

LEXICAL CHARACTERISTICS OF MASS MEDIA IN ENGLISH AND UZBEK

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Abstract: *This article provides detailed information about the lexical features of the media in English and Uzbek, as well as one special science of the media language - medialinguistics.*

Key words: *Media, information technologies, communication, Lexicon.*

We know that the second half of the 20th century and the beginning of the 21st century are characterized by the rapid development of mass media and new information communication. Mass media - the growth of print, radio, television, the emergence of new information technologies, the development of the Internet - all this does not fail to have an impact on the creation and spread of words. Part p corresponds to the field of mass communication.

Lexicon (Greek *lexis* - word-related, dictionary) is a collection of all words and phrases in the language, the vocabulary of the language. Lexicon consists of a coherent and complex system subject to certain rules. The vocabulary of a language is constantly changing. This can be seen in processes such as the appearance of new words in the dictionary, some of the existing words becoming obsolete and falling out of use, changing their lexical meaning and acquiring a new meaning. The Lexicon is enriched by the development of the society and the change of the social system. In the 20th century, along with all nations, the vocabulary of the Uzbek people grew and developed rapidly. A large number of international words entered the Uzbek lexicon. In addition, the terminology of science and various fields is constantly growing. The Lexicon of the Uzbek language has its own and assimilated layers, as well as common Turkic words and Uzbek words derived from them. The acquisition layer includes Persian, Arabic, Russian-international words.

Learning the language of mass media is of particular importance in the modern conditions of the formation of the information society. If until recently the activity of language in the field of mass media was studied by different branches of linguistics - sociolinguistics, psycholinguistics, cognitive linguistics, etc., now there are all conditions for combining all studies. In this article, we will consider the comparative study of media language in English and Uzbek within the framework of one special discipline - medialinguistics.

The subject of this new science is the study of the activity of language in the field of mass communication. That is, mediallynguistics 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 great role that 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

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.

Any language is related to society and cannot develop independently outside of society. Language, first of all, is a means of communication between society and people, therefore, society and people are considered to be a direct link to the formation of the language lexicon. It should not be forgotten that the language itself is important due to the presence of the laws of the internal formation system. Depending on the situation, the same idea in any developed language will be interpreted differently. Regardless of style, stylistic color and situational requirements, there are also neutral words that are used only for certain situations as the core of the language in communication. We call words of this category non-literary or non-standard lexical words in dictionaries. Before looking at the non-standard lexicon, if we look at the problems related to its style, it turns out that there are mainly two types of style use cases here: functional and expressive. Functional style is interpreted as a communication style specific to a certain group of people, aimed at a certain goal, that is, for situations related to specific legal aspects of human behavior, for example, business style, verbal style, scientific style, etc. . Functional styles in modern languages are very complex and diverse. It should be noted that the method is divided into written and oral types, and depending on its use, it is divided into different forms for public use. But still, despite the fact that linguists have a lot of information, they have not come to a unified opinion about the types of styles. Styles are divided into the following sections: scientific, public, journalistic, artistic (theatre, painting, dance, etc.), oral, correspondent style, newspaper style, poetry, professional-technical, official- departmental styles. Functional style is a set of words and phrases used by people who communicate in a certain language, based on different situations and workplaces, for a certain purpose. Expressive style is a style in which you express your emotional feelings related to a certain situation during communication. Different linguists use other terms for communication styles.

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