



Social Media in the System of State Climate Communication

Fotima Chorjeva

Lecturer, Faculty of Public Relations and Management
University of Journalism and Mass Communications of Uzbekistan

Tashkent, Uzbekistan

fotima.chorjeva.99@gmail.com

ABSTRACT

This article provides a theoretical examination of the role of social media as a channel of state climate communication in the context of digital transformation of the public sphere. The relevance of the topic is driven by the emergence of social media as the primary channel through which citizens access information on climate policy, while at the same time there remains a shortage of theoretical models explaining how state institutions can effectively use these platforms to advance climate strategy. The aim of the study is to systematise the theoretical foundations of state climate communication on social media and to reveal the functional capacities of individual digital platforms as applied to the tasks of climate policy. The theoretical framework integrates framing theory, the critique of the information-deficit model, dialogic communication theory, and the concept of public engagement. Drawing on a qualitative content analysis of 25 publications on the official Instagram account of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan (April 2026), the study identifies the specific communicative functions and limitations of the platform for the transmission of climate messages. Particular attention is devoted to the context of the Republic of Uzbekistan, where the Yashil Makon (Green Space) programme, the Green Economy Transition Strategy, and the updated Nationally Determined Contribution are being implemented. The article outlines the key challenges of state climate communication in the digital environment and formulates practical implications for improving the communication strategies of state authorities.

ARTICLE INFO

Received: 24th March 2026

Accepted: 20th April, 2026

KEY WORDS: climate change communication; social media; state communication; digital public relations; environmental communication; framing theory; public engagement; Instagram; content analysis; Uzbekistan

1. Introduction

Climate change is one of the central challenges of the twenty-first century and, at the same time, one of the most difficult topics for state communication. This difficulty stems not only from the scientific and technical nature of the problem but also from the fact that implementing climate policy requires sustained public trust, citizen engagement, and behavioural change — that is, communicative work, not only regulatory decisions (Moser, 2016). In this context, the state emerges not merely as a decision-maker but as a central communicator whose capacity to explain, justify, and engage largely determines the success of climate strategy.

Over the past decade, the conditions in which the state conducts this communication have changed radically. Social media has evolved from an auxiliary instrument into the main channel through which citizens receive news and publicly relevant information (Pearce et al., 2019). In Uzbekistan, internet penetration reached approximately 89% of the population by the end of 2025, and the audience of the largest platforms — Telegram, Instagram, and YouTube — amounts to tens of millions of users (DataReportal, 2025). This means that state institutions seeking to convey the climate agenda to citizens are objectively compelled to operate in the digital environment, competing for attention with millions of other content sources. It is also worth noting that academic research on environmental communication in the Uzbek context has thus far focused predominantly on traditional media and the questions of environmental journalism (Kosimova, 2019a, 2019b), whereas state communication on social media remains insufficiently studied, despite its growing role in the implementation of the country's climate policy.

The problem, however, is that the theoretical models of state communication that developed in the era of traditional media only partially explain how the state should conduct itself on social media. Classical public relations approaches based on the one-way transmission of information (Grunig & Hunt, 1984) demonstrate limited effectiveness in the digital environment. At the same time, climate communication as a distinct field imposes its own requirements: it must simultaneously inform, engage emotionally, overcome the cognitive barriers of perceiving a temporally distant threat, and mobilise citizens toward action (Nisbet, 2009; Moser, 2016). The convergence of these two tasks — the transition to a dialogic PR model and the specificity of the climate message — creates a new theoretical and practical challenge for state communication that remains insufficiently examined in the academic literature, particularly in the Central Asian context.

The relevance of addressing this issue in relation to Uzbekistan is determined by two factors. The first is the active institutional dynamics of the climate agenda in the country. Recent years have seen the adoption of the Strategy for the Transition of the Republic of Uzbekistan to a Green Economy through 2030, the implementation of the large-scale Yashil Makon territorial afforestation programme, and the updating of the Nationally Determined Contribution (NDC) under the Paris Agreement, with a commitment to reduce greenhouse gas emissions per unit of GDP by 35% by 2030 relative to 2010 levels. The year 2025 was declared the “Year of Environmental Protection and the Green Economy.” A key role in these processes is played by the National Committee on Ecology and Climate Change of the Republic of Uzbekistan, whose competence includes the formulation and implementation of state policy in environmental protection and climate. The second factor is the digital maturity of society and the active presence of state agencies on social media, which makes it possible to empirically study their communication strategies.

