

THEORETICAL FOUNDATIONS OF THE STUDY EUPHEMISMS

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ABSTRACT

The democratization of the production efficiency of newspaper texts determines the use of automatic live translations in the processes of public events, conflict resolution, constitutional space, law enforcement and pension regulations. Nevertheless, this situation does not exclude the possibility of using broad semantic terms and hypernyms of noncentric lines.

АННОТАЦИЯ

Демократизация эффективности производства газетных текстов определяет использование автоматических живых трансляций в процессах массовых мероприятий, разрешения конфликтов, конституционного пространства, правоприменения и пенсионного регулирования. Тем не менее такое положение не исключает возможности использования широких семантических терминов и гиперонимов нецентрических строк.

Key words: microtext, linguistic science, topics, facts, official business, scientific, journalistic, artistic style.

In modern linguistic science there is no clear and generally accepted definition of text. Many linguists who study texts believe that the term "text" also needs to be finalized. Moskalskaya O.I. defines the text as follows. Text is the entire speech speechwork text in broad word or macrotext and superphrase unification in narrow word or microtext text across complex syntax. The author claims that the text is a more or less complex truthful statement based on judgments about real things and events, some facts and circumstances, and the researchers make sure that every word in the text, all sentences in the text and the text itself are updated to come to a conclusion. They act as names and statements on certain topics, facts and situations.[Moskalskaya 1981;13]

Analyzing the text in a broad sense, V. B. Kasevich states that, in a broad sense, a text is the same as a speech work, a speech output, a speech unit characterized by a narrow meaning of purpose and internal consistency.[Kasevich 1988;50-51]



The typology of texts is not yet sufficiently developed. The general criteria that should form the basis of the typology have not yet been determined. Most of the authors dealing with the issues of texts, first of all, divide all texts into fiction and popular science. In addition, the text in the form of a presentation can be performed both verbally and non-verbally. Due to their functional style and stylistic nature, all texts can be attributed to the style of the main accounts - official business, scientific, journalistic, artistic style. Official business literature includes well-known texts of diplomatic law, legal and administrative laws. Scientific (special) literature is divided into scientific texts (scientific and technical, scientific and humanitarian, natural sciences), popular science and educational literature. Fiction is represented by prose, poetry, dramaturgy. [Valgina 2004;112-113]

Consider the journalistic style of the text, the journalistic text is dialogical in nature. Journalistic style is typical for media texts, it is used in socio-political publications, periodicals, speeches at conferences, etc. Journalistic literature covers various topics of interest to society: ideology, politics, economics, philosophy, ethics, education, culture, art. The structure of the journalistic text is designed to direct the reader's attention to the most important material of the publication. You can direct the reader's attention using various tools - headings, subheadings, special sections, etc.

The functional organization of a journalistic text is focused on the transmission of information and the impact of this information, which is closely related to the linguistic features of the text and lexical and stylistic means. In the language of newspaper and journalistic text, phonetic graphics, word combination, word formation, morphological, syntactic, semantic features are manifested at different levels. The specificity of the choice of language means in a newspaper line is determined by the mass and diverse language audience. It should also be noted that text linguistics emphasizes such features of the text as seriousness, restraint, and linguistic phenomena such as structure. Seriousness makes us consider the text as an implementation (with the help of signs) of a certain system, its essential representation. In other words, the seriousness of the text lies in its fixation in certain symbols. It can be a written sign of a natural language or an alphabetic symbol. The text, on the one hand, opposes all significant characters that do not belong to it, because it is limited. On the other hand, it opposes all structures that are an integral feature of the boundary. Structural, that is, the presence of a system relations between the elements of the text and its internal organization, which must be transformed into a coherent structure at the syntactic level. In other linguistic studies,



the signs of "limitation" are often replaced by the term "integrity", and by "structure" they understand the "connection" or "integrity" of the text.[Schelkunov 2004;86]

Thus, a journalistic text has not only written form, title, completeness, informativeness, but also such external features as linguistic seriousness, limitation, structure, journalistic style is characteristic of the media text, and its role depends on the will and emotions of the author. reader to create public opinion. The style of the movement sheds light on various issues of interest to society.

