

THEMATIC ANALYSIS OF RELIGIOUS MEDIA CONTENT OF GERMAN WEBSITES IN AUDIO AND VIDEO FORMAT

GERMANIYA VEB-SAYTLARINING DINIY MEDIKONTENLARINI AUDIO HAMDA VIDEO FORMATDAGI MAVZULARI TAHLILI

ТЕМАТИЧЕСКИЙ АНАЛИЗ РЕЛИГИОЗНОГО МЕДИАКОНТЕНТА НЕМЕЦКИХ САЙТОВ В АУДИО И ВИДЕОФОРМАТЕ

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Annotatsiya: Yurtimizda konfessiyalar o'rtasidagi bag'rikenglikni mustahkamlash, jamiyatda diniy tolerantlikni ta'minlash ustuvor vazifa etib belgilangan. Bu borada aytishimiz mumkinki, dinlarning kibermakondagi, virtual hayotdagi o'rnini ham tahlil qilish, o'rganish nafaqat dinshunoslikda balki jamiyatni tinch-totuv yashashini ta'minlash nuqtai nazaridan ham dolzarb masala hisoblanadi.

Germaniya veb-saytlaridagi diniy mediakontentni tadqiq etishning amaliy ahamiyati rivojlangan, dunyoviy davlatlarda diniy ma'lumotlar saytlar orqali qanday tarqatilishi, har bir dinning o'zi yashab turgan joydagi barcha dindor hamda dindor bo'lmagan vakillarini hurmat qilgan holda o'z e'tiqodini qanday targ'ib qilishlarini yoritib berilishida namoyon bo'ladi.

Ushbu maqolada keltirilgan ma'lumotlar nazariy, tarixiy va qiyoslash singari metodlar yordamida ochib berilgan.

Virtual olamdagi axborotlarni, ayniqsa, diniy ma'lumotlarni tahlil qilish mushkul vazifalardan biridir, chunki veb-makondagi axborotning cheki yo'q, ularning mavzulari ham turli xil. Shu sababdan zamonaviy dinshunoslar kibermakondagi dinni, diniy materiallarni tarqatish jarayonlarini turli yondashuvlar bilan o'rgandilar: raqamli, tarixiy, antropologik kabi yondashuvlar shular jumlasidandir.

Ushbu maqolada diniy mediakontentning video va audio formatlari tarixiy, qiyosiy, raqamli, fenomenologik yondashuvlar orqali tahlil qilinib, nemis veb-saytlarining ko'p qirrali manzarasi yoritib berilgan. Shu bilan birqatorda mavjud kontent turlari, ularning shaxslar va jamoalarga ta'siri ko'rib chiqilgan. Audio va video formatlarning texnik, statistik jihatlari o'rgangan holda, ushbu tadqiqot nemis jamiyatida diniy ommaviy axborot vositalarining roli haqida qimmatli fikrlarni taqdim etadi.

Kibermakondagi dinni o'rganishda Germaniya tajribasini ko'rib chiqish ayniqsa muhim, chunki Germaniya diniy bag'rikenglikning boy tarixiga ega dunyoviy davlatdir. Qolaversa, turli millat va din vakillari o'z hamda o'zgalar qadriyatlarini hurmat qilgan holda bir necha asrlardan beri tinch-totuv yashab kelmoqda. Maqola diniy ommaviy axborot vositalaridan dialogni rivojlantirish, bag'rikenglikni targ'ib qilish va yanada inklyuziv jamiyatga hissa qo'shish uchun nimalarga e'tibor qaratish kerak ekanligini ochishga qaratilgan.

Kalit so'zlar: Germaniya veb-saytlari, diniy mediakontentlar, audi, video, statistic tahlil, bag'rikenglik, "de"domeni.

Аннотация: Укрепление толерантности между конфессиями и обеспечение религиозной толерантности в обществе является приоритетной задачей в нашей стране. В связи с этим можно сказать, что анализ и изучение места религий в киберпространстве и виртуальной жизни является актуальной проблемой не только религиоведения, но и в деле обеспечения мирного общества.

