

THE USAGE OF SOCIOLINGUISTICS IN MEDIA TO ACHIEVE A COMPETITIVE ADVANTAGE AS WELL AS INSTILL PREJUDICE

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ABSTRACT

As the world becomes more interconnected, there is a corresponding rise in the amount of interaction between people from various social groups, which creates more opportunities than ever for prejudice-based discrimination. The underlying assumption of this article is that prejudice is largely influenced by language. This review concludes that language plays a crucial role in all forms of prejudice and that prejudice can have an implicit as well as an explicit impact on language. This strongly implies that prejudice and language are not only inextricably linked, but that studying prejudice without taking language into account is incomplete.

Keywords: language, prejudice, language distortion, language uses, communication, discrimination, social context,

INTRODUCTION

Language is used to facilitate communication between people, which is a crucial aspect of human existence. One common characteristic of humans is language. Human culture is ingrained with communication as a social process, and culture shifts along with society. People exist. Transferring a thought or a message to another person so they can comprehend it and act upon it is known as communication. Conversely, advertising serves as the consumer's access point to the product and has become more prevalent in recent years. This is evidently because through advertisements in the media, a large number of people receives communications. Advertisements enlighten consumers about the products' nature,



the location of purchase, and the availability of specific products, etc. It has been stated that this advertisement function is entirely socially beneficial, totally moral, and comparatively free of semantic issues. Humankind could not exist in such a complicated world without communication.

KNOWLEDGE OF THE INFLUENCE OF MEDIA

Many nations have been interested in the issue of the media's impact on large audiences for almost a century. When mass media for information transmission began to take shape at the beginning of the 20th century, the concept of mass manipulation of society also became feasible. The world has become increasingly informational with the introduction of the Internet, television, and radio. Not only information now is considered a privilege for a select few, but also it is now daily-required reading for a large audience. The topic's relevance is thus abundantly clear; communication has evolved, resulting in new channels and objectives. Mass communication or the media in short, has evolved into a conduit for the completely social information environment and has emerged as one of the state's most significant political tools. The twenty-first century is an era of opportunities and information, a time of systems and information development. The field of psychology has evolved to include a wide range of techniques for shaping human consciousness. When these techniques are applied to the media, the impact of the media on society is nearly entirely captured. These days, this influence is turning more and more dangerous instead of helpful and instructive. These days, the goal is not only to persuade others of a point of view, but also to inspire and communicate it. The reason the media is referred to as the "fourth estate" is that they have a significant impact on public consciousness, which is crucial for forming public opinion and articulating citizens' interests. In practically every aspect of society, there is public opinion; however, it is not always voiced or made public. In general, public opinion encompasses only those issues, events, and facts that are pertinent, spark public interest, permit various interpretations, and provide a forum for discussion of the subjects at hand. Therefore, a person in modern society is subjected to simultaneous influence from a variety of sources, including the media, which includes radio, newspapers, magazines, and television.



Since a person does not always have the opportunity or desire to confirm the accuracy of the information he receives, it is very difficult to navigate and understand the massive amount and volume of information. When someone receives information, they typically take it at face value, meaning they believe it to be the only true version of the story. This leads to the development of false beliefs that are completely unrelated to the true story. To assist the government and people in painting a sufficient and comprehensive picture of the world and to serve as a forum for candid conversation within the community, the media must disseminate ideas and information in an unbiased and truthful manner. Furthermore, a democratic state should be in charge of upholding the laws that permit the Internet, television, radio, and print media to operate independently and freely in order to fulfill their missions.

MEDIA LEADS TO PRUJIDICE

Researchers studying explicit and implicit forms of prejudice rely on language's capacity to impact cognition. Language can also affect prejudice. However, studies also need to show that language also has an impact on prejudice before any firm conclusions about the effects of linguistic bias can be drawn. Thus, a subset of research on the effect of language on prejudice studies the corresponding process to see what effect various linguistic choices have on those who are exposed to them, in complementarity to studies on implicit expressions. Language serves as a lens in this situation, warping the recipient's perceptions to more closely resemble the speaker's assumed perception. New research supports the effects that are implicit: When compared to affirmations, negated descriptions, for instance, lessen the valence of the behavior and give the impression that the speaker has different expectations for the person engaging in the behavior. Nonetheless, there is some evidence to suggest that linguistic biases might not be involved in the perpetuation of stereotypes.

On the perception of the recipients, concrete descriptions of stereotype-inconsistent behavior had a greater impact than abstract descriptions. This implies that stereotype-inconsistent claims may require explicit evidence to be supported, and that linguistic bias may be a reflection of this need. It's also possible that abstract descriptions have a greater influence on perception over time, while concrete descriptions have a greater immediate effect. Therefore, even though it is evident



that linguistic biases are regularly and reliably generated, it is unclear how they or whether linguistic biases actually contribute to the persistence of prejudice through this mechanism affects recipients of biased messages.

CONCLUSION

The goal of advertising is to appeal to man's emotions through well-crafted language. In addition, in addition to the language used by advertisers to influence consumers, they also use extra-linguistic elements like situational context and visuals, which have a big impact on the overall feel and efficacy of an advertisement. Advertising language is relevant to human decision-making in the cutthroat world of business, so it makes sense for advertisers to educate potential customers about the benefits and drawbacks of a given product in addition to trying to persuade them. Additionally, it is imperative that advertisers and marketers regularly receive on-the-job training in communication and English usage, as well as improve their communication skills. This is because advertising, which is a prime example of interactional sociolinguistics, depends heavily on efficient English-language communication.

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