MODERN TENDENCIES IN PRESS LANGUAGE: STANDARDIZATION AND EXPRESSION

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This article focuses on the linguistic features of media text. The transformation of the media space, which is currently taking place as a result of the rapid development of communication technologies, promotes the appeal of scientists and researchers to study the media and mass communications, the information space in the context of modern culture. New approaches to the language of the media are not only related to the general tendencies in the development of world linguistics. The changing tasks of the media, the processes of transition taking place in society also have a direct impact on this. This makes it necessary to understand the language of the media, taking into account the processes taking place in society in terms of culture, politics and ideology. Among them, the emergence of speech linguistics, which studies languages as a speech, that is, a dynamic phenomenon, has also led to radical changes in world linguistics. All language tools in the newspaper serve the purpose of persuasion and propaganda. The use of a particular linguistic tool is determined by the characteristics of their social assessment. Because every word, phrase, addition, sentence, paragraph in the text must have an impact on the audience. It is this feature in linguistic media that is the most important and fundamental to them, and distinguishes press texts from other types of style.
INTRODUCTION

The current stage of development of linguistics is characterized by the growing interest in the activities of language units in the field of mass communication. This is explained by the important role of the media in society. The fact that the media is called the “fourth power” shows how important they are. President of Uzbekistan Sh. Mirziyoyev said that “… communication with the people, living with people’s dreams, aspirations and worries are rising to the level of state policy” [Mirziyoyev Sh. https://daryo.uz/k/2017/06/27/].

The rapid development and change of the media, the impact of high-speed news spread on social networks in the life of society, requires the study of the text of the media information they transmit.

Mass communication is seen as a new entity that is at the center of modern linguistic processes. In it the literary and non-literary spheres are in a state of constant interaction. Because mass communication is inherently absorbing and permeable, it encompasses all of the linguistic means by which socially important topics and plots, as well as the meanings of social evaluation, are acquired.

MAIN PART

It is difficult to imagine any area of modern society experiencing the process of globalization without the language of the media. The breadth of technical possibilities in the media helps to express the information provided by the social sphere not only in a linguistic but also in a non-linguistic way. Because of this, it is also described as the language of science, journalism and culture.

In creating the text, a journalist strives to turn speech definitions into grammatically correct, understandable speech. Comprehension of an author’s text can only be achieved by using grammatically correct structured text and comprehensible words. Thus, finding specific ways in the formation of journalistic texts, we can know to what extent the texts lead to the creation of the necessary conditions for successful internal clear logical communication. Some types of journalistic texts are the object of analysis in terms of journalistic skill, relevance to genre criteria and the grammar of a particular language.

V.I. Konkov said, “We see the influence of artistic, scientific, formal and oral speech in the speech structure of a newspaper text. In this case, the hypothesis that the media is a synthetic text is confirmed” [Konkov V.I., 1995; 159].

The media is mainly used for the following purposes of mass communication: 1) to inform the audience about what is happening;
2) assessment and analysis of events predicting their further development;
3) assistance in social relations;
4) advertising;
5) education;
6) organization of entertainment events.

Indeed, in addition to the traditional media, the press, radio, and television, the only rapidly evolving information space, the global spider web the emergence of the Internet has led to the creation of a virtual space with a unique set of media streams. All this was reflected in the formation and spread of the word, the features of its use, directly in the changes in a language.

It is well-known that since the use of speech is more relevant to the field of mass communication, the texts in it, that is, the media texts, have become one of the most common forms that ensure the current existence of our language.

Based on the opinion of American professor Donna Cross, S. Ya. Oblokulieva writes: “The study of the selection, adaptation and use of language tools in the media requires the identification and improvement of each mass communication, given the possibility of a characteristic pragmatic effect. There will also be an opportunity to implement a goal-oriented language policy. The language of the media is the “home” in which we all live. It's not a way of communication, it's not a way of communicating, it's a way of perceiving reality” [Study guide: Language of the media, 2008].

The role of the media in a language is immeasurable. This is determined not only by the changes caused by the introduction of new information technologies, but also by qualitative changes in the general linguistic culture. Several researchers point out that the mass communication system also plays an active role in the regular use of a language.