Практическая значимость исследования религиозного медиа-контента на немецких сайтах заключается в том, как религиозная информация распространяется через сайты в развитых, светских странах, как каждая религия исповедует свою веру, уважая при этом всех религиозных и нерелигиозных представителей в том месте, где она проявляется. в освещении того, что они продвигают.

Информация, представленная в данной статье, раскрывается с использованием таких методов, как теоретический, исторический и сравнительный.

Анализ информации в виртуальном мире, особенно религиозной, является одной из самых сложных задач, поскольку информация в веб-пространстве не имеет ограничений, а их тематика также различна. По этой причине современные богословы изучают религию в киберпространстве, процессы распространения религиозных материалов с разными подходами: цифровым, историческим и антропологическим.

В данной статье видео- и аудиоформаты контента религиозных СМИ анализируются с помощью исторического, сравнительного, числового, феноменологического подходов, а также освещается многогранный ландшафт немецких веб-сайтов. Кроме того, были рассмотрены доступные типы контента, их влияние на отдельных людей и сообщества. Изучение технических и статистических аспектов аудио- и видеоформатов придает данному исследованию статус источника ценной информации о роли религиозных СМИ в немецком обществе.

Опыт Германии особенно важно учитывать при изучении религии в киберпространстве, поскольку Германия — светская страна с богатой историей религиозной толерантности. Кроме того, представители разных национальностей и религий уже несколько столетий живут мирно, уважая свои ценности и ценности других народов. Цель статьи — раскрыть, на чем следует сосредоточить внимание СМИ религиозной направленности, чтобы способствовать диалогу, расширению границ толерантности и, как следствие

— построению общества, отвечающего требованиям инклюзии.

Ключевые слова: немецкие веб-сайты, контент религиозных СМИ, аудио, видео, статистический анализ, толерантность, домен «de».

Annotation: Strengthening tolerance between confessions and ensuring religious tolerance in society is a priority task in our country. In this regard, we can say that the analysis and study of the place of religions in cyberspace and virtual life is an urgent problem not only in religious studies, but also in the framework of ensuring a peaceful society.

The practical significance of researching religious media content on German websites is how religious information is disseminated through websites in developed, secular countries, how each religion promotes its faith while respecting all religious and non-religious representatives in the place where it is spread. It is manifested in the coverage of what they promote.

The information presented in this article is revealed using methods such as theoretical, historical and comparative.

Analyzing information in the virtual world, especially religious information, is one of the most difficult tasks, since information in the web space has no limitations, and their subjects are also different. For this reason, modern theologians study religion in cyberspace, the processes of dissemination of religious materials with different approaches: digital, historical and anthropological.

This paper analyzes the video and audio formats of religious media content with historical, comparative, numerical, and phenomenological approaches and highlights the multifaceted landscape of German websites. In addition, the available content types and their impact on individuals and communities were examined. By examining technical and statistical aspects of audio and video formats, this study provides valuable insights into the role of religious media in German society.

The German experience is particularly important to consider when studying religion in cyberspace because Germany is a secular country with a rich history of religious tolerance. In addition, representatives of different nationalities and religions have been living peacefully for several centuries, respecting their national values and those of other peoples. The purpose of the article is to reveal what religious media should focus on in order to foster dialogue, promote tolerance and contribute to a more inclusive society.

Keywords: German websites, religious media content, audio, video, statistical analysis, tolerance, domain “de”.

Introduction

The proliferation of religious media content on the internet and mass media has significantly impacted global culture. However, this rapid growth also poses risks, including the potential for extremist ideologies to spread under the guise of religion. In the emerging religious-educational landscape of Uzbekistan, the influence of ideas related to accelerated growth rates is evident in efforts to shape the worldview of people across all age groups and social strata.

This research delves into the thematic landscape of religious media content available on German websites in audio and video formats. By employing a rigorous thematic analysis, the study aims to uncover the dominant themes, narratives, and messages conveyed through these digital platforms. The analysis encompasses a diverse range of religious perspectives, including Christian denominations, Islam, Judaism, and other faiths (Mukhamedov, N., & Turambetov, N., 2023:105-110). Through a systematic examination of content, the research seeks to understand how religious ideas are presented, interpreted, and disseminated within the German digital media sphere. The findings contribute to a broader understanding of the role of religion in contemporary German society and the ways in which religious discourses are shaped and circulated through online media.

