

**ANALYSIS OF THE MATERIALS OF THE NEWSPAPER "KHOREZM HAQIQATI"
BASED ON THE BBC INFORMATION NEEDS MODEL.****Guljon Jumaniyozova**

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Abstract: This article analyzes the issues of the newspaper “Khorazm Haqiqati” published in May 2025 based on the BBC’s information needs model adopted in 2017. Each article in the specified issue was considered based on the six principles contained in the model. The results of the study are presented in percentages and in the form of a diagram. The conclusion shows that the functional direction of the newspaper is mainly aimed at distraction (i.e. entertainment content) and information. Other principles also make up a certain share.

Keywords: information needs, information consumption, BBC model, principle, content analysis, regional press, journalism, audience.

Introduction. The audience approach is of great importance in modern journalism. Nowadays, the information consumer wants not only to receive news, but also to understand, analyze and be inspired by events. In this regard, many publishers and companies have developed their own models based on the needs of society and the population's need for information. Examples of these include the BBC's User needs model (theaudiencers.com, 2005), the Wall Street Journal model (USA), the New York Times' The 2-4-2 model, Constructive Journalism (Denmark), as well as the concepts of Vox media (USA). These models differ from each other in large and small ways. For example, the Vox media model often emphasizes explanatory and analytical topics, while the New York Times' The 2-4-2 model focuses on when and in what format the article is broadcast. For example, in the morning, short, fast and important news, in the afternoon, analytical and interactive articles, and in the evening, long reads and opinion articles are broadcast to the public. “Constructive journalism” is also actively used by The Guardian. This model widely uses the traditional “fact-prediction-solution” format. The BBC model is adapted to keep the audience engaged for a longer time. The above-mentioned models are not just theories, but practical strategies that the world's largest editorial offices use to increase their work efficiency. Among them, the BBC is recognized as the first and most universal. The remaining models are relatively expanded and updated versions of this concept (for example, the User needs model 2.0 model of the Smartocto platform) (smartocto.com, 2024). Other companies have enriched it with commercial, analytical monitoring, audience interest or scientific expertise. So why did the BBC become the largest and most popular model? There are several scientific and practical theories for this. It is not a commercial, but a mass media tool, and the concepts are not in the interests of advertising or subscription, but in accordance with the needs of society (explanation, information, inspiration, guidance). (ox.ac.uk). Also, these concepts are platform-independent, and are suitable for newspapers and magazines, TV, radio, and digital media. The practical experience of the model has also been good. Therefore, the model is considered an effective and scientifically based concept of audience-oriented content strategy in modern journalism. This model was developed in 2017 and divides the audience into six main segments, taking into account the motivation of news consumption. The development of this model by the BBC serves as a sieve for the media market in a certain sense. Whether it is a regional press or a popular site that does not create content based on principles, the transmitted information will not be well received by readers. This directly reduces the productivity of the editorial staff and leads to a decrease in the audience. Especially considering the current decline in the number of newspapers and magazines, this



concept is also an opportunity to improve the current situation. Therefore, if the editorial office “edits” its articles based on this model and presents them to the public, it will significantly increase efficiency. The audience’s interest will expand, circulation will increase, and the prestige of the press will rise again. For this reason, in this article, a study was conducted on the example of the “Khorazm haqiqati” newspaper based on the BBC model. The “Khorazm haqiqati” newspaper is currently a socio-political newspaper published in the Khorezm region and is published twice a week in Urgench. It was initially published on March 8, 1920 under the name “Inqilob soyuzhi”. ([Marimov, M.](#), 2025). It has continued its activities under its current name since 1939. A number of state and public figures including H.H. Niyazi, Khudoibergan Devonov, Karim Boltayev, Eshmurod Devonov, Kurban Beregin, and Erkin Samandarov, worked in the editorial office. Since 1996, a joint editorial office of the newspapers “Khorezm Haqiqati” and “Khorezmskaya Pravda” has been established. ([Wikipedia](#), 2005). As of 2005, the number of newspapers was 3,443, while in 2025 this figure was 2,723. The sharp decline in newspaper circulation in recent years prompts its direct analysis. Therefore, each article published in May 2025 was classified based on the BBC model. As a result, it was determined on the basis of evidence what articles the newspaper presented to the public during this period and which aspects were ignored.