The term “media text” appeared in the English scientific literature in the 90s of the twentieth century and quickly spread in both international scientific circles and the national media. The rapid strengthening of the concept of media in the scientific consciousness was thanks to the growing interest of researchers in studying the problems of mass speech, the features of the use of a language in the field of mass communication.

This issue has received much attention from famous scientists such as Teun Van Deyk, Martin Montgomery, Alan Bell, Norman Fairclaw, Robert Fowler. Researchers have examined media texts from a variety of perspectives, including social linguistics, functional stylistics, discourse theory, content analysis, cognitive linguistics and rhetorical criticism. Scholars have attracted the attention of a wide range of issues, both to determine the functional and methodological status of the language of the media, methods of describing different media texts, the impact of socio-cultural factors on the media, as well as linguistic-media technologies.

Thus, Alan Bell, a well-known researcher of media language, writes in his book “Approaches to Media Discourse”: “Definitions of media texts include speech, music and sound effects, images, and so on. Such as the traditional text concept, because words written in ink on paper have a broader definition. Media texts reflect the
technologies available to produce them” [Bell A., 1996; 3].

The linguistic features of each individual media text as a unit of media discourse depend, in many ways on how the text is created, through which media channel it is distributed, which functional-genre type it belongs to, and which topics it covers. Among them, news text, which is found in all media, has a special place.

The study of modern tendencies in media language is one of the problems of interest to linguists today. Studies show that standard and expression are manifested to varying degrees in press genres. For example, in information genres, standardization is more pronounced. Expression, on the other hand, predominates in analytical genres.

The main purpose of the article is to analyze the tendencies of press language on the examples of Uzbek and English press.

**STANDARD IN THE PRESS TEXT**

The standardization of speech reflects the tendency of the language to form automated, regular, stable means of expression, the usual, socially reinforced methods of naming and evaluation.

Another area that opposes and interacts with the tendency to automatism and regularity is the tendency to disrupt the automation of speech formulas, to update them, to strive for expressiveness. The process of interaction of these tendencies encompasses the whole literary language, all its styles. However, in each of them, this interaction occurs in its own way, according to existing factors and laws. The process described in the language of journalism is manifested as “the obligatory and direct-regular interaction of the standardized and expressive links of the speech chain, their exchange and contrast. This will depend on the specifics of the reality of the newspaper being modeled” [Teshabaeva D.M., 2012; 112].

Newspaper-speech standardization has a social communicative and evaluative direction, artistic-speech standardization has an individual-communicative direction. The newspaper relies on a standard that is openly used many times, based on propaganda, evaluation feature and in most cases, emotional impact.

It is no secret that the standard is associated with the negative features of the language and reflects the negative factors such as uniformity, repetition. However, the standard is not only contrary to the diversity of a language, but also implies diversity, implying individual skill, uniqueness, taste and other qualities from the use of a language. The skill lies in the richness of ready-made phrases (the greater the stock of speech formulas, the richer the language), the skillful selection of them, the use of new, influential standards, rather than outdated, expressive-evaluative patterns. Obviously, the standard is also of great aesthetic importance. It is the basic building material of any speech, including speech intended for aesthetic and journalistic influence. The aesthetic role of the standard is to create individual, unique works from “unified details”.

The pragmatic (i.e., direct propaganda,) significance of the standard is no less. Because it is used in the newspaper as its direct evaluator, it is used to express and reinforce slogans, appeals, political assessments, and so on. For example: «Инсон

Standard phenomenon of repeated use of certain phrases and sentences is observed in all styles of a language. L.V. Sherba wrote about the reasons for their appearance: “Our literary language forces us to use pre-established ready-made templates” [Sherba L.V., 1974; 28].

Standard phrases and sentences are very common in Uzbek and English newspapers, especially in bank and stock market news. Our research has shown that standard words and phrases can be found in exchange rate news and announcements in weekly newspapers in both languages. In the text in the weekly newspapers, only the date and statistics change.


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According to French linguist Sh. Bally stereotypes are caused by the speed of
journalism, the repetition and periodicity of topics and situations [Bally S., 1961; 109].

