

## Linguistic Features of the Terms Used in the Field of Modern Mass Media

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### Abstract

In modern society, the mass media largely determine the linguistic, socio-psychological and cultural situation. There is no doubt that, having firmly entered the life of human society, the media have an impact on the way of thinking and the style of people's perception of the world, on the type of modern culture. It is known that the language of the media is attributed to one of the main forms of linguistic existence. It is the analysis of mass communication texts that allows us to draw conclusions about the linguistic competence of speakers and those trends in the development of literary languages that are observed in this period. The article deals with the problem of the structural organization of terms and terminology of the media. The article examines the structure of the terminosphere, as well as the terms of the media.

**Keywords:** mass media, categories, term, term element, professional communication, business speech, ICT, computer, Internet social network, modern society.

### 1. INTRODUCTION

In many studies, terminology and professional speech are taken out of the framework of literary language and interpreted as varieties of linguistic functioning with relatively weakly expressed variable coloring. In this case, the variable characteristics of professional speech are limited mainly to the sphere of vocabulary and are reduced mainly to the use of professionalism. The speech of representatives of a professional association differs from the national one only by the presence of more or less production terms and turns of speech. Many researchers define terminology and professional speech quite broadly, referring to it any communication between specialists on professional topics, regardless of whether it takes place in written or oral form, in an official or informal setting. Possessing high prestige and modern means of dissemination, the language of mass media performs the role of a kind of model of the national language in the "information society", it actively influences the literary norm, linguistic tastes and preferences. On the one hand, the language of mass communication enriches the literary language in its own way, saturating it with evaluative turns, forming a refined, often aphoristic speech. On the other hand, it is impossible not to see the negative role of the language of some media, replete with various deviations from the norm, flooding speech with jargon and foreign words. It is in the media that active processes of changing the language norm of the foreign language are taking place. The general features characteristic of the language of mass communication in modern society include quantitative and qualitative complication of specific areas of speech communication (oral public speech, newspaper and journalistic style,

specifics of the language of radio, television, Internet); socio-cultural diversity of norms of speech behavior of individual social groups, characteristic of modern speech communication, which is reflected in the linguistic reality of mass media; the democratization of the journalistic style and the expansion of the normative boundaries of the language of mass communication; "americanization" of the language of the media; following the speech fashion; conscious departure from the literary and linguistic norm. In this regard, the question of the formation of a high information and language culture in society, the preservation of linguistic traditions and the culture of speech is particularly acute.

## 2. RESEARCH AND METHODOLOGY

In the linguistic literature, along with the term "professional speech", there are a number of terminological names with the definition of "professional": "professional dialect", "professional language", "conditional professional language", "socio-professional language variant", "professional sublanguage", "professional jargon", "professional argo", "professional colloquial speech", "professional style. The question naturally arises whether these terms reflect different aspects of language communication in the sphere of professional activity of people or denote identical linguistic phenomena. Professional differentiation of the language, which is one of the extremely important pragmatic factors acting in active nominative processes, has led to the creation of a kind of jargon of computer workers. So, new units like the brain box are a computer; glitch is an unexpected violation in the program, limited in use by the framework of informal communication. It is known that the vocabulary of a language has a dual nature: the core and the periphery. The lexical core of the language is transmitted to the individual in the first place. It includes the main meanings of nouns, verbs and other parts of speech. The lexical periphery, depending on the core, gives a complete linguistic picture of the world. The complexity and multidimensional nature of people's professional activities imply a significant variability in the forms of speech communication, and with a fairly broad view of things, all speech genres that have developed in the process of communication in the professional field of activity can be defined as professional speech. In other words, all communication related to professional activity, regardless of whether it takes place in written or oral form, in an official or informal setting, that is, communication as a special, auxiliary type of activity that ensures the implementation of the main professional activity and subordinated to its goals as goals of a higher order, is professional speech. This definition makes it possible to distinguish professional speech from other professional varieties of speech communication. The correlation of professional speech with the professional role functions of communicants opposes it primarily to those communicative acts in which neither the sender nor the recipient enter from the positions of professional roles. Terms play a special role in professional communication, however, it should be noted that terms are not formed uniformly in each language when terminologizing part of its vocabulary. Some languages have a greater influence on terminological word formation. Consequently, some languages make a more significant contribution to the development of individual terminologies compared to other languages. Such a variant of the relationship between the picture of the world as a reflection of the real world and the language map of the world as a fixation of this reflection is possible. The same fragment in the picture of the world is fixed on the lexical map by two nominative units, one of which is a neologism. The phenomenon of the appearance of a new synonym, which completely displaces the old word. For example - X - children under 16 are not allowed replaced with PG (parental guidance) entry only with parents. In this regard, the question of archaization arises. An important role here is played by the social significance of the denotation, the needs of communication. However, archaization does not lead to impoverishment of the lexical fund, it is more appropriate to talk about updating the vocabulary; there are much more new words in the language than old ones disappear.

