

**THE DISPLAY OF LINGUOCULTURAL UNITS IN THE MEDIA ENVIRONMENT
FOR CHILDREN (BASED ON THE MATERIALS "GULKHAN" AND "GUNCH")**

M.O.Tillayeva

Urgench State University

3rd year basic doctoral student

Sabirova Tòxtagul Fayzulla qizi

Lecturer at the Department of Philology and Language Teaching and the Department of Translation Theory and Practice, Urgench State University named after Abu Raykhan Beruniy

Abstract: This scientific thesis analyzes the manifestation of linguocultural units in the media environment intended for children. The journals "Gulkhan" and "Guncha" are selected as the object of research, and how cultural codes are transmitted through language units is highlighted through them. The results show that children's journals are an important communicative tool that absorbs linguocultural units through the natural language environment and transmits national culture.

Key words: linguoculturology, children's media, cultural code, national identity, "Gulkhan" journal, "Guncha" journal, language and culture, lexical units, cultural connotation, national values.

The media environment has become an integral part of the children's world today. Journals, television and online materials play a major role in the formation of children's language, thinking and cultural identity. In this regard, the transmission of cultural codes through language units in media texts serves as an important tool in the development of children's linguocultural consciousness.

The linguocultural approach allows us to analyze the text not only in terms of poetry or prose, but also in a cultural-linguistic context. In this approach, which emphasizes the inextricable link between language and culture, language units - lexical, phraseological, metaphorical units - are considered as carriers of cultural codes. In our opinion, there can be no word without cultural connotations, that is, each word preserves and transmits cultural meanings.

The discipline of linguoculturalology, located at the intersection of linguistics and cultural studies, was formed at the end of the 20th century and studies the principles of the mutual creation and enrichment of language and culture. Such a close relationship between language and culture made it possible to study them on a single methodological basis. This idea demonstrates the methodological necessity of the linguocultural approach.

Various scholars in the East and the West have analyzed the language-culture relationship. Ter-Minasova, considering language as a component of culture, emphasizes the integration of language and culture: "Language occupies the first place among the nationally specific components of culture. They also emphasized the need for linguoculturology to study language-ethnos-culture relations [Ter-Minasova, S. G.; 2000].

In this work, the manifestation of linguoculturological units in the media environment is analyzed using the example of fairy tales, stories and poems in the children's journals "Gulkhan" and "G'uncha". In this process, how lexical units, phraseologisms, metaphorical expressions and code units in the text are used in the media context is examined.

Linguoculturological units are manifested in each culture in their own way as language phenomena that embody the spiritual values, national traditions, historical memory and worldview of the people. They are found in folk oral creativity, fiction, mass media, are actively used, including in the press intended for children. In particular, children's journals serve as an important tool for the early formation of these units and the establishment of national-cultural codes in the minds of children. Therefore, the process of manifestation of linguocultural units in children's media helps young readers to naturally perceive the connection between language and culture.

One of the most active manifestations of linguocultural units in children's journals is the presentation of national symbols and images. For example, in the journal "Guncha" such units as "sumalak", "lola", "kuhna Bukhara" are used not only as lexical units, but also as a cultural code. Through such words, the child gets acquainted with the ancient values of his people. As the linguist N. Mahmudov noted, "linguistic units are a spiritual key that serves to reveal the hidden layers of national culture" [Mahmudov, N.; 2012]. In this sense, children's press is manifested as an effective form of assimilation of linguocultural units in a natural language environment will be.

The second important form of linguocultural units is the expression of national moral concepts in the language. In the journal "Gulkhan" such words as "mehr", "sadaqat", "mehnatesveralik", "odoblilik" are often found. They convey the national upbringing and moral standards of the Uzbek people through language. Also, these units are easily absorbed by children through proverbs, sayings, riddles, and folk expressions. A. Pavlova writes about this situation as follows: "Linguocultural units have taken a firm place in the language system as a cultural code passed down from generation to generation" [Pavlova, A.; 2019].