The aim of this study is to systematise the theoretical foundations of the use of social media in state climate communication and, drawing on the case of the official Instagram account of the National Committee

on Ecology and Climate Change of the Republic of Uzbekistan, to analyse the functional capacities of this platform as applied to the tasks of climate policy.

To achieve this aim, the following **objectives** are addressed: to examine the theoretical approaches to state climate communication in the digital environment; to describe the research material; to justify the methodology of qualitative content analysis; to identify the dominant frames, formats, and character of audience engagement; and to formulate practical implications.

The **theoretical contribution** of the work consists in the integration of three research traditions — framing theory, dialogic communication theory, and the concept of public engagement — as applied to state climate communication in the digital environment. The **practical significance** is determined by the applicability of the formulated conclusions to the development of communication strategies by state authorities in Uzbekistan.

2. Materials

The empirical basis of the study is the official Instagram account of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan (@ecology_uzb) — the central state authority responsible for the formulation and implementation of state policy in environmental protection and climate. The choice of this account as a case study is justified by three considerations. First, the agency is the key state communicator on the country's climate agenda, which makes its content representative for the study of official climate discourse. Second, the account is maintained regularly and contains a sufficient volume of multi-format content for qualitative analysis. Third, the account uses a multilingual publication format (Uzbek, Russian, and English), which allows for the observation of communication oriented simultaneously toward the domestic multilingual audience and the international community.

The chronological scope of the sample is April 2026. The choice of this period is justified, on the one hand, by the high intensity of publications on the account during that month, which made it possible to form a substantively rich sample within compact chronological boundaries; on the other hand, April is a symbolically significant month in the environmental agenda — it includes the International Bird Day, Earth Day (22 April), and the preparatory period for World Environment Day.

The final research corpus consists of **25 posts** published on the @ecology_uzb account between 1 and 27 April 2026. The selection was carried out through consecutive sampling of sequentially arranged publications, which ensures reproducibility and eliminates subjective filtering. Each post was recorded according to the following parameters: date of publication, link, format, topic, dominant frame, emotional tone, number of reactions (likes) and comments, as well as a substantive note on the key characteristics of the publication, including the languages used.

Regarding research ethics, all analysed materials are publicly available content of an official state account; personal user data was not collected; the text of comments was not analysed, only their count was used as an indicator of engagement.

3. Methods

The methodological strategy of the study combines **qualitative content analysis** (Krippendorff, 2019) and elements of **case study** as a form of in-depth examination of a single representative object. Such a design corresponds to the research task — not to quantitatively measure the effects of communication, but to descriptively and interpretatively reveal communication strategies and the character of audience engagement.

Coding of the material was carried out along four analytical dimensions.

Publication format. The following categories were recorded: photo, photo with text overlay, carousel (multiple images), video (Reels), infographic. The format of a publication on social media is treated as an

indicator of communication strategy: different formats possess different capacities for the volume and character of information transmitted and elicit different types of audience engagement (Kent & Taylor, 2016).

Thematic focus. The main topic of each publication was identified: biodiversity conservation, environmental control and law enforcement, international cooperation, environmental education, climate policy, local environmental problems, and others.

Dominant frame. The frame typology is based on Nisbet's (2009) approach, adapted to the specificity of state communication. The following frames were distinguished: scientific facts, threat/risk, economic development, moral responsibility, solutions/efficacy, local impact, international cooperation, as well as institutionally specific frames — achievements/accountability and control/law enforcement. In cases where a post contained features of several frames, a combined frame was recorded.

Emotional tone. The overall emotional modality of the publication was assessed: neutral (dry informing), positive (emphasis on successes, hope, and solutions), alarming (emphasis on threat and harm), or mixed (simultaneous presence of a problem and its solution).

Additionally, indicators of **audience engagement** were recorded — the number of likes and comments, since these are the observable indicators of audience response to a publication on Instagram. Comments are treated as an indicator of deeper (discursive) engagement compared with likes, which reflect a quick endorsement action (Kent & Taylor, 2016; Falkenberg et al., 2022).

The **language strategy** of each publication was also recorded — the use of Uzbek, Russian, and/or English — which allows judgements to be made about the target audiences of the communication.

The data obtained were systematised in an analytical table and processed through descriptive statistics (frequency distributions along each dimension) and qualitative interpretation of individual illustrative cases. The limitations of the method are discussed in the Discussion and Conclusion sections.

