

**UZBEKISTAN**  
**LANGUAGE & CULTURE**

**O'ZBEKISTON**

**TIL VA MADANIYAT**

**ISSN 2181-922X**

**2025 Vol. 3**

**tsuull.uz**  
**uzlc.tsuull.uz**

ISSN 2181-922X

# **O‘ZBEKISTON:**

**TIL VA MADANIYAT**

# **UZBEKISTAN:**

**LANGUAGE AND CULTURE**

**2025 Vol. 3**

**tsuull.uz**

**uzlc.tsuull.uz**

Alisher Navoiy nomidagi Toshkent davlat o'zbek tili va adabiyoti universiteti

**Bosh muharrir:** Shuhrat Sirojiddinov  
**Bosh muharrir o'rinbosari:** Nozliya Normurodova  
**Mas'ul kotib:** Ozoda Tojiboyeva

### **Tahrir kengashi**

Hamidulla Dadaboyev, Mustafo Bafoyev, Samixon Ashirboyev, Shodmon Vohidov (Tojikiston), Qozoqboy Yo'ldoshev, Farxod Maqsudov, Adham Ashirov, Zohidjon Islomov, Bahodir Karimov, Almaz Ülvi (Ozarbayjon), Shamsiddin Kamoliddin, Roza Niyozmetova, Aftondil Erkinov, Uzoq Jo'raqulov, Sulton Normamatov, Dilnavoz Yusupova, Dilorom Ashurova, Odinaxon Jamoldinova, Ziyoda Teshaboyeva.

### **Tahrir hay'ati**

Nazef Shahrani (AQSH)	Abdulaziz Mansur (O'zbekiston)
Elizabetta Ragagnin (Italiya)	Timur Xo'jao'g'li (AQSH)
Ahmadali Asqarov (O'zbekiston)	Tanju Seyhan (Turkiya)
Isa Habibbeyli (Ozarbayjon)	Xisao Komatsu (Yaponiya)
Akmal Nur (O'zbekiston)	Alizoda Saidumar (Tojikiston)
Akrom Habibullayev (AQSH)	Nikolas Kantovas (Buyuk Britaniya)
Bahtiyar Aslan (Turkiya)	Akmal Saidov (O'zbekiston)
Emek Üşenmez (Turkiya)	Mark Toutant (Fransiya)

“O'zbekiston: til va madaniyat” jurnali – lingvistika, tarix, adabiyot, tarjimashunoslik, san'at, etnografiya, falsafa, antropologiya va ijtimoiy tadqiqotlarni o'rganish kabi sohalarni qamrab olgan akademik jurnal.

Jurnal bir yilda to'rt marta chop etiladi.

Jurnalning maqsadi – ko'rsatilgan sohalarga oid dolzarb mavzulardagi bahs-munozaraga undaydigan, yangi, innovatsion g'oyalarga boy, o'z konsepsiyasiga ega bo'lgan tadqiqotlarni nashr etishdir.

Ingliz, rus va o'zbek tillaridagi, shuningdek, boshqa turkiy tillarda yozilgan maqolalar qabul qilinadi. Iqtisodiy tahlillar hamda siyosatga oid maqolalar e'lon qilinmaydi.

Jurnalda kitoblarga yozilgan taqrizlar, adabiyotlar sharhi, konferensiyalar hisobotlari va tadqiqot loyihalari natijalari ham e'lon qilinadi. Mualliflar fikri tahririyat nuqtayi nazaridan farq qilishi mumkin.

Alisher Navoiy nomidagi Toshkent davlat o'zbek tili va adabiyoti universiteti.

O'zbekiston, Toshkent, Yakkasaroy tumani, Yusuf Xos Hojib ko'chasi, 103.

**Email:** uzlangcult@gmail.com

**Website:** www.uzlc.tsuull.uz

Alisher Navo'i Tashkent State University of the Uzbek Language and Literature

**Editor-in-Chief:** Shuhrat Sirojiddinov  
**Deputy Editor in Chief:** Nozliya Normurodova  
**Executive secretary:** Ozoda Tajibaeva

#### **Editorial board**

Hamidulla Dadaboev, Mustafo Bafoev, Samikhan Ashirboev, Shodmon Vohidov (Tajikistan), Qozoqboy Yuldashev, Farhad Maksudov, Adham Ashirov, Zohidjon Islomov, Bahodir Karimov, Almaz Ülvi (Azerbaijan), Shamsiddin Kamoliddin, Roza Niyozmetova, Aftondil Erkinov, Uzoq Jurakulov, Sulton Normamatov, Dilnavoz Yusupova, Dilorom Ashurova, Odinakhan Jamoldinova, Ziyoda Teshabaeva.