Responding to a chosen topic, evaluating it, in other words, looking for ways to express emotions, leads to the fact that language tools that serve such communicative purposes soon fall into the category of patterns and templates. G. Vinokur said that, stereotyping in press speech is a natural and progressive process. It aims to create ready-made speech forms for a variety of communication areas and purposes [Vinokur G.O., 1928; 182-184].

Researchers also have unique ideas about patterns and templates, phrases and words. According to it, excessive “molding” can make a text or speech dry, stencily, boring. However, the mold does not contradict the linguistic diversity and richness, but at the same time requires from the author individual skill, peculiarity, originality and high taste.

The tendency of standardization in press language was analyzed in the news texts. News in Arabic means to convey an information. News intended for the public are called media or social information.

It should be noted that news is a short information published in the press or broadcast by radio, television and news agencies. Of course, in the task of informing the press these small genres play a key role. But this social function of the press is not limited to news, on the contrary, also includes various other genres. In other words, the task of informing press covers all aspects of society, its socio-political, economic-industrial and cultural-spiritual spheres. For instance:

1. Socio-political spheres:
   “US President Donald Trump and his wife Melania have visited the Taj Mahal on the first day of their trip to India” ("Washington Press", 2020).

2. Economic-industrial spheres:
   The Global auto industry is rapidly becoming one in which major scale is critical. Ford’s scale is not large enough and Volkswagen has insufficient presence in the U.S. In addition, they each have significant challenges in China and in trying to be the most competitive in electric vehicles and autonomous vehicles for the future.

3. Cultural-spiritual spheres:
   “5-10 апрель кунлари Сурхондарё вилоятининг Термиз шаҳрида Халқаро бахишчилик санъати фестивали бўлиб ўтди” (“Madaniyat”, 2019, №14).
   “The Shed opens in April with an eclectic mix of shows and performances”
So, the image, that is, the broad, complete delivery of the events of social life to the public, is the main social function of the press, the most important work it constantly performs. The print media and the mass media newspapers, magazines, radio, television, news agencies — do this every day, every hour, every minute. In carrying out this task, different views of the press are involved differently depending on their characteristics and capabilities. Newspapers play a key role in this regard, the main part of any newspaper activity, the main place in its pages is devoted to information.

News text is a type of a text that quickly conveys to the public the events that take place in the environment and reflect the real world scene. It is no coincidence, of course, that the total volume of news text in the media space is significantly larger than other mass communication texts.

Every day the number of news prepared through the media channels is constantly growing compared to every year. This fact is the result of the rapid development and improvement of methods of mass dissemination of information, the emergence of new digital media technologies. The news that form the basis of a single media stream, the structure of the modern information space, reflect today's worldview. This type of a text presents all the basic features of the field of speech use in a fully concentrated form. This makes it possible to define it in the media system as a whole, in particular, as the main texts of the English and Uzbek media.

The main purpose of the text of the news is to inform people about socially significant events in the country and abroad, to inform about the events and their characteristics. The objective form of information presentation is achieved through the approach of the journalist or reporter, interviews of interlocutors, participants of the event, the presence of several layers in the texts of speeches of experts emphasizing the reliability of the transmitted information. Thus, the text of news is a “synthesis”, “fusion” type of many individual texts.

V.N. Demyankov developed the concept of the semiotics of the media text and described it as follows: “For the semantics of the media, reality, that is, how news are created and in what order they are placed, is very important” [Demyankov V.N., 2004; 68]. The semantics of the word news also includes the semantics of “information”. The higher the level of realism in the news, the more effectively the text also performs the function of conveying the news in life. The factual approach to the media is marked by its relevance to the latest media [Bakieva G.X., Teshabaeva D.M., 2019; 48].

News texts have a number of factors that predetermine linguistic-stylistic features. When it comes to the linguistic features of this type of a text, despite some differences in the language of news in individual media, researchers point out that the method of news distribution is formed mainly on the basis of the printed word.

In the analysis of certain material, such as novelty texts in some English press, all of them are distinguished by certain stable characters at the linguistic and stylistic levels. At the same time, each of these features reflects the dynamics, informativeness, objective coverage and neutral style of the news text, and other important features.
These key features of Uzbek and English news texts in terms of structure or morphosyntax include the following.

