

PERCEPTIONS OF THE EU IN CENTRAL ASIA:
A COMPARATIVE STUDY OF MEDIA DISCOURSE
IN KAZAKHSTAN AND TAJIKISTAN

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The presentation presents a comparative study of the perceptions of the EU in Kazakhstan and Tajikistan, with a focus on analyzing media discourse in these countries. By conducting a content analysis of news reports and periodical articles from four major newspapers in Kazakhstan and Tajikistan, the paper explores how the EU is portrayed in mass media outlets.

The study reveals that the mass media in both Kazakhstan and Tajikistan generally hold a positive perception of the EU's role in the region. In Kazakhstan, the EU is predominantly depicted as an economic powerhouse, with an emphasis on its influence and contributions to economic development. The media often highlights the EU's economic initiatives, partnerships, and investments in Kazakhstan, positioning it as a significant player in the country's economic landscape. In Tajikistan, the media tends to portray the EU as a security partner and a supporter of humanitarian aid. The EU's involvement in promoting security cooperation, particularly in combating terrorism and addressing regional security challenges, receives considerable attention. Additionally, the media emphasizes the EU's efforts in providing humanitarian aid and assistance, showcasing its role in addressing socio-economic issues and supporting vulnerable populations in Tajikistan.

These findings demonstrate the multifaceted nature of the media's perception of the EU in Central Asia. Understanding these perceptions is crucial for comprehending the dynamics of EU-Central Asia relations and the image projected by the EU in these countries' media landscapes.

Keywords: EU, Central Asia, Perceptions, Kazakhstan, Tajikistan, Mass media