



**THE IMPORTANCE OF COMPREHENDING LEXICAL-SEMANTIC  
CHARACTERISTICS IN MEDIA TEXTS**

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**ABSTRACT:** In contrast to the objective language employed in scientific and technical literature, newspaper articles frequently incorporate emotionally charged language, rendering them more akin to the language employed in fictional works. The text incorporates a range of literary devices, including figurative comparisons, metaphors, idioms, elements of humor, sarcasm, and irony. In addition, a newspaper article usually demonstrates a distinct political inclination. In order for a newspaper translation to be deemed comprehensive, it must faithfully communicate the factual content, emotional nuances, and political inclinations of the original text.

**KEYWORDS:** sectoral lexis, sociolinguistics, public relations, semantic evolution, literary output, press terminology

**INTRODUCTION:**

One of the clearest signs of these societal shifts is, of course, the language used in the media. Ultimately, the terminology used in mass media mirrors the shifts in speech patterns across all domains. All languages have this purpose for using language. Every national language has a distinct spiritual identity associated with the people who are thought to be its original speakers. As members of the same language community, the speakers have a same national character and mentality. Mass communication does not have a direct or one-sided impact on language. This impact takes place both in the context of and in conjunction with broader linguistic processes.

These days, one of the most obvious markers of speech changes is the language used in the mainstream media, where there is a noticeable concentration of language. For a variety of political, socioeconomic, and cultural reasons, the mass media and journalism itself are crucial to this process. It is evident that the idea of mass media has evolved and grown throughout the course of the last several decades, first during the technological revolution.

The media does, in fact, provide a firsthand account of the modern language's evolution and development. The widespread use of sectoral lexis in media texts, particularly in specialist writings, helps it become ingrained in the general consciousness (independent of the audience's age, gender, or social background). According to Bushuev, „The mass media works for its audience, and the ideal language of certain mass media should correspond to the language of the target audience.” The creation of new terminology is a direct result of globalization. Since the mass media is meant for a variety of audiences, the most crucial component of the media language is its enrichment of the modern language.

Accordingly, the first criterion in the formation of the media text is the selection of words that are appropriate and understandable for everyone. Because of this, media professionals have a highly important job when it comes to textual information transmission. Ultimately, it is reasonable to refer to mass communication as a "new linguistic reality," given its central position within contemporary language processes and its status as a prototype for a contemporary national language. A new paradigm in media-linguistics has emerged as a result of its focus on the investigation of numerous links and functions of the media language. This is because a system

can only be fully described once its functions have been established. Simultaneously, analyzing the language from various perspectives enables readers to discern novel features of it. The journalistic approach is by no means unique.

In this part, the socio-political vocabulary social position in the journalistic text is analyzed. Individuals' position in society is determined by their social status, which encompasses several criteria such as age, gender, origin, and occupation. The relationship between a person's roles and a certain social group is known as their social status. Language and social position are closely related phenomena. Ultimately, a person's speech is a reflection of his or her social standing.

Language in a social setting is the focus of sociolinguistics. As previously said, the study of the social nature and function of language is the focus of the complicated area of sociolinguistics, which combines the methodologies of linguistics, sociology, and ethnography. It should be noted that the press, like other mass media, speaks about anything that is relevant to the political, social, and general interests of the country. The media's involvement in politics, where the type of participation dictates the ideology, is one of the factors that establishes the relevance of politics to the media. One way that politics exist and function is through the ideas and interests of social institutions. In addition to reporting on politics, the mass media actively participates in it, manages societal interactions with the government, and shapes public opinion on both internal and international affairs. Thus, there is a relationship between the ideas of politics and mass media. Mass media is regarded as a vehicle for the propagation of state ideology, on the one hand. There are various facets to the influence that language policy plays in journalistic language. The press provides the public with news updates, engages in a more or less focused analysis of reality, encompassing social and political issues, characterizes the events it covers, expresses an opinion, and offers a societal assessment. Politics is known to have a role in language learning. Through the journalistic approach, the political lexicon articulating the most important and forward-thinking ideas and objectives of the day is activated in the press.

New ideas such as active negotiation, degree of activity, illegal action, authorization, organizational-legal procedures, required execution, political process, open policy, counterterrorism, etc. are being used in the press. Since public relations involves official, political, social scientific, and other themes in this manner, it is, as was previously indicated, regarded as a large area. The amount of language units with conceptual terms and evaluative meanings also affects the discourse structure of the journalistic content. One of the primary characteristics of press texts is their inclination toward social assessment.

By definition, the language used in newspapers aims to provide an evaluation and response to events and objects on behalf of a social group, or society. Since the first newspapers and magazines were out, there has been a consistent pattern that has shaped the vocabulary's semantic evolution. When evaluating from a social perspective, one must choose the appropriate terms from the general literary language and other sources; also, the press establishes the general stylistic qualities of lexical units and adds new words to the vocabulary (for example, as a result of democratization).

A variety of genres are covered by the press, including news, analysis, reports, editorials, articles, essays, brochures, announcements, and ads. The length of the scope necessitates standardizing language units across all press genres. Here is where we have a chance to discuss the broad categories of moderation. It is possible to positively assess the modern press's influence on literary language because it is a sophisticated literary output. However, one aspect of press terminology requires particular attention. It is well recognized that using the current vocabulary in the system of general literary language rules is necessary for the participation of socio-political vocabulary in journalistic content.

**CONCLUSION:** Mass media have a crucial responsibility in shaping and advancing societal consciousness. The ongoing process of improvement plays a significant part in fulfilling this responsibility. In contemporary journalism, the primary purpose is to provide information and

exert influence, which is particularly noticeable in discussions related to social and political issues. Indeed, the study of press language encompasses the notion of societal standards.

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