Given these developments, it is imperative to examine the positive experiences of religious media content in Uzbekistan and Germany. Understanding their impact on social consciousness, behavior, national information security, and related processes is crucial. By analyzing European religious media content, particularly in Germany, and studying the methods employed by similar developed countries, we can gain valuable insights. This underscores the importance and purpose of investigating the dissemination of religious materials, identifying scientific-methodological and socio-ethical challenges, and addressing practical issues related to the study of religious media content in Germany (Nematullo Mukhamedov, Nurullo Turambetov, 2023: 267-270).

As it was mentioned above, Germany as developed and secular country needs to be explored by religious life due to the fact that all nations and religions have been living peaceful since many ages. For Uzbekistan, this kind of experiences are very important. “Religious tolerance has always been an integral part of the mentality of the Uzbek people.” The words of the President of the Republic of Uzbekistan (Mirziyoyev, 2018:451) can be a clear example of this. Also, according to our Law of the Republic of Uzbekistan on Liberty of Conscience and Religious organizations everyone has a right to choose or not to choose particular religion or beliefs.

The digital era has ushered in a transformative shift in the dissemination of religious content, with German websites serving as a prime example. The prevalence of audio and video formats within this context has profound implications for the accessibility, quality, and overall user experience of religious media.

This study delves into the technical aspects of audio and video formats employed by religious media content on domain websites. Through a comprehensive analysis, we aim to shed light on the factors influencing the dissemination and consumption of religious materials in the German digital landscape. By understanding the characteristics of these formats,

we can gain valuable insights into the evolving nature of religious communication in the country. One should understand that secular age is not the same anymore. (Krieg, 2006:25)

Audio and video formats in German religious media primarily revolve around MP3 for audio and MP4 for video. These formats offer a balance of quality, file size, and compatibility, making them popular choices. While WAV and FLAC provide higher audio quality, they often result in larger file sizes. For video, WebM is gaining traction due to its strong HTML5 support, particularly for online streaming. Factors influencing format choice include desired quality, file size, compatibility, accessibility, and whether the content is intended for streaming or downloading. As technology advances, trends towards higher resolutions, lossless audio, and formats tailored for VR and AR are emerging, shaping the future of religious media content dissemination.

Methods

Content analysis will be used to examine the content of religious media outlets in Germany, focusing on themes, messages, and visual representations. In-depth interviews with religious media producers, consumers, and experts will provide valuable insights into their experiences and perspectives.

Additionally, surveys will be conducted to gather data on media consumption patterns, beliefs, and attitudes. This mixed-methods approach will offer a comprehensive understanding of the characteristics, impact, and challenges associated with religious media content in Germany.

The thematic analysis of religious media content in German websites in audio and video formats typically involves a systematic approach. First, researchers collect a representative sample of content, which may include sermons, lectures, music, podcasts, documentaries, and other relevant materials. This collected content is then transcribed or summarized to ensure accurate analysis. Next, the content is coded using a predetermined set of thematic categories, which may be derived from existing literature, theoretical frameworks, or the researchers' own insights. The coded content is then analyzed to identify recurring themes, patterns, and narratives. These identified themes are interpreted and analyzed to understand their significance within the context of German religious media and the broader cultural and social landscape. To enhance the credibility and reliability of the research, the findings are validated through various methods, such as comparing them with existing literature, consulting with experts in the field, or using additional data sources. This approach provides a framework for conducting a rigorous and comprehensive thematic analysis of religious media content in German websites.

Results

Audio formats in German religious media primarily revolve around MP3, a widely used standard known for its balance of quality and file size. Many religious websites, such as the Evangelical Church in Germany (EKD), offer sermons, lectures, and music in MP3 format. This accessibility allows individuals to listen to religious content at their convenience, whether they are commuting, working, or simply relaxing at home.