1) Extensive use of verb phrases compared to other types of media texts. If, for example, there are fewer verb phrases than phrases in the group of rule features (news, news analysis, advertising, and journalistic media texts are called features in English journalism), it is slightly different in the text: here the number of verb phrases is approximately equal to the number of nominal phrases. Among them in the text of the Uzbek news texts амалга оширилди, таъсис этилди, жорий этилди, кенг фойдаланилди, таъкид этилди, муҳокамага сабаб бўлди, бахтисиз ҳодиса рўй берди, қарор қабул қилинди, чора-тадбирлар белгиланди or in the text of news in the English press was rejected, widely used, is provided, was elected, is inaugurated, date is held, highlighted, visited, led to a discussion, an accident occurred, a decision was made, measures were identified.

2) The verbal syntagmatics of news texts are characterized by the adequate use of passive forms and constructions. For example, news text in the article titled by “Congo outsider achieves stunning rise to power” was used in passive forms:

Felix Tshisekidi this week achieved something that always eluded his late father: 55-years-old opposition leader was elected as president of the Democratic republic of Congo. If Mr Tshisekidi is inaugurated as fifth president, it would cap a remarkable rise for a man who was a relative outsider in politics just a few years ago (“Financial Times Weekend”, 2019).

We can analyse another news text from this newspaper. The use of a similar form can be seen in the article “EU approves PNR”: In historical vote in Strasbourg on April 14, the European Parliament approved Passenger Name Record (PNR) directive, paying the way for the sharing of airline passenger information. The date is provided by passengers at the time of booking, check-in or boarding. The date is held by the airlines for their own commercial purposes. The Passenger Name Record (PNR) directive dates back to 2011 and was rejected by the European Parliament’s Civil Liberties, Justice and Home Affairs Committee in April 2013 (“Financial Times Weekend”, 2019).

Passive forms are widely used in the Uzbek press. Here is an example from the article “Етакчилик феномени” of the newspaper “Миллий тикланиш”:

Пленумда ўзига хос тарзда ривожланишимизга тўсиқ бўлаётган муаммолар очиқ-ошкора айтилган. Уларнинг ечимлари бўйича аник таклифлар илгари сурилган. Кўпчиликка ўрнак бўла бошлаган маҳалли кенгаш депутатлари фаолиятига атрофлича баҳо берилди. Курилган масалалар юзасидан тегишли қарорлар қабул қилинди (“Миллий тикланиш”, 2019, №5).

Another example from the article “Адиблар хиёбони — маърифат бўстони” of the newspaper “Ўзбекистон адабиёти ва санъати”: Улуғ шоир ижодини ўрганиш мақсадида университетда бир қатор ишлар амалга оширилди. Эркин Воҳидов илмий-маърифий маркази таъкид этилди, истеъдодли ва аълочи талабалар учун Эркин Воҳидов номидаги стипендия жорий этилди (“Ўзбекистон адабиёти ва санъати”, 2020, №36).
3) The number of lexical combinations or unstable compound words is higher compared to other types of media texts. However, lexical combinations in news texts often show a tendency to color. For instance:

a) **semi-official, shutdown-now the second-longest in history, side-by-side, ill-informed, peer-reviewed, now-slowed-down.** The study was published January 4 in the peer-reviewed journal Monthly Noticed of the Royal Astronomical Society (“USA today weekend”, 2019).

b) **classy-brendy, blue-collars, right-wing, ultra-deep, supply-demand, rule-of-law.** Perhaps the clearest manifestation of this is erosion of the rule-of-law in the European Union (“New Europe”, 2016, № 23).

Compound words are also predominant in Uzbek newspapers:


4) Most of the syntactic combinations found in news texts, as a rule, consist of two or three components, and these components themselves do not have a complex internal structure:

a) internal structural walls, initial public offerings, medieval classical themes, unique duplex apartment, the greatest potential for economic growth. Speaking at the opening ceremony Vucic recalled that the greatest potential for economic growth lies in the coorporation in the region (“House and Home”, 2019).

b) ахборот такцилиги синдроми, эркин иқтисодий зона, тўғридан-тўғри хорижий инвестициялар, итисодиян ишларидан кўп тармокли клиникалар. Қўқон эркин иқтисодий зонасида бугунги кунда тўғридан-тўғри хорижий инвестициялар итисодия кўплаб корхоналар барпо этилайти (“Iqtisodiy gazeta”, 2019, №44) and so on.