#### **Editorial Committee**

Nazif Shahrani (USA)	Abdulaziz Mansur (Uzbekistan)
Elisabetta Ragagnin (Italy)	Timur Kozhaoglu (USA)
Ahmadali Asqarov (Uzbekistan)	Tanju Seyhan (Turkey)
Isa Habibbeyli (Azerbaijan)	Hisao Komatsu (Japan)
Akmal Nur (Uzbekistan)	Alizoda Saidumar (Tajikistan)
Akrom Habibullaev (USA)	Nicholas Kontovas (Great Britain)
Bahtiyar Aslan (Turkey)	Akmal Saidov (Uzbekistan)
Emek Üşenmez (Turkey)	Marc Toutant (France)

“Uzbekistan: Language and Culture” is an academic journal that publishes works in the field of linguistics, history, literature, translation studies, arts, ethnography, philosophy, anthropology and social studies.

The journal is published four times a year.

The purpose of the journal is to publish the results of the latest research that are rich in new, innovative ideas and has its own concept, which stimulates debate on topical issues in these areas.

The language of articles can be English, Russian and Uzbek. Other Turkic languages are also welcome. We do not publish economic analyses or political articles.

In addition to research articles, the journal announces book and literary work reviews, conference reports and research project results.

The authors' ideas may differ from those of the editors'.

Alisher Navo'i Tashkent State University of the Uzbek Language and Literature.

103, Yusuf Khos Hojib, Yakkasaray, Tashkent, Uzbekistan.

**Email:** uzlangcult@gmail.com

**Website:** www.uzlc.tsuull.uz

## Visual Storytelling of Cities in the Media within the Framework of the World Urban Forums

Almas Nasibova<sup>1</sup>

### Abstrakt

This article explores the visual storytelling of cities in the media within the framework of the World Urban Forums organized by the United Nations Human Settlements Programme (UN-Habitat). It argues that visual narratives of cities extend beyond themes of urban development, destruction, and sustainability to encompass human life, lifestyles, architecture, historical landmarks, and social transformation.

The study examines how urban issues are approached and represented through various forms of media. The analysis identifies several dominant themes in visual storytelling, including rapid urban growth, efforts to mitigate the adverse effects of urbanization, housing challenges, informal settlements, housing affordability, and migration. Particular attention is given to the impact of climate change on urban environments and the social, economic, and environmental consequences associated with it.

In discussing smart city technologies, the article highlights Azerbaijan's initiatives in its liberated territories, with special emphasis on the "Smart Village" project implemented in Ağalı village, Zangilan district. The findings demonstrate that visual media employs photojournalism, documentary filmmaking, television reporting, drone imagery, social media projects, interactive mapping, and digital storytelling to communicate urban realities. Through these diverse visual formats, complex urban issues become more accessible, engaging, and understandable to a broad audience.

**Key words:** *Urban Planning, World Urban Forum, Visuality in the Media, Global Dialogue, Urbanization, Directions of Visual Media, Visual*

---

<sup>1</sup> *Almaz Nasibova* – "Azerbaijan Television and Radio Broadcasting" CJSC, PhD in Philology, Doctorate/Department of Multimedia and Electronic Communication, Baku State University.

E-mail: [almazmahmud@gmail.com](mailto:almazmahmud@gmail.com)

ORCID ID: 0009-0008-8731-5625

For citation: Nasibova, A. 2025. "Visual Storytelling of Cities in the Media within the Framework of the World Urban Forums". Uzbekistan: Language and Culture 3: 104 – 118.

*Storytelling*

**Introduction**

The twenty-first century has become an era of rapid urbanization, with an increasing proportion of the world's population living in cities. Urban areas have evolved into centers of economic growth, technological innovation, cultural exchange, and social transformation. At the same time, cities face numerous challenges, including housing shortages, environmental degradation, climate change, migration pressures, social inequality, and infrastructure demands. Urbanization and economic development are strongly interconnected. Although urbanization alone does not automatically generate development, long-term economic growth has historically been inseparable from the process of urbanization [Henderson, 2010].

In contemporary society, the media plays a vital role in shaping different public understanding [O'Shaughnessy et al., 2012]. Urban realities could be also included there. Beyond traditional textual reporting, visual media has emerged as one of the most influential tools for communicating urban experiences and challenges. Photographs, documentaries, television reports, drone footage, digital maps, and social media content enable audiences to observe, interpret, and emotionally connect with urban issues. Through visual storytelling, complex urban phenomena can be transformed into accessible and engaging narratives that reach global audiences and encourage public discussion.

