

Media and Onomastic Phraseology: A Study of Proper Names in Phraseological Units

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Abstract: This paper explores the role of media in the formation and dissemination of onomastic phraseological units across different linguistic systems. By analyzing English, Russian, and Uzbek media texts, the study identifies key trends in the use of proper names within phraseology. The research highlights how media discourse not only preserves traditional phraseological units but also actively contributes to the creation of new ones, reflecting sociopolitical and cultural contexts. The findings provide insights into the dynamic relationship between media, language, and cultural identity.

Key words: phraseological units, language, media, culture, comparative analysis

1. Introduction

Phraseological units, as fixed expressions within a language, play a crucial role in communication, cultural transmission, and linguistic identity. Among them, onomastic phraseological units—expressions containing proper names—are of particular interest due to their strong associative and referential nature. In the age of digital media, these units undergo transformation and adaptation, reflecting contemporary realities. This study aims to investigate the mechanisms behind the formation and development of onomastic phraseological units in English, Russian, and Uzbek media discourse.

2. Theoretical Background

2.1 Definition of Onomastic Phraseological Units

Onomastic phraseological units (OPUs) are expressions that incorporate proper names, such as historical figures, geographical locations, or fictional characters, into their structure. These units often carry idiomatic meaning that extends beyond their literal interpretation (e.g., "Achilles' heel" in English, "Троянский конь" in Russian, or "Темир Отин" in Uzbek).

2.2 Media Discourse as a Catalyst for Phraseological Change

Media discourse, encompassing print, digital, and social media, significantly influences language evolution. It serves as a platform for both the preservation of traditional phraseological units and the introduction of new expressions shaped by political events, cultural trends, and social narratives. In this regard, media acts as a powerful agent in shaping public perception and language use.

3. Methodology

This study employs a comparative analysis of media texts in English, Russian, and Uzbek, collected from newspapers, online news portals, and social media platforms. The selected phraseological units are categorized based on their origin, function, and level of adaptation in contemporary discourse. Examples are analyzed to determine their semantic and pragmatic roles within different linguistic and cultural contexts.

4. Analysis of Onomastic Phraseological Units in Media Texts

4.1 Categories of Onomastic Phraseological Units

- **Political and Historical Figures** (e.g., "Orwellian nightmare" in English, "Брежневские времена" in Russian, "Алишер Навоий изи" in Uzbek)
- **Geographical Locations** (e.g., "Waterloo moment" in English, "Мюнхенский сговор" in Russian, "Самаркандча гап" in Uzbek)
- **Mythological and Literary References** (e.g., "Pandora's box" in English, "Ящик Пандоры" in Russian, "Афсонавий Зухро" in Uzbek)

4.2 Media Influence on the Evolution of OPUs

Modern media frequently reshapes phraseological units to fit contemporary discourse. For instance, political rhetoric often revives historical references (e.g., "Trumpian tactics" in the U.S. media), while social media trends create new OPUs (e.g., "Zuckerberg effect"). In Russian media, references to past political regimes are

frequently recontextualized, while Uzbek media often integrates OPUs from classical literature into modern journalism.

5. Cross-Linguistic Comparison of OPUs in Media

A comparison of OPUs across English, Russian, and Uzbek reveals key differences and similarities in their use:

- **Borrowing and Adaptation:** Many OPUs are borrowed across languages but adapted to local contexts (e.g., "Trojan horse" appears as "Троянский конь" in Russian and "Троян оти" in Uzbek, with slight cultural modifications).
- **Sociopolitical Relevance:** While English media frequently uses OPUs related to technology and business, Russian media incorporates historical and political references, and Uzbek media often blends national heritage with modern themes.
- **Semantic Shifts:** Some OPUs acquire different connotations in various languages due to cultural and historical factors.

6. Conclusion

This study demonstrates that media plays a significant role in shaping and transforming onomastic phraseological units, reinforcing their cultural significance while also adapting them to contemporary contexts. The findings highlight the necessity of continued research into the interplay between language, media, and cultural identity in different linguistic systems. Future studies could explore the impact of globalization on phraseological evolution and the increasing role of social media in this process.

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