5) In the most common types of syntactic combinations-adjectives, expressions based on the adjective model (A+N), as the first component, there are more limitations than descriptive adjectives, because, for example, such a situation exists in media texts belonging to the group “features”:

a) Спортчинг қўли баланд келди, юзидан оппоқ нур ёғилган кексалар итисодия ишлари ташбис, инсоннинг эск катта бахти, ташаббус кенг ёйса, фарзандларимизнинг жисмоний етук ва маънаан баркамол бўлиб вояга етишлари, гўзал манзарани акс эттириди.

Ташаббус, изланиш ва имконият. Бугунги кун ёшлари учун айнан учуб хислатлар сув ва ҳаво каби зарур. Агар улардан ташаббус кенг ёйса, изланиш

b) a negotiating meeting with congressional leaders, a partial government, a national emergency, the brightest satellite galaxy, a new round of talks.

Senators discussed a lot of agreements during a new round of talks ("The Times, 2019, №44).

Obviously, all of the above examples are related to the fact that the main functional feature of the news text is its implementation of the informational function. Indeed, the text of the news is ultimately dynamic because its function is to provide information about what is happening in the country and abroad. The dynamics of the news text is characterized by a greater number of verb phrases than other media texts, reinforcing the role of verb syntagmatics. Also, every known news text is limited in time and space, even if it is on a newspaper page. An increase in the total number of lexical compounds, as well as the concentration of data expressed in multi-element compounds, results in a specific narrowing of the text unit of the same length. Finally, high-quality news text is always neutral, which is related to the desire to present information objectively, which is reflected in several factors.

First, some news texts are deliberately published without an author. It doesn't matter if it's the "Daily Telegraph" or Uzbek newspaper "Xalq so'zi", it's far removed from the team of authors involved in its preparation. Often in the text of this category of news, instead of the author's name, it is written “Our correspondent”. This is especially common in central publications. In accordance with the requirements of objectivity in the text of the news, the author is hidden, invisible, he does not suggest the event in his version, does not upload a commentary on the events, but simply presents a collectively created news text distributed by a corporate entity.

Second, the plethora of citations and references to various sources: experts said, political analysts said, voters said; экспертларнинг сўзига қараганда, сиёсий шарҳловчиларнинг таъкидлашларича, сайловчиларнинг айтишича and so on.

Third, at the level of morphosyntax, the news text appears to be saturated with various passive forms and structures.

As noted, the role of verb syntagmatics in news texts increases, as the content of novelty texts is mainly formed by the sequential coverage of various events that occur in reality: talks were held, officials arrived, organization was formed, space-ship has been launched; корхоналар ташкил этилди, расмийлар ташриф буюрди, давра суҳбати ўтказилди and etc.

The verb, on the other hand, contains affirmation, that is, it serves as an expression of the relation of the utterance to reality. For this reason, verb phrases play a more important role in news text than in other types of media texts, for example, in texts in the “features” group that are more focused on evaluation and description.

Many English studies show that in the future the language of news will speak of “passivization” and increase the role of passive voice in them [Bonvillain N., 1997]. Examples from the newspaper “The Guardian”, 2016: 1. Prime Minister David Cameron claims that the concessions he has won from Britain’s EU partners should
lay to rest popular concerns about a loss sovereignty. 2. Moreover, the EU has made clear to non-members such as Norway and Switzerland. 3. In US, President Barack Obama’s administration has started clearly its belief that Britain and Europe are both stronger together. The passive constructions are has won, has made, has started.

The cases of using different forms of the passive ratio are different and varied. Attempting to systematize news contexts using this has made it possible to distinguish the following most typical categories.