4. Results

The qualitative content analysis of 25 publications from the official Instagram account of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan makes it possible to identify the characteristic features of the agency's communication strategy along four analytical dimensions: format, thematic focus, dominant frame, and audience engagement. The results obtained are presented below in sequence.

4.1. Distribution of publications by format

The analysis of publication formats (Table 1) shows that the account's communication strategy relies predominantly on **visual and video formats**. Video publications (Reels) account for 36% of the sample, indicating the active use of dynamic video content as the primary instrument of communication. Second place in frequency is occupied by the formats “photo with text overlay” and “carousel” (24% and 24% respectively), which allow the combination of a visual sequence with an extended informational message. Infographics are used in 16% of cases and are typically applied to convey indicators of state programmes.

Format	Number	Share, %
Video (Reels)	9	36
Carousel	6	24
Photo with text	6	24
Infographic	4	16

Format	Number	Share, %
Total	25	100

Table 1. Distribution of publications by format.

The resulting distribution indicates that the account functions not as a formal press-release channel but as a platform with a full-fledged visual strategy oriented toward the emotional and cognitive reception of messages. The use of Reels — a short, dynamic video format algorithmically supported by the platform — indicates an attempt to extend beyond organic reach and to obtain additional visibility through algorithmic recommendations.

4.2. Distribution by thematic focus and frames

The thematic analysis of the sample revealed a wide range of climate and environmental issues. The dominant topics include international cooperation (cooperation with GEF, UNDP, participation in CMS COP15, regional summits), environmental control and law enforcement (raids by the environmental inspectorate, fines for violations, suspension of enterprises' operations), environmental education (the Ekomadaniyat project, the Yosh Ekologlar movement), as well as biodiversity conservation and local environmental initiatives.

The distribution of publications by dominant frame (Table 2) demonstrates a structure characteristic of official communication.

Dominant frame	Number	Share, %
International cooperation	8	32
Solutions / state policy	5	20
Threat / control and law enforcement	5	20
Achievements / accountability	3	12
Scientific facts / education	2	8
Moral responsibility	1	4
Memorial / other	1	4
Total	25	100

Table 2. Distribution of publications by dominant frame.

The most notable feature is the **high share of the “international cooperation” frame** (32%), reflecting the agency's strategic orientation toward demonstrating the international legitimacy of the country's climate policy. Publications of this type regularly mention interactions with international institutions (UNDP, GEF, UNFCCC, UNFF, CMS), which positions Uzbekistan as a full participant in the global climate process.

The second significant cluster consists of frames related to state regulatory activity: “solutions / state policy” (20%) and “threat / control and law enforcement” (20%). Taken together, the regulatory-punitive and policy-programmatic rhetoric accounts for 40% of the sample, demonstrating the role of the agency as a law-enforcement institution.

Notably, the **“achievements / accountability” frame**, expected to dominate in state communication, accounts for only 12%. This indicates that the account is not reduced to formal reporting rhetoric but seeks to present a more diverse discourse.

A significant portion of publications has a **combined character**: 8 posts out of 25 (32%) contain several frames simultaneously, most often combining “solutions” with “local impact” and “law enforcement” with “moral responsibility.” This points to a deliberate attempt to construct complex communicative messages addressing several tasks at once: to inform about the problem, to demonstrate the state response, and to appeal to civic responsibility. This corresponds to contemporary views that effective climate communication is not reduced to a single-frame message but requires **frame multiplexing** (Nisbet, 2009).

4.3. Emotional tone

The distribution of publications by emotional tone (Table 3) demonstrates a structure characteristic of official state discourse.

Tone	Number	Share, %
Positive	14	56
Mixed	6	24
Neutral	5	20
Alarming	0	0
Total	25	100

Table 3. Distribution of publications by emotional tone.

Positive tone absolutely dominates (56%), which is typical for official state communication where the emphasis is placed on successes, international recognition, and solutions. Notably, there is a **complete absence of exclusively alarming publications** — even when covering environmental violations (pollution, illegal fishing), the tone invariably shifts to mixed through the demonstration of the state's responsive actions. In this way, a stable narrative pattern is constructed: **problem + state response = mixed tone**. This approach reduces the alarmist potential of the message but simultaneously positions the state as an active problem-solving actor.

