



FEATURES OF EXPRESSIVE PHRASEOLOGICAL UNITS IN MEDIA TEXTS OF DIFFERENT LANGUAGES

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The article deals with the expressiveness of media texts in multi-system languages. phraseological units as one of the leading means stand out for their expressive coloring and are the main focus of the authors in the analysis of linguistic data of the newspaper's media material. They express the feelings of the reader, have an influencing property on the recipient.

Keywords:

Media, newspaper, information, society, evaluativeness, expressiveness

At present time, at the period of the development of information and technology, the life of society cannot be imagined without mass media, in particular, without newspapers, both in electronic and printed form. The newspaper, as a means of transmitting information, enters into contact with the reader. It tells him about internal and external incidents in the country and in the world, shares advice from everyday life, publishes excerpts of popular stories and novels, does advertising, answers readers' questions and much more. The process of creating this or that material takes place depending on the types and genres of the newspaper. The information presented in a quality newspaper differs from the mass one. The role of the newspaper in the life of society has been great at all times. Nowadays, the printed newspaper is often inferior to its electronic version. Websites, Instagram channels and telegram channels of newspapers are being created.

Regarding the printed publication, it should be noted that each nation has its own view of the organization of newspaper material, depending on its type. As noted by A. Abdusaidov, "the peculiarity of the language of the newspaper is that newspaper journalism differs from artistic journalism by the originality of its formation, being a specific linguistic phenomenon"¹.

The English newspaper, as the leading type of mass media, broadcasts news, talks about the cultural and sports side of life. It presents the reader the financial reports, travel news, film and book reviews. Quality newspapers in Britain stand out for their wide format, authenticity of information supported by facts. Mass newspapers or tabloids are notable for their small format, short information, many photographs and paintings, sensational information, the life of the royal family is touched upon, horoscopes are presented and others. The language of these newspapers is shifting to the spoken language. The vocabulary of such newspapers is limited, the emphasis is on quick reading of the material. Currently, the number of British mainstream newspapers outnumbers the quality².

The English newspaper, like all newspapers, analyzes not only the internal, but also the external problems of the country, as a result of which the language of the newspaper is in

¹ Abdusaidov A. Language features of newspaper genres: Ds. dis. abstract - Tashkent, 2005. - P. 37.

² <http://eng.1september.ru/2002/08/1.htm>

constant contact with other languages, and this contributes to the active interlanguage interaction of various expressions.

The Uzbek newspaper, as the leading type of mass media, also has a peculiarity in the organization. Speaking about the newspaper of this language, D.M. Teshabayeva noted the following: "The newspaper covers various topics for society from educational to topics of interest. Also, means of evaluativeness are needed in enriching the content of the material, since in our country a newspaper is not an insensitive mechanism of messages, but a publication that represents the interests of society. It is from this position that the newspaper informs the reader and conducts campaigning work"³.

The speech of the newspaper is available to the public. It is educational in nature, presenting the necessary material to the reader. High-quality newspapers are distinguished by a wide format of information: they transmit reports of decrees of the country's leadership, full dialogues are printed, the results of the work done are highlighted, etc. In contrast, mass newspapers transmit a small amount of information. They publish news of cultural life, dialogues with celebrities, sensational news, excerpts from works, life advice, recipes, horoscopes and much more according to the type and genre of the newspaper. The language of these newspapers is simple, aimed at quick and easy reading. The number of mass newspapers outnumbers the quality ones.

The organization of a Russian newspaper also has its own specifics as the main type of mass media. Russian newspapers familiarize society with news from Russia and foreign countries. Most of them are slightly scandalous, as evidenced by the vocabulary of these newspapers. The democratic nature of Russian newspapers is felt from the first pages, i.e. from the cover or from the main page of the electronic version of the newspaper. They cover: brief political information, dialogues between the people and officials, news of the economy, medicine and other spheres, tell about the history of a particular area, sports news and much more. Vivid criticism is felt in the language of the Russian newspaper. The use of various lexical and phraseological means makes the text of these newspapers more interesting, accessible, influencing the masses.

It is well known that in the newspaper media text of each language there is a huge number of phraseological units, the main purpose of which is: verbal economy, prevention of repetition, impact on the audience, etc. Various types of phraseological transformations are found in the newspaper: stylistic techniques, foreign language borrowings, transformation, author's expressions, archaisms, neologisms. The pictorial picture created on the pages of newspapers using phraseological units affects the imagination of the recipient. Thanks to phraseological units, the aesthetic aspect of the language is enhanced, since with their help, "as with the help of various shades of colors, the information aspect of the language is supplemented by a sensory-intuitive description of our world, our life" [Breus E.V., 2005, p. 15].

The activity of using one or another phraseological unit depends on the type and quality of the newspaper. High-quality newspapers are replete with neutral phraseological units that complement the meaning of information, acting as introductory words, interjections, political and scientific terms, clichés, etc. Mass newspapers that transmit relatively little real news and publish, mainly, sensational materials are rich in figurative phraseological units of an expressive nature...

The use of phraseological units is one of the leading characteristics of media texts in a modern English newspaper. Among the features of newspaper media text in English A.S.

³ Teshabaeva D.M. The study of the language of mass media in terms of speech culture (on the example of the media of the Republic of Uzbekistan): Ds. dis. - Tashkent, 2011.

Mikoyan calls the widespread use of figurative phraseology and idiomatic vocabulary, both literary and colloquial, and vernacular”.

This applies to both Uzbek and Russian newspaper media texts. Using figurative phraseological units, English-language newspapers generally “mildly” state the fact of the problem, thereby instilling optimism and confidence in the future in readers, dispelling their anxious expectations, without escalating the situation. A distinctive feature of the use of phraseological units in an English newspaper is that they are actively involved in the creation of evaluativeness.

It should be noted that in these newspapers the presence of negative phraseological units dominates over positive ones. Also, paying attention to the phraseology used in the modern English newspaper, you can see a huge number of slang, colloquial expressions that cause a negative perception. Perhaps this makes the newspaper material more efficient and expressive, but we believe that this coarseness cannot but be reflected in the speech of society, and they should be replaced with less rough versions, taking into account that the newspaper is read by a multi-aged and diverse audience.

List Of Used Literature

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