic-structural analysis of the News of the Week program of the ATV television channel, broadcast on November 28, 2022 [16], several methodological shortcomings in the channel's information policy were identified.

1. Thematic-semantic typology. The thematic classification of the five reports included in the broadcasting schedule—emergencies, youth issues, public administration, party activities, and cadastral issues—did not follow a meaningful sequence. The presence of genre and semantic crossover, expressed in a disorganized arrangement, reduces the audience's ability to perceive information systematically.

At the same time, the fact that the exact date of the event is not indicated limits the possibility of determining the timeliness and relevance of the report. These shortcomings are not restricted to the timing of news presentation but are also reflected in the geographical coverage of the content. In this regard, the next stage of the study should focus on the following issue.

2. Local-social typology. The study of the level of information localization revealed that geographical segmentation is not balanced. All the materials show that coverage is limited to the Amu Darya District, which restricts the geographical scope of the channel as a regional source of information.

It is therefore appropriate to determine the extent to which these circumstances correspond to the typologies under study, taking into account that other television channels should also be examined on the basis of their information programs. Accordingly, it is important to study the segmentation of republican and regional news in the information program of the ETV television channel.

Information Program "News" on ETV

During the analysis of the News information program of ETV broadcast on February 25, 2023 [17], the following typologies were examined.

1. Semantic-thematic typology. The content structure of the program is organized hierarchically, with the primary emphasis placed on politically significant news of national importance. In particular, an interview with the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, in the city of Karshi was presented as the main event.

The following block has a multi-thematic character and includes several areas: political and social issues, changes in the agricultural sector, and events related to youth policy. From a genre perspective, the materials combine elements of news reports and reportage. Each material preserves factual accuracy regarding the time, place, and meaning of the event, thereby increasing the precision of the information.

2. Local-social typology. The sequence of materials is segmented according to the principle of moving from the center to the periphery:

1. The Kashkadarya Region, particularly the city of Karshi, is presented as a strategically important message.
2. At the regional or local level, the following block focuses on socio-economic developments in the Ellikqal'a District.

This approach makes it possible to cover the information space comprehensively, initially focusing the audience's attention on nationwide events and then transferring that attention to the local context. Overall, the strategic orientation of this indicator can be considered relatively well developed.

At the next stage, examining the typological basis of information broadcasting on the final object of the study, the TTV television channel, is considered important.

Information Program "TTV News" on the TTV Television Channel

In examining the content layer of the TTV Yangiliklar information program, it is first necessary to determine its semantic-thematic typology. This makes it possible to identify which areas—political, social, or cultural—receive greater attention in information broadcasting.

1. Semantic-thematic typology (analysis of December 2022). The most significant problem identified during the semantic-thematic analysis is the lack of variation in the information content [18]. In other words, repeated broadcasting of the same material—for example, news related to the judicial and legal sphere—over three consecutive days reduces the dynamics of semantic typology and does not satisfy the audience's demand for fresh news.

A more detailed analysis was provided in the following table. The total number of materials broadcast, excluding repeated items, was 32 materials.

Table 2. Typological Distribution of Information Materials on TTV

Typological Direction	Number of Materials	Share (%)	Main Localization
Official-authority	12	37.5%	Turtkul (government, court, briefing)
Cultural-educational	11	34.4%	Schools, Khorezm, Beruniy
Socio-economic	9	28.1%	Entrepreneurship, agriculture
TOTAL	32	100%	Regional coverage: 65% Turtkul

2. Local-Social Typology

Having determined the semantic-thematic scope of the information, we proceed to examine the local-social typology of these materials, which is associated with a specific audience and geographic area. Any topic, whether entrepreneurship or sports, can produce a significant social effect only when it is oriented toward a specific local objective and social group.

An analysis of the level of localization shows that the television channel covers not only Turtkul District but also neighboring areas of Khorezm Region, including Khiva and Urgench, as well as Beruniy District. The analysis of the weekly schedule of the “TTV Yangiliklar” program for December 3–13, 2022 revealed the following characteristics of its local-social typology:

- Geographical imbalance: The majority of materials are concentrated in the center of Turtkul and neighboring regions, while remote rural citizens' assemblies (CSGs) receive little or no coverage.
- Social segmentation: The content is primarily oriented toward such groups as local authorities and schoolchildren.
- Technological factor: The repeated broadcasting of information over a period of three days limits the channel's timeliness and its function of delivering current news to the audience.

The indicators of local-social segmentation determine the channel's geographical and social reach in the presentation of regional news. However, the social significance of local information for the audience depends not only on its relevance to a particular group or location but also on its timely delivery, that is, its operability. Therefore, in order to provide a comprehensive representation of the TTV information model, it is also necessary to analyze its timeliness and repetition rate in addition to its semantic domains.

3. Functional Parameters of the Information Model: Timeliness and Repetition Rate

One of the most important aspects of the analysis concerns the problem of information becoming outdated.

Repetition rate: More than 40% of the materials were broadcast two or three times. In particular, materials originally broadcast on December 8 remained on air without modification until December 13, that is, for five days.

Time lag: A sports event that took place on December 5 was not broadcast until December 12–13, resulting in a seven-day delay.

These indicators demonstrate a violation of the principle of information timeliness on the television channel and suggest that, due to a shortage of daily news content, the editorial office employs a method of “content filling” to maintain the broadcasting schedule [5]. However, this situation, identified in the case of the Turtkul television channel, should not be regarded merely as a shortcoming of one channel; rather, it should also be considered a methodological problem related to content management and the limited resources of local (district-level) media [19].

4. Genre and Visual-Aesthetic Analysis

In the course of examining one week's broadcasts, the genre composition was classified as follows [9], [20]:

- Briefings and official statements (50%): This category accounted for the largest share. In such materials, there was a relatively low level of original journalistic textual development, with reports relying primarily on previously prepared official information.
- Expert interviews: Most materials contained one or two expert opinions, which provided semantic and thematic substantiation.
- Sports and cultural features (15%): These materials frequently emphasized regional connections, particularly with Khorezm and Beruniy.

Thus, the comprehensive typological analysis conducted within Section 1.2 of Chapter I confirms the following. First, within the information segment of television channels in Karakalpakstan, semantic-thematic and local-social typologies constitute the main structural framework. While state television channels, particularly Qoraqalpog'iston TV, demonstrate the development of a subjective-analytical typology through in-depth analysis of social issues, private channels such as Yoshlar TV, ATV, and ETV place greater emphasis on visual-aesthetic forms of information presentation.

Second, despite the high level of localization observed on district-level television channels, as illustrated by TTV, content shortages and low timeliness remain significant problems. The repetition rate of materials within the broadcasting schedule was identified as a key indicator affecting the information quality of these channels.

4. Conclusion

Thus, the information programs of the television channels examined have clearly defined target audiences within the regional media environment and have developed a stable typological model encompassing semantic, regional, social, and analytical dimensions.

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