4.4. Language strategy

A distinctive feature of the account's communication strategy is its **consistent multilingualism**. Of the 25 publications analysed, 20 (80%) were published simultaneously in three languages — Uzbek, Russian, and English — with each language represented in full rather than as a brief summary. The remaining 5 publications (20%) are presented in two languages — Uzbek and Russian. None of the publications was prepared in only one language.

This strategy has a dual significance. From the domestic perspective, it ensures the coverage of both Uzbek- and Russian-speaking audiences within the country, which is critical in a multilingual information environment. From the external perspective, the inclusion of English is oriented toward the international community, including representatives of international organisations and partners in climate policy, which is consistent with the high weight of the “international cooperation” frame in the account's thematic structure.

4.5. Audience engagement and viral content

The analysis of engagement indicators (numbers of likes and comments) revealed a **high degree of variability** in audience response to publications of different types. The average number of likes across the sample is 613, but the median value is 73, indicating a pronounced asymmetry in the distribution: several viral publications multiply exceed the average engagement level.

The publications with the highest engagement are presented in Table 4.

No.	Topic	Format	Dominant frame	Likes	Comments
14	AGMK violations	Video	Threat + law enforcement + local impact	9,311	842
21	Illegal extraction on the Karadarya	Video	Law enforcement	4,677	203
2	Illegal fishing	Video	Environmental control	1,620	150
5	Striped hyena conservation	Photo+text	International cooperation	1,120	93
17	Fine for environmental damage	Video	Threat + law enforcement + moral responsibility	580	86

Table 4. Top 5 publications by number of likes.

The data reveal a clearly pronounced pattern: **all five most viral publications are associated with the threat/law-enforcement frame**, and four of the five are realised in the video (Reels) format. The publication about the violations identified at the Almalyk Mining and Metallurgical Combine (AGMK) collected 9,311 likes and 842 comments, significantly exceeding the engagement of all other materials in the sample, including publications on international cooperation, environmental education, and state policy achievements. Publications containing the international-cooperation and achievements frames — despite their dominance in the overall content structure — generate substantially lower engagement, typically in the range of 28 to 109 likes.

In other words, a **structural divergence** is observed between the content production strategy and the structure of audience response: the account strategically promotes narratives of international legitimacy and state programmatic activity, whereas the audience demonstrates the most intense reaction to materials related to local environmental violations and the state response to them.

4.6. Summary of results

The results obtained make it possible to formulate the following key characteristics of the communication strategy of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan on Instagram:

- a visually oriented character of publications with a predominance of the video format (Reels);
- thematic dominance of the international-cooperation and state-regulatory-activity frames;
- systematic avoidance of alarmist tone with mandatory accompaniment of negative news by the demonstration of state response;
- a consistent multilingual strategy oriented simultaneously toward domestic and international audiences;
- a significant divergence between the strategic content priority and the structure of audience engagement, in which publications about local environmental violations and law enforcement generate substantially higher response than publications about international cooperation and achievements.

The interpretation of these results, drawing on the theoretical frameworks of framing, dialogic communication, and public engagement, is presented in the following section.

5. Discussion

The results obtained allow the communication strategy of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan on Instagram to be interpreted through the lens of three complementary theoretical frameworks: framing theory, dialogic communication theory, and the concept of public engagement. The combination of the identified patterns indicates that the account occupies an intermediate position between the traditional state PR model, oriented toward one-way informing, and the modern digital communication model, oriented toward dialogue and engagement.

5.1. Multiplicity of frames and the institutional logic of communication

From the perspective of framing theory (Entman, 1993; Nisbet, 2009), the identified structure of publications demonstrates a **diversified framing strategy**, which is atypical for purely reporting-based state communication. Whereas many studies of state climate communication document the dominance of a single “achievements / accountability” frame (Falkenberg et al., 2022), in the case analysed here this frame occupies only 12% of the sample. Instead, the account constructs a **multi-layered discourse** in which the frames of international cooperation (32%) and state regulatory activity (40% combined with control and law enforcement) dominate.

Such a distribution reflects a specific institutional logic. The international-cooperation frame performs the function of **legitimising climate policy through external recognition**: the systematic mention of interactions with UNDP, GEF, UNFCCC, and other international institutions positions Uzbekistan as a responsible participant in the global climate process, which strengthens the symbolic capital of the agency at both the domestic and international levels. The frames of solutions and law enforcement, in turn, construct the image of the state as an active and effective regulator, capable not only of adopting programmatic documents but also of ensuring their implementation.