An indisputable factor influencing the quality and features of professional speech is the formality or informality of communication. Moreover, this quality changes dramatically, even if professionals communicate on a professional topic, but not in a strict official setting.

The social differentiation of language, which is one of the results of society's influence on language, reflects both the current state of society and its previous states with characteristic features and changes

in its structure at different stages of society's development. The social structure of language and the structure of speech behavior of people in society have specific features due to the social nature of language. These are, for example, types of variation in the means of language, depending on the social characteristics of speakers and on language conditions, which can be caused by both social and intra-linguistic reasons. The distribution and consolidation of language resources occurs depending on the spheres and conditions of communication. In order to adequately perceive terms that relate to a certain area, it is necessary to form basic rules designed to understand existing terms and create new ones.

The end of the XX century struck linguists with the intensive expansion of the use of stylistically reduced words and expressions in the foreign language. The units existing in the language are reinterpreted, their former meanings are replaced by new ones. This process, which is gaining mass character, is characterized by the transition of slang units and meanings into the sphere of common vocabulary. The novelty of a word, as its special, even transient quality, may vary in the degree of "novelty". The most novel words - new in qualitative terms - should obviously be considered words that have a non-standard sound for the English language, the words of the original word-formation structure contain a lesser degree of novelty, the elements of which are known to native speakers; even less novelty in words experiencing various kinds of comprehension. A qualitatively new vocabulary can be called organized according to a new word-formation principle. And in this case, it is possible to single out words of a one-time structure, for example, words formed with a suffix - holic/aholic, videoholic, computerholic - denoting a person obsessed with something. The popularity of the model or the mass formation of new words with a particular component minimizes the expressiveness of novelty in words. Characteristic in this respect is a group of neologisms created on the basis of the word *payola*, meaning corruption in various fields: *press payola*. But sometimes the names of new concepts and phenomena, if their linguistic form does not deviate too much from the standard, also easily flows into the language and is used so often that it is not perceived as new. For example, television quickly introduced neologisms such as *teleprogramm*, *television*, *telebroadcasting* into the life and everyday life of modern society. All these words don't feel like new.

### 3. RESULT AND ANALYSIS

Currently, numerous socio- and professional-group jargons, which were previously separate systems, show a clear tendency to openness and, by actively interacting with the codified literary language, colloquial language and vernacular, lead to the formation of a specific functional layer in the foreign vocabulary - national jargon, or inter-jargon, or national (as opposed to socially closed) slang. The social composition of users of the vocabulary of uncodified subsystems is heterogeneous: schoolchildren, students, postgraduates, university teachers of different intellectual and cultural levels, persons engaged in entrepreneurship, drug addicts, representatives of the criminal world, police officers, merchants, workers and employees, etc. Statements by major public figures, government officials, and journalists using slang have been recorded in the media. The language, which has absorbed many changes, has become a reflection of the cultural and anthropological conditions of linguistic communities. The increase in the number of violations of the norms of the codified literary language is accompanied by the consolidation of vernacular language forms in speech. The factor of formality in conditions of spontaneity forces speakers to use only those means of language that are, as it were, on the surface of linguistic consciousness. The connection of language with society is also manifested in another form - in the conditionality of the use of language means by the social characteristics of native speakers (age, professional, educational, etc.), the roles of communicants in society, communication situations. The facts of reduced word usage often depend not so much on the specific status of native speakers as on the nature of the communicative situation. The stricter the official communication, the closer the speech is to the official business style, the less formal it is, the more it comes into contact with colloquial speech. It is on the formation of the quality of oral professional speech in an official setting that attention should be focused when teaching rhetorical genres. It should be noted once again that the definition of "business speech", unlike the definition of professional speech, cannot be considered a term, it is rather a household definition. At the same time, this definition cannot be ignored, since it is constantly used both in scientific and popular literature

(and often as a synonym for professional speech). When operating with this concept, it should be remembered that the definition of "business speech" is broader than the definition of "professional speech", since representatives of any profession can address business speech, but at the same time already, since business speech is either a manifestation of business style (only in writing), or it is non-terminological use, since business speech is very often called business communication.

