

# COMPARATIVE STUDY OF MASS MEDIA VOCABULARY IN ENGLISH AND UZBEK

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**Abstract.** This article is about the style of language used in the media, and it briefly touches on the media and the term "medialinguistics". Also, the criterias of medialinguistics are presented and explained in both languages: English and Uzbek. The article also briefly covers the efforts, successes and shortcomings in this field.

**Key words:** mass media, linguistic methodology, speech, linguistics, medialinguistics, printed publications, social sites, social networks.

## INTRODUCTION

Many people call the 21st century the age of technology, and think that it is precisely in the 21st century that technologies have been produced more than ever, that's why this name was given. In fact, this is wrong, because technologies have been discovered and served humanity in all ages.

The name of the 21st century is related to a completely different reason, that is, earlier, technological tools were used only in fields such as mechanics and construction, but by this time, technology has gained its place in all aspects of the world. And today, the most sensitive and sensitive point of humanity has spread widely in the field of mass media. In fact, today, regardless of age, almost all people are interested in information, news, and the secrets of world events.

That is why now, not only in the whole world, but also in our country, more attention is being paid to the field of mass media, especially medialinguistics is one of the most remarkable and important aspects of this field.

Therefore, before starting to talk about our main topic, let's take a closer look at the concept of "medialinguistics".

In fact, the mass media initially included media that deliver news such as printed publications: newspapers, magazines, and now information media that are convenient for everyone and especially do not cost money from people's pockets: telephone, television, includes radio and the most common: social networks and social sites. Of course, the main working tool of the mass media that delivers these messages to people's minds is language, that is, the words and their style used when broadcasting news.

That is why it means medialinguistics, that is, media-information mass media, linguistics - linguistics.

## LITERATURE ANALYSIS AND METHODOLOGY

The term "medialinguistics" was formed by analogy with a number of similar lexical units used to name new academic disciplines that appear at the intersection of sciences - sociolinguistics, ethnolinguistics, media psychology, media economics, etc. The term "medialinguistics" appeared in Russian scientific usage relatively recently, in 2000. It was used for the first time in T.G. Dobrosklonskaya's doctoral thesis "Theory and methods of media linguistics" [1], A little earlier its English version "media linguistics" appeared, which can be found in the works of British researchers.

The subject of this new science is the study of the activity of language in the field of mass communication, based on the term itself, which combines "mass media" (mass media) and "linguistics". That is, medialinguistics deals with a comprehensive study of a certain area of speech use - the language of mass media. The legitimacy of emphasizing media linguistics as a new direction of linguistics is connected

with the huge role that mass media play for society and the individual. Most of the modern speech practices are used in the field of mass communication. The continuous improvement of information and communication technologies (ICT) leads to a steady increase in the total volume of texts distributed in different national languages in the global information space. At the same time, the subject of media linguistics is not the only discipline that has become a specific field of speech use: the same principle is used to separate another new field of linguistic research - political linguistics into an independent discipline. its study is the activity of the language in the field of political relations.[2]

### RESULTS

The study of various aspects of the use of speech in the rapidly developing field of mass communication not only led to the formation of the concept of "media language", but also served the formation of a new direction in modern linguistics - mediallynguistics. The subject of media linguistics comprehensively studies the functioning of language in the field of mass communication, or "the word in mass media". Within media linguistics, all previously disparate studies of various aspects of media discourse have been combined into a single systematic framework.[3]

The internal structure of media linguistics reflects a holistic view of the subject. All components and levels of mass media texts are deeply analyzed in a combination of linguistic and extralinguistic factors: the influence of the methods of creation and distribution of media texts on their linguistic and format features, functional-genre classification, phonological, syntagmatic issues and stylistic features, interpretation features, cultural features, ideological modality, pragmalinguistic value.

The main theoretical basis of media linguistics is the concept of media text, in which media text is considered as a dialectical unity of linguistic and media features representing a multi-layered, multi-level phenomenon. The main levels of media discourse include the spoken text level, the video sequence or graphic image level, and the audio accompaniment level. Diversity is understood.

### DISCUSSION

For media linguistics, the author is important as a unique person, his views, social position. Taking into account the experience of researchers, we prefer to work with the concept of "authorship" within the framework of the school of mediallynguistics.

Carrying out a comparative analysis, it should be said that the ways of expressing modality in English, regardless of the stylistic features of the text, are characterized by a special accuracy related to the semantic potential of the system of modal verbs. English modal verbs are a group of verbs that refer to an action rather than to the action itself. Therefore, the Russian equivalents of English modal verbs are often found in the group of predicates of the type can, need, required, and there is also a semantic similarity of English modal predicates with Uzbek adverbs and adverbial phrases, perhaps, perhaps, must, must, etc.; for example: That surplus has to be invested somewhere, and while Manchester City might be attractive, there aren't enough football clubs to go around. "This surplus has to be invested somewhere, and although Manchester City is attractive, there are not enough football clubs for everyone.[5]

At the same time, it should be noted that using these Uzbek equivalents of English modal verbs is consistent with the technique of not naming the subject. But it is quite possible to translate English modal structures into Uzbek equivalent modal verbs and indicative mood verbs. Thus, in general, despite the typological differences between the Uzbek and English languages, the common conceptual meaning has been preserved.[4,5]

### CONCLUSION

In conclusion, it should be noted that mediallynguistics is a science that studies the activity of language in the media sphere, which appeared relatively recently. It was created at the intersection of two disciplines, so it has its own characteristics: on the one hand, it uses the base of linguistic research, and on the other hand, it is included in the general system of medialogy. media studies. Its main category is the media text, which is a complex and complex phenomenon that combines a number of characteristic features.

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