The first and most common are the use of passive forms, which constitute a group, in which information is transmitted without reference to any source and transmitted directly on behalf of a publishing editorial or news agency. The intensive use of passive forms here is largely due to the pursuit of objective neutrality: the style of news texts must be extremely neutral, authorless. It is therefore natural to give preference to the passive proportion in its development or “creation”.

The second group consists of news in which the source of the information is not directly indicated and contains a hidden link: but its existence is implied by the use of certain expressions.

Here some passive structures in which the verbs to inform, to report, to know, to say, to be reported, to be said, to be known are used: “The World Meteorological Organization said Thursday, adding that it was “concerned about the increasing impact” on weather forecasts worldwide” (“New York Times”, 18.05. 2020). In this special group we can include news telling stories about ceremonies, earthquakes, floods, man-made disasters, and other similar events [Dobrosklonskaya T.G., 2005].

The analysis shows that there is a much higher concentration of passive forms in news on weather, climate, sports, compared to political texts, economic problems, cultural news. For example, “Humanitarian officials are worried that by packing people into shelters, coronavirus infections could spread even further” (“New York Times”, 18.05. 2020).

It should be noted that the special role of passive proportions in novelty texts is due to the fact that the replacement of active forms of prediction with passive also allows to distinguish the political and ideological significance of the news. This feature of the passive has been noted by many English authors, especially those working in the field of “critical linguistics”. They make the important point that the choice of different language means to express a particular content in news texts is ideologically determined.

Thus, “Information is in a sense “necessary” information in a news, which is perceived by the audience as knowledge, norms, values, and thus affects the audience”. Media language has dominated among all functional types of national language. It combines the resources of all functional styles. In other words, the language in the media space today is a composite image of the national language.

**EXPRESSIVENESS IN THE PRESS TEXT**

Since expressiveness is one of the main features of press genres, folk proverbs and sayings are also widely used in press texts to express it. They are used to increase
sensitivity and emotion, to attract the attention of the audience, and to enhance the expression in newspaper texts:

“As English people say “East or West, home is best” means that they love their homeland, traditions and customs, colorful festivals, especially, every days tea time (“The Guardian”, 2016, №156).

According to researchers, excessive expressiveness in modern newspaper language is achieved at the lexical level, especially through the introduction of colloquial, slang words and phrases.

Expressiveness (sensitivity), emotionality and evaluation are the main features of the media.

An important result of the study of expressiveness, evaluation, and emotionality (sensitivity) of language parts in the media is that these features are essential elements of semantic structure, an understanding of the fact that nominativeness is in fact. In other words, in the broadest sense, it is the recognition that they are intended (informative) for information. With the help of these features the language can perform one of its most important functions pragmatic, that is, the function of speech influence.

Regarding the language of the media, it can be said that research, understanding the world is not the main task of the media. But its place in society cannot be assessed as a propaganda, a provider of knowledge. “A journalist's responsibility and ability to process information, interpret it, and express it orally or in writing is an integral part of both national culture and human information culture”.

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

Uzbek press metaphors also have the property of generalization: “Қоронғу кўнглини гўё офтоб мисол ёритгандай бўлди” (“Inson va qonun”, 25.01.2019); “Унинг юрганда шуъба-гумонларда рако бўй чўза бошлади”; “Ойбек бўйтардида мухаббат созилди, изтироби ва ҳисоридан олои беролмай, сабр-тоқати тугаб, ишқ дардида ковриларди”; “.... Шоҳиста томон кўшисек учди”; “Иктидор соҳибкарида қапот бағишлади” (“Hurriyat”, 2.03.2018); “ўйнидан ўт чиқди” (“Hurriyat”, 2.03.18); “Қора олтин мамлакати” (“Hurriyat”, 23.02.2011).

The use of metonymy and epithet in the press also increases the effectiveness of the text: “Навоийни нафақат таваллуд айёми кунлари, балки ҳар куни
Emotional evaluation, which is expressed in the form of an emotional response in language, is called emotional evaluation. Emotivism involves an emotional relation that has an illocutive power, i.e., it produces a certain (only in communicative success) perlocutive effect through the ability to influence the interlocutor. The essence of the two types of subjective-modal and evaluative and emotional relationships enhances expressiveness in thinking. In this way, the assessment has a logical-psychological significance. The evaluation series consists of a set of methods and means of linguistic expression, reflecting its fact-based, morphological, syntactic, lexical and other similar elements of the evaluation state.

