



## PAREMIOLOGY IN MEDIA TEXT AS A MEANS OF EXPRESSIVENESS

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### ABSTRACT

*The level and characteristics of research devoted to the expressiveness of media language are determined by the state and level of evolution of world linguistics. World linguistics has shown that the study of language should be studied not as a closed system, but as a system in motion, that is, in relation to such areas as society, thought, culture, politics, ideology, religion. The connection of the concept of expressiveness in the media language with different areas opens up a wide range of possibilities in the discovery of its new features. Therefore, the language of the media is studied in conjunction with other fields. The principle of language research in this way opens up new perspectives that lead to a deeper understanding of the specific nature of media language. The emergence of speech linguistics, which studies language as speech, i.e., a dynamic phenomenon, has also led to radical changes in world linguistics.*

**KEYWORDS:** *media, newspaper, language and culture, expression, phraseology, massive communication, journalism, linguistic expression.*

### DISCUSSION

Mass communication is a new entity that is at the center of modern language processes. It is modeled on the current state of the national language, in which the literary and non-literary spheres are in a state of constant interaction. In such circumstances, it is safe to say that mass communication has become a defining polygon, depending on the interaction of various language tools.

The transformation of the media space currently open as a result of the rapid development of communication technologies has actualized the call of scientists and practitioners to study the field of media and mass communications, information space in the context of modern culture.

The language of the newspaper, as the most important source of linguistic information, records a significant number of changes in the norm, reflecting facts that have not yet been accepted by the literary language. In addition, the language of the modern press is marked by certain processes that develop dialectically contradictory extra linguistic features of the newspaper. Consequently, the newspaper language cannot be described by simply listing the specific and general language means of its expression.

The linguistic and stylistic innovations that shaped the new cultural speech situation in the media immediately aroused the interest of many linguists, who drew attention to the changed language taste of the authors, dictated by a critical attitude to the strict

literary norm, and at the same time to the ultra-cautious newspaper speech of the Soviet period. Of course, the language of the newspaper does not deviate from the norms of the codified language, but the media more quickly than in any other genre display semantic changes, combinations of words that are unusual in their novelty, new stable turns are produced. The language of the newspaper is positioned as a permanent source of presentation of new material for the study of the potential of language, including the passionate expression of information through linguistic signs.

The study of the language of the newspaper is also determined by the fact that knowledge of the rules for adding meanings, based on research: on the one hand, the laws of interaction of grammatical and semantic levels of a word, on the other hand, the laws of combining units, as well as combining phrases and phrases, would contribute to a more adequate display mechanisms of functioning of all linguistic units in the structure of the language and in the situation of speech communication. In addition, in order for the newly formed lexical and syntactic units to be transposed into stable structures in the process of speech-thinking activity, they must stabilize to such an extent that native speakers already perceive them as integral ready-made units. A similar situation is real only after the speech processes, but not in the speech process [1].

Persuasion in the newspaper-journalistic style is carried out through the emotional impact on



the reader or listener. The author not only expresses his attitude to the transmitted information, but also expresses the opinion of a certain social group - party, movement, etc. One of the main aspects of the newspaper-journalistic style is that the emotional-expressive feature is directly related to the function of influencing the student mass. The speed of transmission of socially important information depends on the style standard [2]. V.G. Kostomarov emphasized the constructive principle in which the individuality of the author is manifested regardless of the genre of the newspaper genre. The author describes this principle of journalism as a unit of expression and a standard [3].

The emergence of various degrees of expression is the result of the creative activity of the producer as an individual, correlating the personal view of the world with the generally accepted one [4].

Expressiveness in newspaper texts differs from artistic means of expressing artistic style in that they do not consist only of metaphors, analogies, epithets, as in artistic style, but all language means in newspaper texts serve expressiveness. Even evidence presented in a clear, calm, calm and flowing form can be impressive when presented in that form.

The language of the newspaper is not limited to the expressiveness, imagery inherent in the journalistic style. This is just a manifestation of expressiveness in press speeches.

The results of the professional activities of journalists can form an emotional and evaluative mood in society and encourage large masses of readers to take certain actions, of course, through linguistic signs as tools for creating conditions for manipulating the consciousness of individuals. One of these signs are automated verbal constructions with a stable structure, that is, phraseological units. Moreover, the mechanisms for their implementation are very diverse.

Parimiology in the media text performs primarily an informative function, i.e. are used to express quantitative values, numbering, to indicate a place in a number series. At the same time, the strengthening of the influencing function in modern media predetermines the semantic shift of the exact designations and the appearance of additional connotative senses in their semantics. The analysis of the factual material made it possible to reveal the following features of the use of exact quantitative nominations in the media text: the rethinking of parametric information appears in the use of exact numbers to convey inaccurate quantities, substitution of units of measurement, measurement of the fundamentally unmeasurable, as well as in game techniques [5].

