

STYLISTIC CHARACTERISTICS OF MEDIA LANGUAGE ON THE MATERIAL OF UZBEK MEDIA PRESS

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Annotation: Today, mass information delivery, influencing people, and sharing news through the media are becoming widespread. In Uzbek content also, the electronic press has different stylistic features, this article presents the main purpose of the media language, its lexical-stylistic features in the Uzbek press and their examples.

Keywords: journalism, media languages, colloquial language, Journalistic resources, Discourse Markers.

The language used by the media to communicate its objectives through journalism, radio, television, the internet, and other channels is made up of private languages. Expressing information in the most efficient, educational, and engaging way possible is the primary goal of media language. One of the key ways to communicate core objectives, efficiently convey information and assistance, and provide training, regulation, and education is through media language. In that instance, the media language will have unique lexical-stylistic characteristics, as well as Uzbek, English, and other linguistic idiosyncrasies. Effective information delivery, instruction, informing, education, and assistance are the primary goals of media languages. These languages are used to instruct, clarify, analyse, convey ideas, and influence the general public. Information from journalism, radio, television, and other sources is also employed.

The following are media language areas' primary objectives:

Information communication: The most recent and useful information is disseminated to society through media languages. These languages are used to spread essential information such as news, events, developments, and societal analyses.

Teaching: Media languages are employed in the classroom as well. They are vital to society in the areas of educating, spreading knowledge, professions, and other areas.

Opinion expression: One uses media languages to convey their thoughts, as well as to reflect their ideas to the general audience. Journalistic resources, viewpoints, blogs, forums, and other channels of communication are used for this.

Education Orientation: The learner is developed and knowledge is absorbed via the use of media languages, public education orientation, social concerns, the most recent news, analysis, instructional materials, and other information.

Support: Media languages are employed to encourage individuals, confront social issues, assist, counsel, and support society¹. Journalists, authors, communication specialists, and other organisations utilise media languages with effectiveness. Their primary goal is to give individuals information, instruction, criticism, education, and support.

The methods and objectives of media communication are connected to the lexical-stylistic elements of the media language. The lexical-stylistic characteristics of the media language are listed below:

1. News language: A lot of media language uses news language. It seeks to provide information in a timely, accurate, and short amount of time. The lexicon include journalistic expressions, news terminology, and journalistic phrases.

2. Accurate and concise language: Media language makes use of precise and concise terminology. This guarantees the efficient and captivating delivery of information. Words that are succinct and exact raise the text's level and facilitate reporting, teaching, and concept expression.

3. The significance of colloquial languages in media language cannot be overstated. This covers certain terms, phrases, and ways of communicating during talk shows, debates, interviews, and other types of talks. The vocabulary of journalistic literature and the field of speech production are examples of colloquial languages.

¹ Rodney H. Jones, Sylvia Jaworska, Erhan Aslan, "Language and Media", 2021.

4. Commentary: Specific phrases and expressions are used in media terminology to offer commentary, criticism, and analysis. Articles, blogs, analytical materials, feedback, and other forms of communication are used to accomplish this. This language's ability to express a viewpoint clearly and concisely is one of its features.

5. Words in advertising language: Words in media language include characteristics of advertising language that are focused on marketing and advertising. Definitions, catchphrases, and commercial language are all included in this. Words that are intended to sell, appeal, deliver, and draw in customers are employed in advertising².

Depending on the objectives, communication instruments, text kinds, and unique characteristics of media languages in Uzbek, English, Russian, and other languages, the lexical-stylistic characteristics of the language may vary. Utilising these characteristics guarantees that media languages are among the primary means of conveying objectives, efficiently disseminating information, instructing, directing, and enhancing education.

We'll concentrate on Uzbek instances of lexical-stylistic elements in media language below:

1. Language used in news:

- "According to the latest news, initial reports put 20 prisoners on trial."
- "A new destiny is opening up in international collaboration, and expenditures in the financial industry are expanding."
- "Scientists, who are not hesitant to speculate at you, have identified big errors."