The evaluation approach in the media is complex. On the one hand, it includes the referent state, that is, the fragments of reality that are sealed in the consciousness of the national language and formed by components of the same type. The components of the same type of evaluation state are the predicate evaluation (i.e., the methods of evaluation) that establishes the relationship between the evaluation subject (i.e. journalist), the evaluation object (i.e. reader / viewer), and the subject and the object. On the other hand, feedback on the assessment creates an interaction not only with the journalist but also with the recipient, which strengthens their relationship with the communicative situation.

The communicative point of view (aspect) in the study of assessment predetermines the importance of language assessment tools in the communicative purpose of the speaker: learning in the expression of praise, ridicule, threat.

Here examples: “Шу пайт таниқли шоирнинг оддий, самимий, қалби очиқ, бегуғор инсон эканлигини сездик” (“Hurriyat”, 27.06.2009). In this sentence the words as оддий, самимий, қалби очиқ, бегуғор are expressive words that expressing a positive assessment of the hero of the article. “Алкойиб зиёфт хурсанчилик анчагина давом этди” (“Hurriyat”, 27.06.2009). This sentence is rated with the words “ажойиб” and “хурсандчилик” expressively sensetive words. “Насиба қисқа муддат ичида яхши ўртогимга, қадрдон дугонамга айланб қолди” (“Jamiyat”, 7.03.2008). The evaluation in this sentence was done by using the words яхши, қадрдон.

“Баҳор бошланши билан ҳалқимиз катта иодиёналар, кувончли кунлар билан юзма-юз келади” (“Jamiyat”, 7.03.2008). In this sentence, the word combinations катта иодиёналар, кувончли кунлар are expressive dyes, and the fact that the word “катта” is accompanied by the word “иодиёна” serves to increase its effectiveness.

The state of evaluation occurs directly through the subject, the object, and the interaction between them: “Оптоқ сувоклари ёғин-сохилярда униккан ўйлари ёнида, Зухра эъказ анвойи гулу райхонлар ял-ял яшнаб тура, теварак-атрофга
муаттар ҳидлар тараларди” (“Turkiston”, 17.01.2009). In this sentence, the words “оппоқ” and “unikъан” are used to give an emotional assessment of the state of the object, and the words “анвой”, “ял-ял” and “муаттар” provide expressive coloring.

In the pages of the newspaper, along with the positive assessment, there is also a negative assessment. For example, “Албатта, у қайнотасининг аччык-аччык ғапларига, оғир сўрок-саволларига шай бўлиб тўрмоги лозим эди” (“Turkiston”, 9.03.2009). The words аччык-аччык and оғир in this sentence have been used to increase expressive sensitivity in a figurative sense and predict how the process will go. “Бундан кўра сен кўрқоқсан, қочоқсан, ношукрсан, разилсан дея ҳақорат қилиши минг чандон яхши эди” (“Turkiston”. 17.02.2009). The words кўрқоқсан, қочоқсан, ношукрсан, разилсан in this sentence are expressive words and express a negative assessment of the hero of the article. “Қилишни дастлиқ узра серма-серма қаҳратоғ ҳам келди. Серма-серма, қаҳратоғ, – using these words, the image in the article acquires emotional coloring.

Traditional sources of expression are also being influenced by the process of specialization as they are enriched with new socio-evaluative meanings and become the property of the media. Through its channels, it is absorbed into the literary language.

In the English press words are changing their stylistic position. They fell out of the jargon category, but in a sense retained their previous coloration, albeit at their own level. Jargon-specific dyeing has become an expression of evaluation.

“Dear “birds” and “dudes”! Welcome to opening ceremony of the new theatre in London. Enjoy yourself” (“Home and House”, 2018). In this sentence the author used the English slangs such as “birds” and “dudes”. The word “birds” means “women” and “dudes” means “men”.

This type of speech is characterized by an even lower level of speech and culture, which leads to the roughness of speech due to jargons and encourages a conscious indifference to literary norms, speech etiquette.