Business speech is "business speech" or speech recorded in documents, and professional speech is the speech of professional communication. Although the concepts of "business speech" and "professional speech" can act as interrelated, for example, during official negotiations, business conversations of economists. Any terminology has its own specific set of term elements, with an established understanding of their terminological meanings and the patterns of their association into words. A large number of terms are formed using the syntactic method, forming a category of terminological phrases. V.M. Leychyk points out that "a term by definition can consist of several words, represent a phrase" and within its framework it is possible to distinguish "as many term elements as there are morphemes (or words) expressing the concepts of a given field of science or technology". In his article, he talks about the dominant trend in the use of phrases consisting of two or three words as terms in such fields as computer science and notes that in the foreign language, the bulk of verbose terms consists of nouns and adjectives, and nouns can be used with and without prepositions, and some nouns may depend on from other nouns. The terms-phrases are widely represented in the terminology of the media and are used to name common but complex concepts. Basically, these are combinations of nouns with adjectives, nouns or participles. In the most stable forms of phrases, phrases consisting of a definable element - a noun and a defining element standing in front of it, which can be expressed by an adjective, less often by a participle, are most often used as terms, sometimes an adverb becomes a dependent word. Term combinations with one of the components in the form of a verb are rarely reflected in dictionaries. Two-element terms, in which the defining and definable elements are openly present, are the simplest form of such phrases. Basically, substantive-attributive term combinations prevail. The two-part terminological phrases that form a single terminological unit with nouns include mainly adjectives denoting physical parameters or, less often, metaphorically reinterpreted adjectives.

For example: alternating current - alternating current, voltage of the AC supply system, high definition - high definition, numerical aperture - numerical aperture, black cinema - a gloomy film (characterized by hopelessness and despair), black comedy - "black comedy" (gloomy pessimistic play-grotesque). An adequate choice of a lexical unit from a variety of options in order to achieve the ultimate goal of communication - the impact on the partner is dictated by a communicative-pragmatic norm that selects and fixes permissible, natural units in a typical situation and restricts them from unacceptable ones. The dynamics of the pragmatic aspect of the new word deserves special attention. At the moment of the primary use of a new word, there is a pragmatic component in the modal frame of its meaning, encoding the modality "surprise", reflecting the attitude of the modal subject to the supposed normative course of events. This component of communication is connected with the pragmatics of the speaker, and in the aspect of the pragmatics of the listener, the new word encodes the modality of "surprise", i.e. the speaker's reaction to innovation. The new vocabulary is differentiated along the line of restrictions on use both from the point of view of external factors and from the point of view of factors of a meaningful order. The analysis of the linguistic nature of the pragmatic meaning of the word allows us to conclude that the pragmatic components can relate to any of the three planes of word meaning: intensional, experiential, implicational. Thus, the pragmatic components encoding restrictions on the professional parameter correlate with the intensity of the meaning and can be explicitly expressed in the dictionary definition, invading its semantic zone. Pragmatic components encoding the speaker's social status, age, gender, as a rule, correlate with the implication of values. The pragmatic differentiation of the new vocabulary depending on the external parameters of the communication situation allows us to conclude that the tendency to increase the role of age, gender and ethnic parameters determines the adequate choice of a particular lexical unit in the communication process. Accordingly, the layer of new vocabulary limited in use by these parameters increases. At the same time, socio-professional factors retain the leading role. The study of the

pragmatic aspect of the new term inevitably involves an appeal to the text. It is in the text that the pragmatic components of the word are decoded. The pragmatics of a new word differs from the pragmatics of a traditional lexical unit in that the pragmatic meaning of innovation reflects the trace of time. In other words, the pragmatic meaning of the new word contains a temporary connotation of novelty.

#### 4. CONCLUSION

The most convincing process of vocabulary replenishment with new words can be traced on the pages of the press, because it primarily covers the events of life. In addition, the appearance of the word on the pages of newspapers and magazines introduces this word to wide circles of readers and thereby creates conditions for fixing its lexical meaning. The use of English in newspaper articles of interest to us indicates that they can acquire the quality of an international word. So, in the media there are many negative phenomena associated with violations of the norms of speaking. Among them: excessive, inappropriate use of borrowings; incorrect word usage; the use of words-"parasites", abbreviations, orthoepic errors. Journalists, program authors, presenters and announcers, entering into wide communication with a huge audience invisible to them, willy-nilly educate her, strengthening certain tendencies, views, taste in her, and force her to assimilate the pronunciation norms of the language offered by them. Meanwhile, I would like an immaculately literate artistic speech. For the culture of foreign speech in the mass media is one of the main characteristics that determine the professional level of television and radio broadcasts, their journalistic and artistic usefulness. The mass media largely determine the norms of language and communication, and their responsibility to ensure that these norms meet the best cultural traditions is all the greater.

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