2. The statement

- "Our project will ensure that the people have an interesting time for the students" is succinct and correct.

- "Help us to organise accounting well."

3. Spoken Languages:

- "There were discussions and analyses regarding the global issues that are prevalent today."

- "In the last meeting with the management, very significant issues were discussed."

² Stanley J. Baran, Dennis K. Davis, "Mass Communication Theory: Foundations, Ferment, and Future", 2014

4. Comments and Input:

- "Experts in news analysis share their perspectives."

5. Terms used in advertising language:

- "We supply the highest level of service to make living smoother!"
- "Purchasing this item can help you a lot of labor and expense!"³

These examples are provided to illustrate only a few of the lexical-stylistic elements of Uzbek media language that are used. Lexical-stylistic elements in media languages might vary based on the text's intended audience and mode of communication.

The lexical-stylistic characteristics of media languages that the Uzbek electronic press represents are as followings:

Language of application: Numerous application languages are employed in the Uzbek electronic press format. Uzbek instructors, academics, and journalists can debate societal issues and the Uzbek language in articles, news, and other kinds of resources.

Speech: The Uzbek electronic press, which represents media languages, typically uses appropriate Uzbek speech patterns. Most languages have natural, formal, and scientific vocabulary, but popular words and specific phrases in the Uzbek language are often used.

Words and phrases: Only words and expressions found in the Uzbek language are used by Uzbek electronic press outlets. Journalists and authors from Uzbekistan do this to illustrate how the language differs from other languages⁴.

The English electronic press serves as a representative of the lexical-stylistic characteristics of media languages, which include:

Profanity: Expressions and profanity are used sparingly in media languages like the English electronic press. These are common, appropriate terms that are used by educators, scientists, and journalists. They are also words that are connected to ideas that are practically universal.

Academic language: Academic language techniques and vocabulary are used in media languages like English electronic media. For scientists and researchers who are

³ Toshaliyev I.E., Abdusattorov R., "Language and style of mass media", 2006.

⁴ Toshaliyev I. "Modern Uzbek language methodology", 2001.

lecturing, publishing scientific publications, and producing other materials, this is a typical scenario.

Idioms and Phrases: In media languages like the English electronic press, idioms, phrases, and appropriate terms are frequently utilised. One of the things that makes Uzbek unique is that it has idioms and expressions from the English language⁵.

Additionally, the media languages used in electronic media may differ in the original Uzbek and English portions based on the unique features of each media system, which may vary depending on whether it is utilised in English or Uzbek.

The following are the lexical-stylistic characteristics of the Uzbek media language:

1. News Language:

- "According to the newest information, an arrangement for peace has been achieved among the two nations."

- "The shocking news just in: an immense tremor has hit the area."

- "In a private conversation, the legislator divulged his upcoming plans."

2. Brief and Straightforward Wording:

- "Look out for a 10-minute rundown of today's biggest stories."

- "Our programme attempts to deliver rapid and precise data to our viewers."- "Let's get right to the essence and address the primary issues."

3. Markers of Discourse:

- "Additionally, the research indicates that current regulations need to be modified."

- "On the other hand, certain specialists contend the circumstance is more convoluted than it appears."

- "In summary, it is apparent that the financial sector has been seriously impacted by lately occurring reforms."

4. Opinion and Analysis Expression:

- "The government's decision is strongly criticised by the editorial column."

- "Researchers anticipate that the proposed legislation will have a substantial influence on the economy."

⁵ Johnson, Sally; Ensslin, Astrid, eds., *Language in the Media: Representations, Identities, Ideologies*, 2007.

- "the views on the subject fluctuate with several welcoming the attempt while another maintain dubious."

5. The language used in the advertisement is,

- "Hands-on the pinnacle of comfort with our company's new assortment."

- "Get the greatest offers and price reductions on our unique goods."

- "Don't skip losing out on this limited-time deal!"

References:

¹Rodney H. Jones, Sylvia Jaworska, Erhan Aslan, "Language and Media", 2021.

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