

## Expressive Tendencies of Language in the World of Print Media

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### Abstract:

The media image of the world is a product of a person's continuous informational activity, the continuous objectification of mental activity in knowing the world, the constant externalization of the mind of many people and the worldview or image of the world by the mind of individual people through actualization in mass media texts.

**Keywords:** expressiveness, category, field, explanation, approach

### Introduction

Expressiveness is one of the most complex categories of linguistics. The category of language expressiveness is studied by scientists from different aspects. Special attention is paid to semiological and linguocultural aspects. We tried to take into account the experience of local and foreign scientists in the field of expressiveness when we stopped to analyze the expressive potential of media text based on the aspects that interested us. There are different approaches to interpreting the concept of expressiveness. Scientists such as I. V. Arnold, E. S. Aznaurova, Y. M. Serebnyov include expressiveness in the group of stylistic categories. N.A. Lukyanova, V.G. Gak, A. Vejbitskaya and others show expressiveness as a unique semantic phenomenon. Some researchers consider expressiveness to be a function of language: R. O. Jakobson, A. A. Reformatsky, R. O. Piatrovsky, A. A. Metsler include expressiveness among pragmatic categories. R. O. Yakobson, V. Matezius equate expressiveness with emotionality, interpret it as a one-component phenomenon, while others equate it with evaluation. Expressiveness is aimed at influencing the power of feedback to make a great impression.

N.A. Trofimova believes that "definition and interpretation of the conceptual system of expression remain controversial issues, because they affect the linguistic and emotional-logical activity of the human mind."

It is known that interest in the external form of text expressiveness, various methods and means of its organization form the basis of research in this field. After all, expressiveness means strengthening the content of the message text, highlighting this or that information and drawing attention to this information.

At this point, we should not forget that in order to realize the expressive function of the message, it should be included in the communicative process, that is, in the process of communication and communication. According to many researchers, expressiveness is a



complex concept, and emotionality, expressiveness, imagery and evaluation are its main components that determine each other and interact in language. There are word-forming, phonetic, lexical, syntactic and morphological ways of expressing external expressiveness.

Differentiating between the concepts of expressiveness and emotionality makes it possible to concretize a number of rules of expressive semantics. Researchers such as Y.M. Galkina - Fedorchuk, L.A. Kiselova devoted their work to the problems of connection between the concepts of expressiveness and emotionality. According to them, the category of emotionality is divided into several types: expressiveness-emotionality-evaluation (emotional, emotional); words defining moral values (conscientious, honest, selfless); without being expressive, it means emotional-evaluative units. The position of the authors is that although these units are not expressive, they cannot be emotional-evaluative at the same time.

According to the management features, language information is diverse: its different subsystems reveal the different nature of certain communicative features, which predetermines the existence of management linguistic information technology. It can be seen that in this place linguistic information is not only intellectual (cognitive) concepts, opinions, conclusions, but also aesthetic and emotional evaluations of language carriers, their desires, inclinations, desires and aspirations for communication through language or speech in various communicative ways. It should be seen as part of emotional concepts in the broadest sense.

Turning to the typology of linguistic information proposed by the English researcher DA Richardson, two types of meaning and words and their functions are distinguished: emotive-evocative and symbolic-referential. The attitude towards the recipient, the expression of feelings is typical for the emotional meaning, while the symbolic meaning serves to convey this or that information.

Phraseology and paremies occupy a leading role in the category of expressiveness. The use of proverbs in the media text expands the understanding of the linguistic essence of the text. In addition, proverbs strengthen the traditional features of the national mentality, reflect the landscape of national self-awareness.

L.M. Vasiliev defines expressiveness as a broad semantic category that includes various emotional-evaluative manifestations of meaning: modal-evaluative, emotional-evaluative, emphatic and symbolic expressiveness (expressive).

I.V. Arnold interprets expressiveness as "a feature that expresses the meaning of a text or part of a text with increased intensity, the result of which may or may not be figurative, leading to an emotional or logical strengthening."

Scientist V. N. Teliya connects the consistent development of expressiveness concepts as a semantic category with "the ability to express the variety of emotional-evaluative relationships in the content of language units in relation to the events happening in the inner world of the subject of speech (speaking or writing person)."

Among the various types of lexical units, figurative words and phrases are considered expressive units according to their semantics, among which paremies and phraseologies can also be included. Along with expressive and emotional coloring, expressiveness (imagery) assessment and functional properties, phraseological units are distinguished as the most



expressive lexical units. In the field of phraseology, the proportion of units defined on the basis of expressiveness is extremely high. Journalism also belongs to functional types characterized by high expressiveness. The expressiveness of the mass media text is influenced by the speech act, the goals of the addressee (addressee), the preliminary knowledge and ideas of the receiver (addressee), as well as the linguistic and extralinguistic (social) context of the communicative act. As part of our research, we will consider proverbs in Uzbek, English and Russian language media. In journalism, expressive means are used to describe social life and political processes, in this process the function of conveying new information is considered as the main defining typology of the text of a certain newspaper or magazine.

Without any thematic restrictions, modern journalism essentially has the appearance of an information mosaic. For one reason or another, any event, any situation that has attracted the attention of journalists can be presented in a more or less expressive and emotional way on the pages of the newspaper. . As Ye.I.Sheygal pointed out, he does not have the time and desire to read and carefully study political documents, he is not familiar with the original texts of speeches and lectures, he receives information mainly in the form of adaptation and production through mass media. the receiving mass reader perceives reality as a "set of plots" or a set of speech forms of various genres gathered around a certain political event.

Thus, the ever-improving expressive potential of speech and the methods of its implementation determined the purpose of this study.

Based on the set goal, an attempt was made to determine the content components of proverbs that create and strengthen expressiveness of speech at the functional level. In the course of work, the communicative load of expressive units from the point of view of proverbs was revealed. In media-context conditions, additional semantic nuances of the lexicon have an expressive color and effectively affect the perception of information. Expressiveness in the language of mass media is realized mainly due to proverbs, sayings, aphorisms and phraseological units, which are associated with semantic changes and lead to the expressive richness of speech. They can combine or interact in one speech unit as a means of persuasion or influence. Special attention is paid to the linguistic and cultural aspect in the study of the category of linguistic expressiveness in the mass media text.

The linguo-cultural approach, which offers a deep analysis of the folk culture, is effective in studying the expressive possibilities of the media text.

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