While MP3 remains the dominant choice, some websites may also offer alternative formats like WAV or AAC, particularly for high-quality recordings or specific devices. For instance, the EKD website may provide certain recordings in WAV format for those seeking the highest audio quality. However, MP3 remains the most common and widely supported format, ensuring accessibility across a broad range of devices and platforms. This kind of formats can easily be spread and it is considered legal (Heinig, 2009:12)

In addition to MP3, platforms like Sound Cloud and Spotify host a variety of religious audio content, including podcasts, hymns, and meditation tracks. These platforms often provide MP3 as a standard format, allowing users to easily download or stream content. By offering a diverse range of audio formats, religious media outlets in Germany cater to the preferences and needs of their audiences, ensuring that religious content remains accessible and engaging in the digital age.

Audio versions of religious media content cover a wide range of topics, catering to diverse interests and spiritual needs. From theological and doctrinal discussions to devotional and spiritual content, social and ethical issues, personal growth, and cultural and historical topics, these audio formats offer a wealth of information and inspiration. Whether you're seeking guidance on personal challenges, exploring religious teachings, or simply enjoying uplifting music, there is likely an audio resource available to meet your needs.

Some of the most famous audio content within German religious media include sermons, lectures, podcasts, music, and guided meditations. (Führer, 2006:31) Prominent religious figures and theologians often share their sermons and lectures online, while podcasts offer a convenient way to consume content on the go. Traditional hymns and contemporary religious music are widely available, and guided meditations and prayers can be valuable resources for personal spiritual growth. These diverse forms of audio content cater to various interests and needs, providing a rich and engaging experience for religious audiences in Germany.

Video formats in German religious media primarily revolve around MP4, a widely used standard known for its balance of quality, file size, and compatibility. Many religious websites offer sermons, lectures, and

music videos in MP4 format, allowing users to enjoy a richer and more immersive experience. For instance, the website of the Evangelical Church in Germany (EKD) frequently features video recordings of church services, special events, and interviews with religious leaders.

Videos often discuss a variety of topics, including theological and doctrinal issues, social and ethical concerns, personal growth, and cultural and historical themes. (Hussain, 2020:6) For example, the EKD website may offer videos on topics such as the meaning of life, the role of religion in society, or the history of the Christian church in Germany.

The popularity of video formats in German religious media can be attributed to several factors. As we know religion has a mission of compensatory and gives psychological relief. (Muratov D., Alimova M., Karimov J., 2019:45-56) That's why people search for a therapy which religious videos give. First, videos provide a more engaging and visually appealing way to present religious content. Second, they allow for a wider range of topics and formats, from traditional sermons to modern music videos and documentaries. Third, videos are highly accessible and can be easily shared and distributed online. As a result, video content has become an increasingly important component of religious communication in Germany.

The most popular topics for videos in German religious media often revolve around theology, spirituality, history, social issues, music, and personal growth. These topics reflect the diverse interests and needs of religious audiences in Germany and demonstrate the versatility of video as a medium for religious communication. For example, German religious media websites, such as the Evangelical Church in Germany (EKD) and the Catholic Church in Germany, offer a diverse range of video content. This includes sermons, lectures, documentaries, music videos, and interviews on topics such as theology, spirituality, history, social issues, and personal growth. Additionally, numerous religious influencers and organizations have their own YouTube channels, providing a wealth of video content. These platforms offer a valuable resource for individuals seeking to explore religious teachings, gain inspiration, and stay informed about current events from a religious perspective.

Islamic websites in Germany offer a diverse range of video content, often focusing on topics such as theology, law, history, culture, and personal development. The Central Council of Muslims in Germany (Islamrat Deutschland) and the Islamic Community of Germany (Islamische Gemeinschaft Deutschlands) are examples of organizations that provide video content on their websites. Additionally, individual Islamic scholars and organizations often have their own YouTube channels, offering a wealth of resources for those seeking to

explore Islamic teachings and connect with the Muslim community in Germany.