The widespread use of **combined frames** (in 32% of publications) is noteworthy. The combination of the frames “threat + law enforcement,” “solutions + local impact,” and “law enforcement + moral responsibility” indicates a deliberate construction of complex communicative messages that address several tasks simultaneously: informing about the problem, demonstrating the state response, and appealing to civic responsibility. This corresponds to contemporary understandings that effective climate communication is not reduced to a single-frame message but requires **frame multiplexing** (Nisbet, 2009).

5.2. The information-deficit model and its limitations

The data obtained make it possible to critically evaluate the propositions of the information-deficit model, according to which providing a greater volume of accurate information automatically leads to changes in public attitudes and behaviour. Numerous studies have shown that this model has limited explanatory power as applied to climate communication (Suldovsky, 2017; Dahlstrom, 2014). The need to move from an information-reporting mode of delivery to more substantive and socially oriented formats in the Uzbek media landscape has also been noted by N. Kosimova, who highlights the problems of environmental information delivery in the country's online media and the role of media in shaping public opinion on environmental issues (Kosimova, 2019b).

In the case analysed, the account publishes a significant volume of multi-format information on the agency's activities, international commitments, programmatic initiatives, and scientific facts — yet precisely these categories of content, closest to the “informing” paradigm, demonstrate the **lowest audience engagement**: their likes and comments generally do not exceed 100. In contrast, publications possessing a narrative structure (a specific case, a specific place, a specific state action) generate engagement dozens and hundreds of times higher.

This pattern empirically confirms the **priority of the narrative approach over the informational-reporting one** in digital state communication (Dahlstrom, 2014). Abstract informational messages lose out to concrete stories with a clear narrative structure — which has direct practical implications for the strategy of state climate communication.

5.3. The viral AGMK case as an analytical example

Of particular interest is the publication about the environmental violations identified at the Almalyk Mining and Metallurgical Combine (post No. 14), which collected 9,311 likes and 842 comments and **multiply exceeded in engagement all other publications in the sample**. This publication possesses a set of characteristics, each of which is theoretically associated with high engagement: it is realised in the video (Reels) format, contains a threat frame combined with the frames of law enforcement and local impact, possesses a narrative structure (a specific enterprise, a specific violation, a specific state action), and is linked to a nationally significant industrial facility.

From the perspective of public engagement theory (Kent & Taylor, 2016), this case shows that **the state account is capable of attracting a high level of audience participation — but only when the subject of the message becomes a local conflict with a clear narrative dramaturgy**. More than 800 comments on a single post is a level of engagement substantially exceeding that typical of state accounts and indicates a hidden resource of dialogic communication that remains unrealised in other publications.

At the same time, this case raises the question of the **agency's capacity to manage the subsequent dialogue**. Eight hundred comments constitute not only an indicator of communicative success but also a communicative load requiring resources for moderation, response, and substantive interaction. Dialogic communication theory (Kent & Taylor, 2016) emphasises that genuine dialogue requires not only the generation of attention but also its productive processing — otherwise high engagement turns into a missed communicative opportunity.

5.4. The multilingual strategy as an element of digital public diplomacy

One of the most significant observations of the study is the **consistent multilingual strategy** of the account: 80% of publications are presented simultaneously in Uzbek, Russian, and English, and the remaining 20% in Uzbek and Russian. Such a practice is rarely documented in studies of state communication, where a monolingual format usually predominates.

This strategy performs a dual function. Domestically, it ensures **inclusive coverage of both principal linguistic communities of the country**, which is critical in conditions of Uzbek–Russian multilingualism. Externally, the systematic inclusion of English transforms the account into an instrument of **digital public diplomacy** — communication directed not only toward citizens but also toward the international community, including partners in climate agreements, international organisations, and foreign observers. The combination of domestic and external audiences in a single digital channel represents an **independent communicative innovation** worthy of separate theoretical examination.

5.5. The strategy-engagement divergence as a key finding

The central analytical finding of the study is the **structural divergence between the content production strategy and the structure of audience engagement**. The account strategically invests significant resources in producing publications about international cooperation and state programmes, whereas the audience demonstrates the most intense reaction to publications about local environmental violations and the state response to them.

This pattern is not unique to the Uzbek case — similar observations are documented in studies of digital state communication in other countries (Pearce et al., 2019; Falkenberg et al., 2022). However, its identification in the Uzbek context has independent significance, since it demonstrates that **the logic of digital**

platforms universally prioritises locality, specificity, and dramaturgy, regardless of institutional and cultural context.