Children's journals often contain linguocultural units created on the basis of the harmony of nature and national values. Units such as spring, sun, mother earth, water, tree express the people's attitude to nature and aesthetic views. Through such units, children not only expand their vocabulary, but also learn the main symbols of national thinking. They also learn how the people perceive the world in the semantic system of the language.

In conclusion, children's journals are one of the most natural areas for the manifestation of linguocultural units. Because through them, the child learns the language, history, values, attitude to nature and moral standards of his nation. Publications such as "Gulkhan" and "Guncha" are becoming a vital school for Uzbek children in reflecting national culture in the language.

First of all, children's journals are considered the most natural area for the manifestation of linguocultural units. Through them, children not only increase their vocabulary, but also acquire national values, cultural norms, aesthetic taste and moral concepts. For example, in the column "Bek and Lola" in the journal "Guncha", the characters use expressions that are characteristic of children, but are embedded in the national culture. Through this, linguo-culturological units that promote culture are actively used in the language of the text - lexical units related to national

names, clothes, family, nature and traditions. At the same time, such units serve as a means of forming national identity in the process of language development of children.

Secondly, in media texts intended for children, the harmony of the native language and culture is at the forefront. In the text titled "Guldo'zo — my language neighborhood" in the journal "Gulkhan", the national identification between a person and a place is expressed through forms of ownership such as "language" and "neighborhood". These units reveal not only the communicative, but also the cognitive and reflective function of language. Thus, children's media instill linguocultural units in the child's mind in a natural, emotional and figurative way.

Thirdly, these journals combine folk oral art and modern media language. In the text given in the "Ertak" column, the symbols of folk oral art ("buvi", "oyijon", "oybolta", "tun yulduzi") are processed in modern language and adapted to the psychology of the child in a new cultural context. This is a manifestation of cultural intertextual units. Thus, the journals serve as a media tool that continues Uzbek national values in a modern form.

Fourthly, in the language of poems and stories presented under the "Vatan uchun, millat uchun, hálk uchun!" column, words expressing socio-cultural values such as patriotism, love, nobility, and hard work are actively used. Words such as "Vatan", "khalq", "ona diyor", "bayrok", "kuvonch" are formed in the child's linguistic memory as linguocultural codes. This increases the semantic and emotional impact of journals in strengthening national identity.

Fifthly, in the journals "Guncha" and "Gulkhan", along with the text, visual signs (colors, clothes, national patterns, natural landscapes) also carry a linguocultural meaning. For example, in the images of "Bek and Lola", a multi-semiotic linguocultural system is formed through elements of national clothes, color harmony, and national facial expressions. Through this, children understand national culture not only through words, but also through images.

Sixthly, linguocultural units in children's journals are formed as a single system combining the triad of language-culture-education. Through such units, the child learns the social norms of using language in the process of communication, gets acquainted with national traditions and values. As a result, children's media appear as an educational platform that naturally instills this national culture into the child's consciousness.

In short, the media environment intended for children is not only a source of information, but also an important means of transmitting national values, culture and mentality. An analysis of the journals "Gulkhan" and "Guncha" shows that these publications, by expressing linguo-cultural units in a form suitable for children's thinking, have a direct impact on the process of their understanding of national identity. Through language, cultural images, values and social norms are instilled, and children's worldview and speech culture are formed.

According to the results of this analysis, it became clear that the manifestation of linguocultural units in children's journals is a multi-layered process. Such units are expressed, first of all, through images associated with folk oral culture, national traditions, ideas about family and society. They acquire artistic form with the help of lexical, phraseological and semantic means and have an aesthetic and spiritual impact on children. Thus, linguocultural units in children's media appear as a natural result of the interaction between language and culture.

In conclusion, it can be said that the study of the media environment for children is of great scientific importance from the point of view of the linguocultural approach. Because through this area, it is possible to study not only the language of children, but also language units that serve to

form their cultural identity. In the future, a systematic analysis of the materials of journals such as "Gulkhan" and "Guncha", and an in-depth study of the functional and educational characteristics of linguocultural units will further expand the theoretical and practical possibilities of research in this area.

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