Many disciplines consider them as a subject of research, systematization, selection of proverbs: linguistics, folklore, cultural studies, anthropology,

the history of the literary language as well. Such an all-round interest is explained by the peculiarities of the relationship between the form and content of the puzzle, its functional aspects, and its social status. After all, proverbs are a huge source of cultural values related to the daily life of a nation, which have traditionally been passed down from ancestors to generations for centuries.

Proverbs, as a unit of communication, realizes its communicative and pragmatic potential only in the communicative space [6]. The use of phraseological units on print pages has a specific direction, which is expressed in a variety of characteristic functions performed by stable expressions. They are inherent in being a source of passionate pressure, which is a means of powerful influence on the mass reader (information wars) and the implementation of constructive and stylistic features of newspaper speech.

Phraseological units are inextricably linked with spiritual culture, customs, profession, lifestyle, past, aspirations, attitude to reality of people speaking the language. In world linguistics, a lot of work has been done on the study of phraseological units (hereinafter referred to as phraseological units PU). Although PUs have a very ancient origin, the history of the science of phraseology goes back almost two centuries [7]. The first researcher of phraseological theory was Charles Bally. He included in his scientific works special chapters devoted to the study of PU [8].

Academician V.V. Vinogradov was the first to define the essence of the study of phraseology using the example of Russian linguistics and divided them into three main types. In his opinion, although the essence of phraseological units lies in the stability of the form, the phraseological unit does not appear as a separate word in each case of the speech process, but is reflected in the consciousness of a person in a finished, unchanged form. Part, results in semantic rounding of at least two independent words used in communication, like a natural fusion. Thus, a phraseological unit differs from a simple phrase by a stable semantic structure and a stable grammatical form [9].

According to V.L. Arkhangelsk, PU are a constant combination of linguistic signs, i.e. formed at a certain stage of its historical development, consisting of at least two lexical units, based on the internal subordination of parts, grammatically consistently based on the existing speech model, or phrases. This is the holistic meaning of different words [10].

Analyzing PU, N. Amosova divides them into two different groups depending on whether their components are one or all in a figurative sense. He argues that if one of the components in PU is used figuratively, they are called «phrases», if all the



components are used figuratively; they are called «idioms» [11].

A.I. Smirnitsky equates PU with words and emphasizes that they become part of a sentence in a sentence [12].

Emotional expressiveness is characteristic of phraseological units. They not only name the phenomena of reality, but also convey the speaker's attitude to the named phenomenon. Emotionality and imagery of phraseological units are not always noticed by speakers, but comparison of phraseological units with words and phrases revives their emotionality and imagery.

The nature of phraseological units is such that it requires their conscious use, and the transformed variants need a phased perception (the transformation from the erroneous use of phraseological units is distinguished by a purposeful change in the uses). Newspaper phraseology has its own specifics and even forms a separate layer in the general phraseological system; with all its diversity (origin, structure, semantics, degree of cohesion of components), it is characterized by the use of a certain number and frequency of revolutions, which makes it possible to explain the use of the same phraseological units for the creation on their basis of various transforms in different publications and by different journalists.

The phraseological subsystem of the language, being an integral part of the language system as a whole, is a homogeneous set of units endowed with similar systemic properties.

The process of comprehending phraseological transformations in modern publicistic discourse is represented by the interaction of a number of cumulative aspects: psycholinguistic, axiological, cultural, and philosophical. They are defined by passionarity as a factor that is an internal information layer of knowledge that regulates the positive connections of linguistic signs and meanings given to them by the individual as «effects of the spread of activation» [13]. Many phraseological units are known to be formed according to similar structural and semantic models, which is an important, if not the most striking, expression of the internal systemic character of phraseological units, especially from the point of view of etymology and diachronic [14].

A manifestation of a high degree of emotionality, imagery, evaluativeness of any linguistic sign is passionarity. Regarding the phraseological transformation, this feature is based on the communicant's ability to qualitatively decode the meaning of occasionalism, to determine the direction of language optimization, to reconstruct the information chain, going back from the content of the material to the title and the reason for the changes made in the usual form, as a result of which the motivational side of the nomination is revealed. The

content of a phraseological nominative unit has a block character and is based on the individual's ability to store and accurately reproduce integral verbal constructions.

Emotional assessment, which is expressed in the form of an emotional response in language, is called emotional assessment. Emotivism includes an emotional attitude that has an illocutionary force, that is, it produces certain per locative effect (only in communicative success) through the ability to influence the interlocutor. The nature of the two types of subjective-modal, as well as evaluative-emotional relationships enhances the expressiveness of thinking [15]. Thus, the assessment has a logical and psychological significance. The assessment series consists of a set of methods and means of linguistic expression, reflecting its actual, morphological, syntactic, lexical and other similar elements of the assessment state.

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