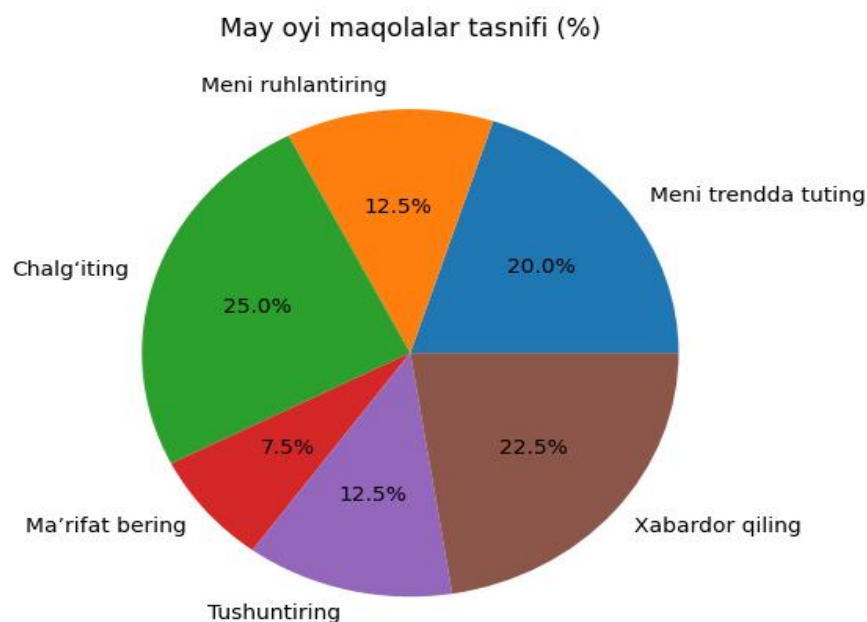
According to the results, 40 articles from May were selected for the study, grouped according to 6 principles, and percentages were calculated. Considering the above results, a total of 8 articles were included in the “Keep Me Trending” concept. Topics that were relevant and caused widespread public discussion during this period were reflected in articles such as “Fighting Corruption is Everyone’s Duty” (“[Khorezm Haqiqati](#)”, 2025), “Following Sanitary and Hygiene Rules is a Current Issue” (“[Khorezm Haqiqati](#)”, 2025). 5 articles were included in the “Inspire Me” column. Motivational, successful stories about “The joy of youth is endless” (“[Khorezm truth](#)”, 2025), “Remembering teachers” (“[Khorezm truth](#)”, 2025), “Life is given to create beauty” (“[Khorezm truth](#)”, 2025), as well as articles dedicated to the memory of Azimboy Sa'dullayev (“[Khorezm truth](#)”, 2025) were published. The concept of “Distract me” gained a relatively large weight. It includes 10 articles with light, cultural, and entertaining content, such as “A Day in the Museum” (“[The Truth of Khorezm](#)”, 2025), “Growing Up Joyfully”, (“[The Truth of Khorezm](#)”, 2025), “A Journey Through the World of Books” (“[The Truth of Khorezm](#)”, 2025), “Talking About Our Priceless Historical Heritage” (“[The Truth of Khorezm](#)”, 2025). The “Educate Me” chapter includes articles that provide deep knowledge, broaden the worldview, and analyze scientific explanations, such as “What is KPI?” (“[The Truth of Khorezm](#)”, 2025), “The Potential of Intensive Technologies is Widely Used” (“[The Truth of Khorezm](#)”, 2025), and “What is Biofortification?” (“[The Truth of Khorezm](#)”, 2025). The “Explain to Me” column reveals the problems occurring in society and their causes. It includes articles such as “The appeal was promptly studied and resolved in a practical way” (“[Khorezm haqiqati](#)”, 2025), “Studies help to further improve activities” (“[Khorezm haqiqati](#)”, 2025), “Problems in the science and technology system and their innovative solutions are at the center of discussion” (“[Khorezm haqiqati](#)”, 2025), “Every appeal is taken into account” (“[Khorezm haqiqati](#)”, 2025). Finally, the principle of “Inform me” includes fast, daily news and official information, such as “Great creativity and innovation is being carried out in our region” (“[Khorezm Haqiqati](#)”, 2025), “Current issues were discussed at the session” (“[Khorezm Haqiqati](#)”, 2025), “Enlightened people and young people got acquainted with the results of promising projects being implemented in creativity and production” (“[Khorezm Haqiqati](#)”, 2025), “High responsibility, initiative - the demand of the era” (“[Khorezm Haqiqati](#)”, 2025).

Today, the functional directions of articles in the media are diverse, serving to attract the attention of readers, inform them and provide them with educational information. The results for May show that the main part of the articles belongs to the categories “Distract me” (25%) and “Inform” (22.5%), which demonstrate their important role in attracting attention and providing



information in the media. Also, the categories “Keep me on trend” (20%) and “Inspire me” (12.5%) serve to motivate readers and inform them about current topics. The articles “Educate me” (7.5%) and “Explain me” (12.5%), which have a smaller share, mainly perform a scientific-content and explanatory function. At the same time, all categories are summed up and show the functional distribution of articles in May and their relationship to the readership. The BBC information needs model was found to be an effective methodological tool for analyzing the regional press. The analysis based on May showed that the main focus of the newspaper is to entertain and inform.

As a regional publication, the newspaper “Khorazm Haqiqati” focuses more on motivational materials and coverage of events. At the same time, increasing the share of official news and analytical articles can ensure that the newspaper is more responsive to the needs of its audience in the future. Given that “Khorazm Haqiqati” is a socio-political newspaper published in the Khorezm region, in most of the materials one can see articles that deviate from economic and social problems, focusing on daily achievements or details directly related to the topics. Instead of analyzing the root causes of socio-economic problems, the focus is on secondary achievements and statistical data that are far from the topic. It is necessary to abandon the “Distract me” model in the local press and switch to the “Explain to me” model, which is focused on the real needs of the audience, is based on facts and is aimed at solving the problem. A comparative analysis based on the materials studied shows that in order for the information in the publication materials to comply with BBC standards, that is, to increase the level of objectivity and accuracy, it is necessary to abandon distracting elements and strengthen critical analysis. This will be the basis for increasing the newspaper's work efficiency in the coming years and, of course, increasing the audience's interest.



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