



## THE CROSSCULTURAL FEATURES OF LITOTES IN UZBEK AND ENGLISH MASS MEDIA

Panjieva Nasiba

Ph.D. Assistant of Professor of Tersu

Iroda Abduraxmonova Muxiddin Kizi  
Master's Degree of Termez State University

### Annotation

This article describes in detail the intercultural features of litotes in the Uzbek and English media, additional tax benefits and advantages for the further development of the media, media communication.

**Keywords:** mass media, litotes, intercultural features, mass culture, communication.

### Introduction

From the first years of independence, our country has been carrying out large-scale reforms to build a democratic state governed by the rule of law and a strong civil society. Ensuring freedom of information and speech, liberalization of this sphere has also been identified as a key priority in building a democratic, legal state and a strong civil society in Uzbekistan. In 1991, there were 395 media outlets in Uzbekistan, but today their number has reached 1,437.

Currently, the existing non-state print media accounts for 62.7% of the total print media. In 1990, there were 9 publishing houses, now their total number is 112. Due to the created opportunities, the number of printing companies is also growing every year: from 1990 to 2016, the number of printing houses increased from 149 to 1,719.

### Relevance of the Topic

For example, in 2015, a national conference on "Current issues of improving Internet journalism in Uzbekistan" was held in the Uzbek and British media.

As a result, the foundation has consistently worked to train highly qualified journalists, analysts and commentators, establish effective creative contacts with reputable international media companies and foreign colleagues, and improve the professional skills and experience of young professionals[8].

The diversity of ideas presented to the media, taking into account the events taking place in our country and abroad, to ensure more openness and transparency of the





reforms carried out by our people, as well as the implementation of the sets the task of more active coverage of domestic policy.

All conditions for this have been created in our country. Today, with such a wide range of opportunities and one of the most important institutions of civil society, the legislation aimed at establishing various benefits for the media is being improved.

The decision of December 30, 2011 "On additional tax incentives and benefits for the further development of the media" is a clear proof of this.

The decision strengthens the economic base of the media by expanding the capacity of the media to ensure the rights and freedoms of citizens in the field of information. Indeed, economically free, strong and independent media have the ability to provide analytical, prompt and objective information to the public[7].

In cultural studies, the media refers to the influx of cultural media that emerged and developed in the Western capitalist 20th century.

The term media refers not only to public opinion, but also to the general influence and intellectual guidance applied by the media. tastes and values.

Alternative term popular culture implies the idea that, like popular art until the 20th century, such a culture would emerge spontaneously in the masses. represents the idea of.

In terms of media culture, advertising, and public relations, it is seen as a system based primarily on manipulating the masses of society. The corporate media is "mainly used to showcase and propagate dominant ideologies." Theodore Adorno, best known for improving this perspective, has been around since the 1940s. cattle culture[9].

Today, the media is personally supported by the head of state. His congratulations on the occasion of the Day of Press and Media Workers, which will be celebrated on June 27, 2020, were announced by the press service of the President.

Most importantly, the media comprehensively analyzes the process of large-scale change and renewal in our country, drawing the attention of government agencies and the public to local social problems, mistakes and shortcomings, "the congratulatory message said.

Shavkat Mirziyoyev said that future journalists should pay special attention to deep knowledge and professional skills, as well as foreign languages, active citizenship, information and communication technologies, public speaking skills.

According to the report, this work will be more effective if we rely on the rich spiritual heritage of our people in the training of highly qualified personnel.



Of particular importance is the heritage of the Jadids, including the national school of journalism of the great scholar and publicist Mahmudhoja Behbudi, whose 145th birthday is widely celebrated this year[6].

To date, the process of interpreting the social resonance of an issue or event that has attracted the attention of many in Uzbekistan has become one of the most important tasks that requires great professionalism from our journalists. Free journalistic research is being conducted with the help of Uzbek journalists, and legal literacy is being developed among the population due to the public coverage of the problems of our society. As a result, the situation in our society will be completely different. Ethnopsychological features are reflected not only in the whole life of the people, but also in the daily behavior and actions of individuals belonging to this nation.

Man's various perceptions and perceptions of the world also arise under the influence of this society and ethnic environment. As a child grows, the environment, family, and society influence his or her development. It should be noted that in today's world of science and technology, one of the factors that have a strong psychological impact on the child is the media.

Nowadays, the mass media, especially movies, commercials, and even cartoons for young children, have a strong influence on the psyche of a person, on the formation of his worldview[10].

In this way, they have been able to influence culture, the market, and others because they are used to promote, inform, and distribute fashion, views, or art products that can change people's preferences and needs. For example, television is a great communication tool for advertising products through advertising. In this way, a large number of people can get to know the product in the market, get interested in it, and then be motivated to buy it.

Over time, these media outlets have gained great relevance at various levels, such as politics, culture, and economics, as they have had the opportunity to send messages to a large population[5].

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Mass media has the potential to reduce the distance in the dissemination of information. The need for communication has made it possible to develop multiple



channels to deliver messages throughout history. Statistics show that children and young people are the most active participants in audiovisual media topics today[11].

As the media influences the formation of a child's national characteristics, cartoons that are especially popular with children will also be involved in the process.

Cartoons produced by Uzbek cartoonists often use Uzbek folk tales, and the national costumes and behavior of the protagonists help the child to form a national image and assimilate the characteristics of the nation. A characteristic feature of fairy-tale heroes is embodied in the images.

## Conclusion

In conclusion, big media communication is a relationship created to spread information to a large number of people at the same time. They work in such a way that each sent message reaches so many recipients that it is considered public.

When it comes to media, a variety of technologies are used to try to have a basic scale in terms of data. They have long been used the most in both messaging and information retrieval. Over time, these media outlets have gained great relevance at various levels, such as politics, culture, and economics, as they have had the opportunity to send messages to a large population.

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