Within this context, the World Urban Forum (WUF), organized by the United Nations Human Settlements Programme (UN-Habitat), serves as one of the most important international platforms for discussing sustainable urban development. Since its establishment in 2001, the Forum has brought together policymakers, urban planners, researchers, civil society representatives, and media professionals to exchange experiences and develop solutions to contemporary urban challenges.

The World Urban Forum (WUF) emerged from growing international concern over the rapid pace of global urbanization and its social, economic, and environmental consequences. Its foundations can be traced to the 1976 United Nations Conference on Human Settlements (Habitat I) held in Vancouver, which marked the beginning of a coordinated global effort to address urban challenges. As urban populations continued to expand, the United Nations Human Settlements Programme (UN-Habitat) established the World Urban Forum in 2001 as a non-legislative platform for dialogue and coopera-

tion on sustainable urban development. The first Forum was held in Nairobi in 2002 and brought together governments, urban planners, academics, civil society organizations, and international institutions to discuss emerging urban issues (Oberlander, 2004). Since then, the World Urban Forum has evolved into the world's leading global conference on cities, providing a platform for sharing best practices, promoting sustainable urbanization, and strengthening international cooperation in addressing the challenges of an increasingly urban world.

This article examines the visual narratives of cities in the media within the framework of the World Urban Forums, with particular emphasis on the Thirteenth Session of the World Urban Forum (WUF13) held in Baku, Azerbaijan. It analyzes how visual media contributes to the representation of urban issues, the promotion of sustainable development, and the strengthening of global dialogue on urbanization. Furthermore, the study explores the role of visual literacy in interpreting urban images and messages, highlighting how visual communication can enhance public understanding of urban challenges, smart city initiatives, climate resilience, and the future of sustainable cities.

### **Visual Narratives of Cities in the Media within the Framework of the World**

#### **Urban Forums**

The World Urban Forum (WUF) was established in 2001 by the United Nations Human Settlements Programme (UN-Habitat). Its primary objective is to support efforts aimed at addressing the challenges arising from rapid urbanization, one of the most pressing issues faced by countries around the world. At the same time, UN-Habitat states that the Forum seeks to draw attention to the impacts of rapid urbanization on communities, cities, economies, climate change, and public policies.

The World Urban Forum contributes to raising awareness of sustainable urbanization through policy dialogue, knowledge exchange, and international cooperation. Such global platforms have become increasingly important in shaping urban development agendas and fostering collaborative approaches to sustainable urban governance [Parnell, 2016].

Furthermore, the Forum serves as a key platform for bringing together governments, policymakers, researchers, and civil society representatives to discuss innovative solutions to urban chal-

lenges. Through its regular sessions, WUF promotes the exchange of best practices and encourages the adoption of sustainable urban development strategies across different regions. The outcomes and recommendations generated during the Forum contribute to the formulation of more inclusive, resilient, and environmentally sustainable urban policies. Consequently, the World Urban Forum plays a significant role in advancing global efforts toward sustainable urbanization and improving the quality of life in cities worldwide.

### Visual Narratives of Cities in the Media

Any visual story disseminated through the media conveys the challenges and achievements of urban residents to audiences in an engaging and emotionally compelling manner. At the same time, it strengthens the global dialogue on urban development. The media plays a crucial role in the World Urban Forums by providing timely coverage of events, discussions, and key developments. Among the various forms of information shared, visual narratives hold particular significance. People tend to process and engage with images and short visual stories more quickly, which helps raise awareness not only about the nature of urban challenges but also about their causes and potential solutions.

The following themes are particularly prominent in these visual narratives:

- Rapid urban growth and urbanization;
- Housing and accommodation challenges;
- Sustainable and “green” city models;
- Public spaces and everyday urban life;
- Migration and the urban experiences of displaced populations;
- The impact of climate change on cities;
- Smart city technologies;
- The interaction between historical heritage and modern architecture.

Among visual media formats, photojournalism, documentary films, television reports, and drone footage are widely used. In addition, social media projects, interactive maps, and digital storytelling have become increasingly dominant tools for presenting urban issues and engaging broader audiences.