Today, media text is the mass media, all types of media (newspaper articles, programs, videos, advertising messages, films, etc.) containing and presenting information). Media is used to create mass media - "a collection of materials and intellectual property in the field of mass media".[Fedorov 2010;29]

The text in the media consists of a title (subtitle), introduction, beginning, body of the text and conclusion. The components of the media text are interconnected, interconnected and syncretized. The structure of a periodical media text is determined by the theme and style of the publication, the type of rubric (small part) and the concept of the periodical as a whole. It plays an important role in the text of journalism. The media are characterized by a certain strategy for presenting subtext. The structure of the media text depends on a clear plan in which the author arranges all the collected content material.[Van 2008;103]

Classifying media text symbols

1. Famous. The same information is aimed at millions of consumers and has a huge level of awareness.

- Proximity to the audience (media text always has a point of contact in the interests of the audience).

- depending on the situation, that is, the specific conditions of life;

- Narrative dramaturgy based on events reflecting conflict and problematic situations of everyday life or a wide range of events and incidents;

2. Meaning and dialectics. Messages in the media text have a short life cycle, but in a sense there is no past - there is only the present. The media rely on what's important today to make decisions and shape the mood, what's important to today's ideology and how it will affect the future.

3. One of the conditions for the viability of a text that works in the media is the correspondence of the information requirements of the audience to its needs and interests.

4. Contextual. The meaning of the message is always shared and read by a wider audience in the context in which the communication takes place. The context of



communication is determined by the ideology of society, the type of culture, moral and religious beliefs, socio-psychological relations, etc.

5. Intertextuality. A message in mass communication is always a specific link in the chain of countless messages before and after it. The text of mass communication is “a constant and endless interweaving of text and endless quotation; there is no main text that continues to evolve.

6. Replication. Mass communication should be increased through text repetition. In this case, the text does not reach a wide audience and does not have the status of mass media. The replication mechanism provides shared media access.

7. Repeatability. Due to the variety of data transmission channels transmitted over a large number of communications, they are repeated several times, as a result of which they are constantly changing. This does not lead to a qualitative (semantic, creative) expansion of information in the media, only a quantitative increase in information is observed.[Krasnoyarova 2010;178-180]

Thus, all these features define and understand the essence of media messages, as a result of which they are presented to readers. The language of the media text has its own characteristics and differs from the language of fiction and scientific literature, oral speech. This is the result of many years of selection of language tools that are most suitable for social tasks performed by media text as the main means of communication. The desire to report the latest news in a short time is reflected both in the nature of the communicative function and in speech.

The media must be designed and appealing to many different students. The information in the text of the media is organized in such a way as to convey a message, to have a significant emotional impact on the reader. However, since the original information function of the media text is under the influence of contradictions, the style of the newspaper language is increasingly becoming a journalistic style, the specific conditions for publishing media magazines and newspapers are the conditions for preparing methodologically undeveloped materials. , the repetition of a limited range of topics of media texts, there is a reduction of interesting phrases. The language of media messages has many interrelated features that differ from each other over a certain period of time, as well as many individual features associated with one genre, edition. However, despite the system of linguistic means used in different genres, the media text has many basic interpersonal characteristics and contradictions, usually media messages are quickly prepared and read, so it is convenient to use repetitive phrases that gradually turn into brands and clicks. Thus, a characteristic feature of the media is the presence of



repetitive words and phrases. A distinctive feature of the media dictionary is the use of many socio-political and international terms. [Florova 2008 1-2]

As a product of popular culture, a text is almost always the text of a story, and as a product of mass media, a text is a scientific lecture, a weather forecast, a poster, and, in any case, a media text. It is a social text useful for communication, communication and communication. If we turn to the above symbols of journalism and the media, we can see a clear difference between them.

The journalistic text is the result of creative activity and has an interactive character. Evstafaev V.A. writes: "creativity is a functionally necessary and subjectively important work of art in various fields." [Evstafyev V.A. 2001;190].

A journalistic text is always an author's text, no matter how clear the subject of the sentence is in the text, even if it is not reflected in the emphasis. Journalism in all its spheres: political, economic, philosophical, ethical, moral, social and other spheres reflects the problems of various issues that interest existence.

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