From a practical perspective, the identified divergence points to a **reserve for enhancing communicative effectiveness**: rebalancing content in favour of a greater number of locally oriented narratives, while preserving publications on international cooperation and programmatic activity, could substantially increase the overall level of audience engagement.

5.6. Practical implications

On the basis of the results obtained, the following practical recommendations can be formulated for state climate communication on social media:

Prioritisation of narrative formats. Replacing report-informational publications with concrete stories possessing a clear narrative structure significantly enhances audience engagement. Each state climate initiative possesses a narrative potential that can be developed into individual local stories.

Strategic use of the video format. Reels demonstrate the highest engagement indicators in the analysed sample, which corresponds to the general tendency of algorithmic prioritisation of video content on the platform.

Readiness for dialogic communication. Publications generating hundreds of comments create an opportunity for substantive dialogue with the audience; the absence of such dialogue turns high engagement into a wasted resource. Systematic work with comments should become an integral element of state digital communication.

Preservation of the multilingual strategy. The practice of simultaneously publishing in Uzbek, Russian, and English appears to be a successful finding and may be recommended as a model for other state accounts.

Caution with alarmist tone. The complete absence of alarming tone in the sample should not be regarded as a shortcoming — the systematic accompaniment of a problem by the demonstration of state response maintains the constructive character of communication.

5.7. Limitations of the study

The present study has a number of limitations. First, it is based on the analysis of a single account over a single month, which limits the possibility of generalisations to the entire practice of state climate communication in Uzbekistan. Second, the use of Instagram metrics (likes, comments) as indicators of engagement does not allow judgements to be made about the real impact of publications on public attitudes and behaviour — for this, dedicated audience studies are required. Third, the qualitative character of content analysis presupposes an interpretive element that was minimised through the use of a standardised coding scheme but cannot be entirely eliminated. Fourth, a substantive analysis of comments was not carried out in the present study and constitutes a promising direction for further work.

Despite these limitations, the results obtained form an empirical foundation for subsequent comparative and longitudinal studies of state climate communication in Uzbekistan and Central Asia.

6. Conclusion

The present study aimed to systematise the theoretical foundations of the use of social media in state climate communication and to empirically examine the communication strategy of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan on Instagram. The results obtained allow the following main conclusions to be formulated.

First, state climate communication in the digital environment requires the integration of several theoretical approaches — framing theory, the critique of the information-deficit model, dialogic communication theory, and the concept of public engagement. None of these approaches individually provides

a full explanation of how the state should act on social media; their synthesis creates a productive analytical framework.

Second, the communication strategy of the National Committee demonstrates a number of characteristic features: a visually oriented format with a predominance of video content, a diversified framing structure with the dominance of international cooperation and state regulatory activity, a consistent avoidance of alarming tone, and a systematic multilingual strategy encompassing Uzbek, Russian, and English.

Third, the central analytical finding of the study is the structural divergence between the strategic content priority and the structure of audience engagement: the highest response indicators are demonstrated by publications about local environmental violations and the state response to them, whereas the account's key strategic narratives (international cooperation, programmatic achievements) attract substantially less attention. This points to a reserve for enhancing communicative effectiveness through the recalibration of content toward local narratives while preserving the multilingual strategy.

Fourth, the multilingual strategy of the account represents an independent communicative innovation combining the tasks of domestic communication and digital public diplomacy.

Promising directions for further research include: comparative analysis of the communication strategies of various state accounts in Uzbekistan; the study of the substantive character of comments and public reactions through methods of sentiment analysis; cross-platform research into state climate communication on Telegram, YouTube, and other social networks; and longitudinal analysis of the transformation of communication strategies in connection with key events in the climate agenda.

The present study, based on compact but substantively representative empirical material, contributes to the understanding of state climate communication in Uzbekistan and Central Asia — a region hitherto insufficiently represented in international academic literature.

7. Acknowledgment

The author expresses gratitude to the academic supervisor for conceptual advice in the preparation of the present study, as well as to colleagues at the department for valuable comments during the discussion of preliminary results. Special appreciation is expressed to the specialists of the National Committee on Ecology and Climate Change of the Republic of Uzbekistan for the openness and systematic character of the communication practice that became the object of the present analysis.