### **WUF13 and Visual Media**

The first session of the World Urban Forum held in Nairobi, Kenya, in 2002, known as “WUF Nairobi,” did not attract extensive

media attention. The event was covered primarily by local and regional media outlets, as it resembled a Governing Council meeting more than a World Urban Forum in its broader sense. One of the key shortcomings of the Nairobi event, compared to subsequent WUF sessions, was the absence of a major public report that could effectively inform and engage wider audiences. As a result, the Forum initially had a relatively limited impact on global public debates concerning urbanization and sustainable development.

In contrast, the media coverage of the Barcelona session held in Spain reached a level more consistent with the significance of the event. The Second World Urban Forum, which focused on the theme of urban culture and was supported by the State of the World's Cities 2004–2005 report, received substantial attention from the press and was widely disseminated through various media channels. This development reflected the growing international recognition of cities as key actors in addressing global challenges and highlighted the increasing importance of international urban forums in shaping urban policy agendas and fostering global knowledge exchange [Acuto, 2013].

At the Third Session of the World Urban Forum, held in Vancouver, Canada, the event finally gained recognition from leading global media outlets. Major international news organizations such as BBC News, The Hindu and Newsweek featured the Forum in their headlines and news coverage, reflecting its growing international significance and visibility. These details were stated by UN-Habitat to detail the overview.

This increasing level of media attention demonstrated that the World Urban Forum was becoming an important international platform for discussing urban development issues and sharing experiences among different countries. As more global media organizations reported on the Forum, information about urbanization challenges, sustainable development goals, and policy solutions became accessible to a much wider audience across different regions of the world. The growing visibility of the Forum through visual and traditional media also helped strengthen public awareness of the social, economic, and environmental impacts of rapid urbanization on cities and communities. Furthermore, extensive media coverage enabled policymakers, researchers, and citizens to follow key discussions and recommendations emerging from the Forum, thereby encouraging greater engagement with urban development initiatives. Consequently, the relationship between the World Urban Forum and

visual media became increasingly important in promoting knowledge dissemination, enhancing public understanding, and supporting international dialogue on sustainable urban futures.

### **WUF13 and Media Visibility**

In May 2026, the Thirteenth Session of the World Urban Forum (WUF13), hosted in Baku, brought together approximately 57,500 participants from 176 countries, making it the largest World Urban Forum ever organized. As the United Nations' premier global conference on sustainable urbanization, WUF13 served not only as a platform for policy dialogue and urban planning discussions but also as a space for visual storytelling, where sustainable urban futures were communicated through exhibitions, architectural displays, multimedia presentations, and immersive spatial experiences. The significance of such visual representations is emphasized in urban planning literature, which argues that visual communication plays a central role in constructing collective understandings of cities and shaping perceptions of future urban development [Christmann, 2020]. Through its extensive use of visual media and public exhibitions, WUF13 transformed abstract concepts such as resilience, inclusivity, and sustainability into tangible and accessible experiences for a global audience. The forum attracted unprecedented international attention and extensive media coverage, reinforcing its role as a key arena for advancing contemporary urban development agendas.

In his address, Ilham Aliyev emphasized that the decision to hold the 13th Session of the World Urban Forum in Baku reflects Azerbaijan's contribution to international urbanization processes and the confidence it has earned as a reliable international partner in global development initiatives.

One of the key models presented by Azerbaijan during the Forum was its smart city and smart village initiatives. The Zangilan Smart Village Project, which received considerable attention from visual media outlets, served as a prominent example of the country's innovative approach to sustainable urban and rural development.

Prior to the Forum, nearly 50 representatives of local media organizations participated in awareness and information sessions. International news agencies, including Associated Press (AP), Agence France-Presse (AFP), Xinhua News Agency, Deutsche Presse-Agentur (DPA), ANSA, EFE, and BBC, published reports and coverage related to the Forum. The event was also widely covered by media organiza-

tions from countries such as Indonesia, Malaysia, Vietnam, Kazakhstan, Iran, Pakistan, Tajikistan, Kyrgyzstan, Hungary, and Bulgaria, further expanding the Forum's international visibility.

The extensive media presence at WUF13 reflects the growing significance of global communication networks in shaping the public impact of international events. According to Couldry et al. (2009), media events function as important platforms through which institutions, governments, and international organizations communicate narratives to global audiences, generating symbolic significance that extends beyond the event itself. In this regard, the broad international media coverage of WUF13 contributed not only to the dissemination of discussions on sustainable urbanization but also to the construction of a global narrative around the Forum and its objectives.

From a nation-branding perspective, such international exposure can also enhance the global reputation of host countries. Anholt (2007) argues that major international events serve as strategic instruments for strengthening a country's competitive identity by increasing visibility and shaping international perceptions. Therefore, the widespread media coverage of WUF13 contributed not only to promoting sustainable urbanization initiatives but also to reinforcing Azerbaijan's image as an active participant in international development and urban governance processes.