“Donald Trump has “best practice” in business. He is “chief cook” and “bottle-washer” (“USA Today”, 2016). The word “best practice” means the best way to do something “chief cook” and “bottle-washer” means a person who holds many responsibilities.

English press metaphors also have the property of generalization. Examples from the newspaper “The Times”, 2016: 1. A Britain outside the Union would gain little in terms of “sovereignty” on the contrary it would lose its vote. 2. Annual marathon, ranging from bread-and-butter will sit on our neck and whip us. 3. “The championship has just begun, and behind the black stripe there is always a white one”.

There are types of speech culture that are fully functional, non-functional, moderately literary, literary jargon, and speech. This diversity is due to the fact that representatives of certain languages have mastered the literary language at different levels. Comments in this context are also confirmed by the fact that the general state of modern speech culture is unsatisfactory on the scale of all developed languages.
A comprehensive study of newspaper language is closely related to the study of literary language features. Therefore, the study of linguistic problems of newspaper language culture is extremely important. Indeed, newspaper materials as a written source are of great importance in studying the development of any language, revealing and demonstrating the possibilities of a literary language, its richness and charm, its use for propaganda purposes, and raising the culture of speech and literacy. The word of modern newspaper should be a word that conveys the simplest but most complex concepts in a clear and simple language.

One of the important aspects of the means of pictorial expression in journalism is that it has an evaluative character. Newspapers and journalism are in dire need of expressive means. However, in newspaper-publicist discourse, expression is clearly a social feature that prevails. It is, first and foremost, a goal-oriented, selective, evaluative expression. Words and phrases in the figurative sense are valuable in terms of the decoration of speech in publicism, not in itself as a means of animating the material, but in terms of the evaluative effect they exert.

The newspaper-journalistic style, the specificity of the media and propaganda means, on the one hand, imposes certain restrictions on the use of figurative words, on the other hand, it is based on the functions of the newspaper-journalism style as if they were specialized.

The speech structure of a journalistic text also depends on the proportionality of the linguistic units that contain the conceptual words, the meanings of the assessments. The propensity for social evaluation is one of the main features of press texts.

Clearly, the language of the newspaper, by its very nature, is not merely the narration of objects, events, but the ability to evaluate them on behalf of any social group, stratum, or society. This law has existed since the appearance of the first newspapers and magazines and has also determined the semantic development of its lexicon. It is from a social point of view that evaluation requires the selection of appropriate words from common language and other sources, the press expands the vocabulary (e.g., as a result of democratization), and determines the general stylistic features of lexical units.

The principle of social evaluation of the language of journalism determines the form, type of speech, which is reflected in its structure. Hence, the structure of the journalistic type of speech is fully consistent with its most important task – the task of direct exposure to the reader. The main feature of journalistic language is that the position of the creator of speech corresponds to the author's “I” with the openness, authenticity, subjectivity and one-sidedness of journalistic speech [Language and style of media and propaganda., 1980].

It is necessary to study the expressive language tools in the language of the newspaper from the speech-cultural aspect.

In order to increase the effectiveness of the language of the newspaper, it is often the case that words and phrases that do not correspond to the culture of speech are used as a result of the misuse of a language. The only way to prevent such mistakes is to increase the speech culture and experience of journalists.
CONCLUSION

It can be concluded that there are two main tendencies in the language of modern Uzbek and English newspapers: first, if the official style is preserved in the official press; second, the artistic-publicist style, which is the product of a mixture of different styles, dominates the entertainment press publications. This, of course, is explained by the fact that the press serves this public because of the popularity of interpersonal communication. However, the language of the press belongs to the literaty style. All mass communication (MC) organizations divide copyright work among news agencies, journalists, and editors because the creation of textual content applies not only to the entire publication but also to the individual news in it. The symbolic content of frequently used phrases is a common feature of MC. Thus, a set of information-receiving characters is collected. A set of symbols forms an ideological combination in which different meanings are understood.

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.

Speaking of the newspaper-journalistic style, it should be noted that the formation and development of the newspaper-journalistic lexicon is determined by two main factors, two main tasks: on the one hand, the news, information, on the other hand, propaganda is an important necessity.

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