8. References

1. Boykoff, M. T. (2011). *Who speaks for the climate? Making sense of media reporting on climate change*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511978586>
2. Coombs, W. T. (2015). *Ongoing crisis communication: Planning, managing, and responding* (4th ed.). SAGE Publications.
3. Dahlstrom, M. F. (2014). Using narratives and storytelling to communicate science with nonexpert audiences. *Proceedings of the National Academy of Sciences*, 111(Suppl. 4), 13614–13620. <https://doi.org/10.1073/pnas.1320645111>
4. DataReportal. (2025). *Digital 2025: Uzbekistan*. Kepios / DataReportal. <https://datareportal.com/reports/digital-2025-uzbekistan>
5. Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58. <https://doi.org/10.1111/j.1460-2466.1993.tb01304.x>
6. Falkenberg, M., Galeazzi, A., Torricelli, M., Di Marco, N., Larosa, A., Sas, M., Grunfeld, A., Tizzani, M., Zola, M., Zollo, F., Quattrocioni, W., & Baronchelli, A. (2022). Growing polarization around climate change on social media. *Nature Climate Change*, 12(12), 1114–1121. <https://doi.org/10.1038/s41558-022-01527-x>

7. Feldman, L., & Hart, P. S. (2018). Climate change as a polarizing cue: Framing effects on public support for low-carbon energy policies. *Global Environmental Change*, 51, 54–66. <https://doi.org/10.1016/j.gloenvcha.2018.05.004>
8. Grunig, J. E. (Ed.). (1992). *Excellence in public relations and communication management*. Lawrence Erlbaum Associates.
9. Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
10. Hallahan, K. (1999). Seven models of framing: Implications for public relations. *Journal of Public Relations Research*, 11(3), 205–242. https://doi.org/10.1207/s1532754xjpr1103_02
11. Hulme, M. (2009). *Why we disagree about climate change: Understanding controversy, inaction and opportunity*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511841200>
12. Kent, M. L., & Taylor, M. (2016). From homo economicus to homo dialogicus: Rethinking social media use in CSR communication. *Public Relations Review*, 42(1), 60–67. <https://doi.org/10.1016/j.pubrev.2015.11.003>
13. Kosimova, N. (2019a). Environmental problems and environmental policy of Uzbekistan: The media aspect. *Nargis.uz*. Retrieved from <https://nargis.uz/?p=2494>
14. Kosimova, N. (2019b). Environmental themes in Uzbekistan's online media: Problems of information delivery. *Nargis.uz*. Retrieved from <https://nargis.uz/?p=2505>
15. Krippendorff, K. (2019). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications.
16. Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. *Journal of Public Relations Research*, 15(2), 181–198. https://doi.org/10.1207/S1532754XJPRR1502_4
17. Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media. *Journal of Computer-Mediated Communication*, 17(3), 337–353. <https://doi.org/10.1111/j.1083-6101.2012.01576.x>
18. Moser, S. C. (2016). Reflections on climate change communication research and practice in the second decade: What more is there to say? *WIREs Climate Change*, 7(3), 345–369. <https://doi.org/10.1002/wcc.403>
19. Nisbet, M. C. (2009). Communicating climate change: Why frames matter for public engagement. *Environment: Science and Policy for Sustainable Development*, 51(2), 12–23. <https://doi.org/10.3200/ENVT.51.2.12-23>
20. Painter, J. (2013). *Climate change in the media: Reporting risk and uncertainty*. I. B. Tauris.
21. Pearce, W., Niederer, S., Özkula, S. M., & Sánchez Querubín, N. (2019). The social media life of climate change: Platforms, publics, and future research. *WIREs Climate Change*, 10(2), Article e569. <https://doi.org/10.1002/wcc.569>
22. Seltzer, T., & Mitrook, M. A. (2007). The dialogic potential of weblogs in relationship building. *Public Relations Review*, 33(2), 227–229. <https://doi.org/10.1016/j.pubrev.2007.02.011>
23. Suldovsky, B. (2017). The information deficit model and climate change communication. In *Oxford Research Encyclopedia of Climate Science*. Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228620.013.301>
24. United Nations Development Programme. (2024). *Climate Change and Adaptation Conference: Uzbekistan*. UNDP Uzbekistan. <https://www.undp.org/uzbekistan>

25. Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. *Public Relations Review*, 35(2), 102–106. <https://doi.org/10.1016/j.pubrev.2009.01.006>