During the closing ceremony of WUF13, Anar Guliyev, National Coordinator of WUF13, noted that the Forum attracted significant international media attention. According to him, more than 1,000 accredited journalists and media representatives covered WUF13 extensively, contributing to the global promotion of sustainable urbanization and international cooperation. Guliyev also highlighted that one of the Forum's most important outcomes was the signing of a letter of intent regarding the implementation of the Baku Standard, an initiative aimed at establishing efficiency and organizational standards that could be applied to future editions of the World Urban Forum [Bakivaxti.az 2026].

### **World Urban Forum and Visual Literacy**

Wherever visuality exists, visual literacy becomes essential, as the ability to correctly interpret and understand visual content is of great importance. Visual literacy is fundamentally rooted in critical thinking and refers to the ability to understand, interpret, evaluate, and communicate information through images, symbols, colors, spatial design, and various forms of visual media. According to Messaris

(1994), visual literacy involves not only the recognition of visual elements but also the ability to understand the meanings, assumptions, and persuasive messages embedded within visual representations. Therefore, visual literacy enables individuals to engage critically with visual information rather than merely consume it passively.

Visual literacy plays a particularly important role in visual storytelling. When people encounter videos, photographs, and other presentations related to cities, they do not merely observe them; they also “read” the stories and messages embedded within them. Such reading requires literacy – specifically, visual literacy. As Mesaris (1994) argues, viewers actively interpret visual messages by drawing upon cultural knowledge, experience, and contextual understanding. In the context of urban visual storytelling, visual literacy allows audiences to decode representations of cities, sustainability, identity, and urban futures, thereby shaping how these narratives are understood and experienced.

In the context of WUF13, visual literacy plays a central role in communicating ideas related to cities, sustainability, housing, and the future of urban development. Visual literacy is the capacity to interpret, create, and utilize images, objects, and actions that hold cultural significance [Felten, 2008]. Equally important is visual communication, which ensures that visual content is conveyed effectively. For this reason, the Forum employs a wide range of visual communication tools to make complex urban challenges more accessible and understandable to international audiences, policymakers, architects, researchers, and the general public.

The visual elements featured at WUF13 included:

- Urban planning maps;
- Architectural models;
- Interactive digital screens;
- Multimedia presentations;
- Smart city technology demonstrations;
- Climate resilience installations;
- Exhibition pavilions;
- Visual representations of sustainable cities.

These elements allowed visitors to experience urban concepts not only through speeches and written reports but also through visual engagement. Furthermore, visual messages and symbolism played a significant role throughout the Forum. Green and blue color palettes symbolized sustainability, environmental responsibility, and climate resilience.

As an important point, for most of human history, the majority of people lived in small rural communities. However, over the past few centuries, and especially in recent decades, rapid urbanization has led to a significant migration of populations from rural to urban areas. Today, more than 4 billion people – representing over half of the world's population – live in urban areas. According to United Nations estimates, a historic milestone was reached in 2007 when the global urban population surpassed the rural population for the first time. This trend highlights the growing importance of urban environments in shaping social, economic, and demographic developments worldwide [Ritchie et al., 2024].

Human-centered cities emerged as one of the dominant themes communicated through visual media. Images depicting residential communities, pedestrian-friendly streets, and public spaces emphasized inclusivity, accessibility, safety, and social well-being. These visual representations reflect the growing urban development paradigm that prioritizes citizens' needs and quality of life [Gehl, 2010]. Furthermore, smart urbanization was portrayed through visualizations of digital infrastructure, artificial intelligence applications, and interactive installations, highlighting innovation in urban management while maintaining a focus on human-centered design [Caragliu, Del Bo, & Nijkamp, 2011].

One of Azerbaijan's key themes at the Forum focused on cultural identity. The visual identity of WUF13 incorporated Azerbaijani cultural motifs and urban landscapes, connecting local heritage with the broader global discourse on urban development. Visual communication is a dynamic process through which meaning is conveyed via images and visual media, relying not only on the creator's intent but also on the viewer's interpretive engagement [Worth, 1981]. Worth emphasized that visual media, including film and photography, are not simply objective records of reality; they inherently reflect the values, cognitive frameworks, and cultural context of the creator [Worth, 1981]. This process is further illustrated by the distinction between natural and symbolic sign-events, which demonstrates how humans interpret visual stimuli either as straightforward information or as culturally encoded symbols that require conscious decoding [Worth, 1981]. Ultimately, effective visual communication depends on the interactive relationship between the image-maker and the audience, highlighting the importance of understanding both the production and reception of visual messages in order to fully grasp how meaning is constructed and interpreted [Worth, 1981].

