



MEDIA OF SPEECH EXPRESSION IN THE PRESS

Toleubaeva Alia Ondasinovna,

Assistant in the department of "Linguistics of English language"

KSU named after Berdak

ANNOTATION

The press is the most important sphere of the existence of a language, in which the formation of new meanings and new linguistic means to denote new phenomena in modern society takes place. It is obvious that at present the language of the newspaper in the linguistic aspect is being studied very actively. The aspect of this topic, which is indicated in the title of our article: the specificity of the use of metaphor in newspaper text, seems to be relatively new and, therefore, less developed. Metaphor by its very nature is systemic and regular, and the regularity (consistency) of metaphorical correspondences is defined in terms of semantic categories to which the interacting meanings of polysemous words belong. With its flexibility and versatility, the metaphor turns out to be a very productive figurative means of the language of the newspaper in a constantly changing reality.

KEY WORDS: *the media, press, speech, language*

The media are influenced by the processes that take place in society. In any media verbal text, along with the norms of universal language, it is also required to follow the norms of literary style, which is a manifestation of it. Within the framework of this method, oral communication is carried out in formal situations. The use of visual aids depends on the characteristics of the press language genre. They help to move away from standardization in a language and make press language more effective [1].

Topic strengthening of speech, for example, by using treads and figures, is one of the most important stylistic measures and at the same time the atmosphere of mediocrity. Expressive means are linguistic means, the purpose of which is to create a vivid and expressive statement. Expressive means can be found at all levels of the language: phonetic, graphic, morphological, lexical and syntactic. Expressive means and stylistic devices have much in common, however, they are not synonymous. All stylistic devices belong to expressive means, but not all expressive means can be stylistic devices [2].

B. G. Kotomarov singled out the main feature of the newspaper language: the desire for standardization and at the same time for expressiveness. Wide possibilities for the realization of this tendency are provided by the figures of speech - rejection from the neutral way of presentation for the purpose of emoticon and esthetics. The standardization is ensured by the reproducibility of

figures: in their basis there are certain schemes that can be filled in every way. These schemes are secured by many centuries of cultural human activity and ensure the "classiness", the accuracy of the form [3]. The experiment arises either in the result of the mental operations of proximity-anti-injection, or as a result of the dissolution of the usual reference formats and the system. In the gazette there are practically all speeches, however, there are four groups of guesses: questions of different types, repeaters, created by the ideal languages.

According to A.I. Gorshkov use of journalistic style are political-ideological, socio-economic and cultural relations. The journalistic style in these relations has a communication function, an informative function and an influencing one [4].

Paths in journalism are not only a means of expression, but also one of the main tools of cognition. With the help of them, a person expresses his ideas and forms in his consciousness a picture of the world in which he lives. In journalism, stylistic figures help build a vivid picture of the world, make the text accessible and interesting. Metaphor, epithet, comparison have significant semantic certainty, which is associated with the specifics of newspaper materials designed for quick understanding. In such a situation, there is only one way to achieve a sense of novelty and originality - to diversify the repertoire of linguistic forms as much as possible. This is the path that the trail journalist chooses.



Trop is any linguistic unit that has a mixed meaning, i.e. the second plan, illuminating for the literal meaning. The engagement and reciprocity of two meanings is the source of expression. The most important place among the corpses is taken up by the metaphor of transferring the name from one regalia to another based on a marked effect between them. The ability to create metaphors is the fundamental ability of the human mind, as a person perceives the world, making the new know the most important many operations on the processing of knowledge are connected with the metaphor - their development, conversion, storage and transmission.

One of the levels of metaphor realization is the use of the nominations conditioned by it as practically clichéd designations of reality. The analysis of the linguistic material shows that in modern periodicals the metaphor is used to create imagery and compactness in terms of linguistic means, and gives special expressiveness and emotionality to speech. The metaphor is used in those forms of practical speech in which there are expressive-emotional and aesthetic aspects.

M. Black defines a metaphor as an interconnected attachment of "associated implications" - associations accepted by society - between the main and auxiliary systems of objects [5].

N. D. Arutyunova proposes a functional classification based on the criterion of the purpose for which the metaphor was used. So she divides metaphors into four types:

1. Nominative (predicative) metaphor - consists in replacing one descriptive meaning with another;
2. Figurative metaphor - is born as a result of the transition of the identifying meaning to the predicative one;
3. Cognitive metaphor - arises from a shift in the compatibility of predicative words;
4. Generalizing metaphor - erases the boundaries in the lexical meaning of a word between logical orders [6].

J. Lakoff and M. Johnson offer a cognitive classification of metaphor and distinguish three types:

1. orientational metaphor - based on the criteria "top - bottom", "inside - outside", etc.;
2. Ontological metaphor - based on quantitative assessment;
3. Structural metaphor - expressed in systematic correlations between the phenomena recorded in the experience [7].

Metaphors are most popular in the language of newspapers and magazines. The metaphorization of vocabulary is a characteristic feature of the modern journalistic style [8]. No wonder the

philosopher Ortega y Gasset said that "the entire huge building of the Universe rests on the tiny and airy body of the metaphor." In the text of the journalistic style, the metaphor is a reflection of the objective world and the existing knowledge about it, reflected in the language, as well as a way of reflecting the world built by the journalist using various images. The presentation of such a vivid, individual, author's picture is achieved with the help of associations caused by the used means of expressiveness.

In addition to political and high book vocabulary, the style of journalism is characterized by the use of metaphor as a way of assessing the phenomena of the surrounding reality. L.M. Paradise divides metaphors into the following groups:

- Metaphors comparing with medicine (cancer tumor, chronic unemployment, healthy competition, crisis symptoms);
- Metaphors comparing with military themes (all-round defense, football division, ice squad, army of fans, war of rumors);
- Construction (political foundation of globalization, a window to Europe);
- Road (conspiracy deadlock, ship of reforms, political impassability, adjusted course);
- Theatrical (scenario of negotiations, political farce);
- Related to meteorological concepts (political atmosphere, friendly climate, freeze prices, sink the economy);
- Technical (settlement mechanism, restarting relations, financial blowout, letting go) [9].

Thus, in the press, metaphors are actively and productively used as a means of speech expressiveness, increasing the informative value and imagery of the message with the help of associations caused by the figurative use of the word. Thus, metaphors are involved in the performance of the most important functions of journalism - persuasion and emotional impact on the addressee. The role of metaphor in newspaper and journalistic style is in the reflection of the objective world and the knowledge about it in the existing language, as well as the construction of a new individual world by the journalist, filled with images.

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