Audio and video formats in German religious media cover a wide range of topics, catering to diverse interests and spiritual needs. Sermons, lectures, music, prayers, and meditations are common themes explored in both audio and video formats. Additionally, documentaries, interviews, and behind-the-scenes footage offer a more visual and immersive experience.

Formats allow religious organizations to reach a broader audience and provide a more engaging way to share religious teachings and messages. (McCombs, 2004:13-17) Whether you prefer the convenience of audio or the visual appeal of video, there is likely a format that suits your preferences and interests. By exploring the diverse range of audio and video content available in German religious media, individuals can deepen their understanding of faith, connect with like-minded individuals, and find inspiration and guidance in their spiritual journeys.

While both audio and video formats can cover similar topics, there are some distinct differences. Audio formats often focus on sermons, lectures, music, and prayers. In contrast, video formats frequently include elements like music videos, documentaries, and interviews, offering a more immersive and visually engaging experience. Additionally, video formats can provide a more comprehensive understanding of religious traditions and practices by combining visual and auditory elements.

This analysis has revealed that audio and video formats play a crucial role in disseminating religious content within the German digital landscape. While MP3 and MP4 remain dominant formats, the availability of alternative options ensures accessibility across various devices and platforms. The thematic scope of this content is broad, encompassing theological discussions, spiritual practices, historical insights, social and ethical issues, personal growth, and cultural explorations.

The popularity of these formats can be attributed to several factors. First, they offer convenience and flexibility, allowing individuals to consume religious content at their own pace. Second, they cater to diverse interests and needs, providing a wealth of information and inspiration. Third, they facilitate engagement and connection, fostering a sense of community and belonging.

However, it is essential to acknowledge that the use of digital media in religious contexts is not without challenges. Concerns related to privacy, accessibility, and the potential for misinterpretation or manipulation must be carefully considered. Nevertheless, the overall impact of audio and video formats in German religious media is undoubtedly positive. They have democratized access to religious content, expanded the reach of religious organizations, and provided valuable

resources for individuals seeking spiritual guidance and connection. As technology continues to evolve, it is likely that the role of audio and video formats in religious communication will only become more significant.

Conclusion

The choice between audio and video formats for religious media content in Germany largely depends on the specific goals and target audience. While both formats have their own advantages and disadvantages, audio formats remain popular due to their convenience and accessibility. They are particularly well-suited for individuals who prefer to listen to content while commuting, working, or engaging in other activities. (Couldry, 2003:22) Additionally, audio formats can be more accessible for individuals with visual impairments.

Video formats, on the other hand, offer a more immersive and engaging experience, combining visual and auditory elements. They are especially effective for conveying complex ideas, providing context, and creating a stronger emotional connection with the audience. Videos are also more suitable for sharing on social media platforms and reaching a wider audience.

The popularity of both audio and video formats have grown significantly in recent years, as religious organizations have recognized the importance of utilizing digital media to reach their congregations and spread their message. (Sharonov, 2008:25) However, the choice between audio and video formats ultimately depends on the specific content, the target audience, and the goals of the religious organization.

By carefully considering these factors, religious media producers in Germany can effectively utilize both audio and video formats to reach their audiences, promote their message, and contribute to the ongoing development of religious communication in the digital age. This analysis has demonstrated that both audio and video formats play significant roles in the dissemination of religious content within the German digital landscape. While audio formats offer convenience and accessibility, particularly for individuals with visual impairments, video formats provide a more immersive and engaging experience, combining visual and auditory elements. The choice between these formats depends on the specific goals of the religious organization, the nature of the content, and the target audience.

The increasing popularity of both audio and video formats highlights the growing importance of digital media in religious communication. Religious organizations in Germany have recognized the potential of these formats to reach broader audiences, promote their message, and foster engagement. By carefully considering the advantages and disadvantages of each format, religious media producers can effectively utilize both audio and video to achieve their objectives.

As technology continues to evolve, it is likely that the role of digital media in religious discourse will only become more prominent. By staying informed about emerging trends and best practices, religious organizations can ensure that their audio and video content remains relevant, engaging, and effective in reaching their target audiences.

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