There are millions of cities around the world, each facing diverse and often complex challenges. This reality demonstrates the growing need for effective visual communication that can engage global audiences. Visual communication makes abstract urban data easier to understand, fosters dialogue among policymakers, planners, and citizens, and illustrates urban transformations through “before and after” comparisons. It also presents climate risks and potential solutions in a clear and accessible manner while encouraging public participation in urban planning processes.

Simply put, this approach enables people not only to read about urban problems and their solutions but also to see and experience them visually.

The Forum itself functions as a living visual system. Exhibition pavilions become spaces for countries to tell their stories visually. Urban models present possible future city scenarios. Interactive installations allow visitors to experience urban transformation firsthand, while digital displays provide real-time information about cities and climate-related developments.

A notable example was Ukraine’s national pavilion at WUF13, presented under the theme “Housing Stock Restoration and New Safety Standards.” The exhibition featured two scale models of the same building. One model depicted the structure in its original condition as a normal residential building used by Ukrainian citizens, while the other showed the same building after being damaged and destroyed during the Russia–Ukraine war.

This visual presentation conveyed a powerful message that could be considered equivalent to thousands of words and explanations. As a result, the two building models attracted significant attention from journalists and international media outlets. Several reports and news stories were built around these visual representations, demonstrating the extraordinary communicative power of visual storytelling in addressing urban and humanitarian challenges.

Figure. Ukraine’s reconstruction vision at WUF13.

Source: Ministry for Development of Communities and Territories of Ukraine, (2026).

### **Conclusion**

Overall, the findings of this study suggest that cities are increasingly being “read” through visual means, and visual information plays a significant role in explaining issues such as urban density, sustainability, and environmental emissions. Among the high-level

dialogues, special sessions, Urban Expo activities, cultural programs, and networking events presented during the Thirteenth Session of the World Urban Forum (WUF13), particular attention was given to presentations that reinforced visual identities and attracted substantial interest from visual media. These included:

- Urban architecture;
- The image of sustainable cities;
- Blue and green color schemes representing climate resilience;
- Modern typography;
- Azerbaijani cultural and urban symbols.

Throughout the Forum, interactive digital screens, smart city presentations, urban innovation exhibitions, architectural visual installations, multimedia panels, and exhibition zones were showcased. These elements provided highly professional and visually compelling content that was particularly suitable for media coverage. Consequently, these areas received considerable attention from journalists and media organizations.

Analyses based on media coverage indicate that, beginning with the Fourth Session of the World Urban Forum, the number and conditions of slum settlements have consistently been among the topics attracting the greatest media interest. This issue remained prominent during WUF13 as well.

Headlines such as “One billion people live in slums worldwide,” “The number of slum dwellers will soon reach two billion,” “Some African cities are becoming slum cities,” and “The future of cities is slums,” together with broader discussions on urban poverty and urban inequality, reached an estimated audience of approximately 80 million readers.

By comparison, media interest in urbanization itself has been somewhat lower. Headlines such as “The world is urbanizing” and “Urbanization is irreversible” ranked second in media coverage, reaching circulation figures of more than 20 million.

The only international documentary film on urban development broadcast by Azerbaijani media, *Sun-Baked: Ethiopia*, also addressed the issue of slums. This challenge, particularly visible in Africa and especially in Ethiopia, continues to attract significant attention from visual media. Media coverage of such issues can contribute to raising awareness and accelerating efforts toward finding solutions. Any message transmitted to a global audience through the media serves as a call for attention and action.

Ultimately, the primary purpose of these visual narratives is

to communicate the challenges and achievements of urban communities in an emotional and impactful manner while simultaneously strengthening the global dialogue on urban development. Through visual storytelling, complex urban issues become more accessible, understandable, and engaging for audiences worldwide.

### **References**

Anholt, Simon. 2007. *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. New York: Palgrave Macmillan.

Bakıvaxtı.az. 2026. "Milli Koordinator: 1000-dən Çox Media Nümayəndəsi WUF13-ü Geniş İşıqlandırır." May 22, 2026. <https://bakivaxti.az/az/posts/detail/milli-koordinator-1000-den-cox-media-numayendesi-wuf13-u-genis-isiqlandirib-1779451205>.

Caragliu, Andrea, Chiara Del Bo, and Peter Nijkamp. 2011. "Smart Cities in Europe." *Journal of Urban Technology* 18 (2): 65–82. <https://doi.org/10.1080/10630732.2011.601117>.

Christmann, Gabriela B. 2020. "Visual Communication in Urban Design and Planning: The Impact of Mediatisation(s) on the Construction of Urban Futures." *Urban Planning* 5 (2): 1–5. <https://doi.org/10.17645/up.v5i2.3279>.

Couldry, Nick, Andreas Hepp, and Friedrich Krotz, eds. 2009. *Media Events in a Global Age*. London: Routledge.

Felten, Peter. 2008. "Visual Literacy." *Change: The Magazine of Higher Learning* 40 (6): 60–64. <https://doi.org/10.3200/CHNG.40.6.60-64>.

**Gehl, Jan. 2010. *Cities for People*. Washington, DC: Island Press.**

Henderson, J. Vernon. 2010. "Cities and Development." *Journal of Regional Science* 50 (1): 515–540. <https://doi.org/10.1111/j.1467-9787.2009.00636.x>.

Messaris, Paul. 1994. *Visual Literacy: Image, Mind, and Reality*. Boulder, CO: Westview Press.

Ministry for Development of Communities and Territories of Ukraine. 2026. "Housing Restoration and New Safety Standards: Ukraine Presented Its National Pavilion for the First Time at the World Urban Forum WUF13." May 19, 2026. <https://mind-ev.gov.ua/en/news/vidbudova-zhytla-ta-novi-bezpekovi-standarty-ukraina-vpershe-predstavyla-natsionalnyi-pavilion-na-vseshvitnomu-urbanistychnomu-forumi-wuf13>.

Oberlander, H. Peter. 2004. "Global Urbanization, Is It Sustainable? The Challenge to the UN World Urban Forum in Vancouver,

2006.” *Ekistics and the New Habitat* 71 (427–429): 289–291.

O’Shaughnessy, Michael, Jane Stadler, and Sarah Casey. 2012. *Media & Society*. Melbourne: Oxford University Press.

Parnell, Susan. 2016. “Defining a Global Urban Development Agenda.” *World Development* 78: 529–540. <https://doi.org/10.1016/j.worlddev.2015.10.028>.

Ritchie, Hannah, Veronika Samborska, and Max Roser. 2024. “Urbanization.” *Our World in Data*. <https://ourworldindata.org/urbanization>.

Worth, Sol. 2016. *Studying Visual Communication*. Philadelphia: University of Pennsylvania Press.

## **Butunjahon shahar forumlari doirasida ommaviy axborot vositalarida shaharlarning vizual hikoyanavisligi**

Almaz Nasibova<sup>1</sup>

### **Abstrakt**

Mazkur maqolada Birlashgan Millatlar Tashkilotining Aholi punktlari dasturi (UN-Habitat) tomonidan tashkil etiladigan Butunjahon shahar urbanistika forumlari (World Urban Forum) doirasida shaharlarning ommaviy axborot vositalaridagi vizual hikoyanavisligi tahlil qilinadi. Tadqiqotda shaharlarning vizual narrativlari faqat urban rivojlanish, vayronagarchilik va barqarorlik masalalari bilan cheklanib qolmasdan, balki inson hayoti, turmush tarzi, me’morchilik, tarixiy obidalar hamda ijtimoiy transformatsiya jarayonlarini ham qamrab olishi ta’kidlanadi.

Maqolada shahar muammolarining turli media shakllari orqali qanday yoritilishi va talqin etilishi o’rganilgan. Tahlil natijasida vizual hikoyanavislikning bir qator ustuvor yo’nalishlari aniqlangan bo’lib, ular qatoriga shaharlarning jadal o’sishi, urbanizatsiyaning salbiy oqibatlarini kamaytirishga qaratilgan sa’y-harakatlar, uy-joy muammolari, norasmiy aholi punk-

---

<sup>1</sup>*Almaz Nasibova* – Filologiya fanlari doktori (PhD), ‘Ozarbayjon televideniye va radioeshittirish’ yopiq aksiyadorlik jamiyati (YoAJ) xodimi, Boku davlat universiteti Multimedia va elektron kommunikatsiyalar kafedrasida doktoranti.

**E-mail:** almazmahmud@gmail.com

**ORCID ID:** 0009-0008-8731-5625

**Iqtibos uchun:** Nasibova, A. 2025. “Butunjahon urbanistika forumlari doirasida ommaviy axborot vositalarida shaharlarning vizual hikoyanavisligi”. *O’zbekiston: til va madaniyat* 3: 104 – 118.

tlari, uy-joylarning iqtisodiy jihatdan hamyonbopligi hamda migratsiya masalalari kiradi. Shuningdek, iqlim o'zgarishining shahar muhiti va uning ijtimoiy, iqtisodiy hamda ekologik oqibatlariga ko'rsatadigan ta'siriga alohida e'tibor qaratilgan.

Aqli shahar texnologiyalari masalasini yoritishda maqolada Ozarbayjon Respublikasining ozod etilgan hududlarida amalga oshirilayotgan tashabbuslar, xususan, Zangilon tumanining Ag'ali qishlog'ida hayotga tatbiq etilgan "Aqli qishloq" loyihasi misol sifatida ko'rib chiqiladi. Tadqiqot natijalari vizual media shaharlardagi mavjud voqelikni ifodalashda fotojurnalistika, hujjatli filmlar, telejurnalistika, dron tasvirlari, ijtimoiy media loyihalari, interaktiv xaritalash hamda raqamli hikoyanavislik kabi vositalardan keng foydalanishini ko'rsatadi. Mazkur vizual formatlar orqali murakkab urban muammolar keng auditoriya uchun yanada tushunarli, qiziqarli va ta'sirchan shaklda yetkaziladi.

**Kalit so'zlar:** *shaharni rejalashtirish, Butunjahon shahar forumi, mediadagi vizuallik, global muloqot, urbanizatsiya, vizual medianing yo'nalishlari, vizual hikoyanavislik.*

### **Adabiyotlar**

Anholt, Simon. 2007. *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. New York: Palgrave Macmillan.

Bakivaxti.az. 2026. "Milli Koordinator: 1000-dən Çox Media Nümayəndəsi WUF13-ü Geniş İşıqlandırdı." May 22, 2026. <https://bakivaxti.az/az/posts/detail/milli-koordinator-1000-den-cox-media-numayendesi-wuf13-u-genis-isiqlandirib-1779451205>.

Caragliu, Andrea, Chiara Del Bo, and Peter Nijkamp. 2011. "Smart Cities in Europe." *Journal of Urban Technology* 18 (2): 65–82. <https://doi.org/10.1080/10630732.2011.601117>.

Christmann, Gabriela B. 2020. "Visual Communication in Urban Design and Planning: The Impact of Mediatisation(s) on the Construction of Urban Futures." *Urban Planning* 5 (2): 1–5. <https://doi.org/10.17645/up.v5i2.3279>.

Couldry, Nick, Andreas Hepp, and Friedrich Krotz, eds. 2009. *Media Events in a Global Age*. London: Routledge.

Felten, Peter. 2008. "Visual Literacy." *Change: The Magazine of Higher Learning* 40 (6): 60–64. <https://doi.org/10.3200/CHNG.40.6.60-64>.

Gehl, Jan. 2010. *Cities for People*. Washington, DC: Island Press.

Henderson, J. Vernon. 2010. "Cities and Development." *Journal of Regional Science* 50 (1): 515–540. <https://doi.org/10.1111/j.1467-9787.2009.00636.x>.

Messaris, Paul. 1994. *Visual Literacy: Image, Mind, and Reality*. Boulder, CO: Westview Press.

Ministry for Development of Communities and Territories of Ukraine. 2026. "Housing Restoration and New Safety Standards: Ukraine Presented Its National Pavilion for the First Time at the World Urban Forum WUF13." May 19, 2026. <https://mindev.gov.ua/en/news/vidbudo>

va-zhytla-ta-novi-bezpekovi-standarty-ukraina-vpershe-predstavyla-nationalnyi-pavilion-na-vsesvitnomu-urbanistychnomu-forumi-wuf13.

Oberlander, H. Peter. 2004. "Global Urbanization, Is It Sustainable? The Challenge to the UN World Urban Forum in Vancouver, 2006." *Ekistics and the New Habitat* 71 (427–429): 289–291.

O'Shaughnessy, Michael, Jane Stadler, and Sarah Casey. 2012. *Media & Society*. Melbourne: Oxford University Press.

Parnell, Susan. 2016. "Defining a Global Urban Development Agenda." *World Development* 78: 529–540. <https://doi.org/10.1016/j.worlddev.2015.10.028>.

Ritchie, Hannah, Veronika Samborska, and Max Roser. 2024. "Urbanization." *Our World in Data*. <https://ourworldindata.org/urbanization>.

Worth, Sol. 2016. *Studying Visual Communication*. Philadelphia: University of Pennsylvania Press.