



PAREMIES AS COMMUNICATIVE-STRATEGIC TOOLS IN PRINTED MEDIA TEXT

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Annotation:

It is known that when creating a media text, the implementation of a socio-strategic communicative act is determined as the first task. Of course, it is believed that the level of speech manipulation in the media discourse is related to the values of media representatives. In this article we will consider that proverbs, sayings, phraseological units, are analyzed as communicative strategic tools in the printed media text, and that proverbs, sayings, phraseological units play an important role in increasing emotionality and expression in the media text.

Keywords: printed media text, paremia, proverb, sayings, phraseological unit, communicative, emotionality, expression

Newspaper text is one of the most common types of mass media and occupies an important place in human life. It is in the press that events happening in the world are quickly covered and have an impact on public opinion and worldview. Among the main tasks of the print media, journalists often use paremies to attract the attention of the newspaper audience to the information being transmitted and to create a certain mood for the perception of the material (article, review, feature, etc.). After all, proverbs, sayings, expressions, aphorisms, catchphrases play an incomparable role in increasing the effectiveness of a media text. Newspaper text can be recognized as a complex communicative phenomenon, due to the fact that the media is the result of a mixture of genres and styles.

It is known that in the creation of a media text, the implementation of a socio-strategic communicative act is defined as the first task. Of course, the level of speech manipulation in the media discourse is considered to be related to the values of the media representatives, that is, the people. The need to ensure that any paremiological unit is fully included in the meaning of information when presented in a journalistic text requires their analysis in different contexts. Of course, the use of speech communicative strategies is related to the journalist having linguistic knowledge about the implementation of semantic transformation of paremies, and the text creation strategy and tactics chosen by them reflect the journalist's communicative intention through the context.





Proverbs and sayings serve to increase emotionality and expression in the media text. It is known that proverbs and sayings are widely used in the work of journalists and help to increase the attractiveness of journalistic text. The use of proverbs and sayings in journalistic style is a phenomenon related to the speech skills, creative thinking, linguistic knowledge and the skills of choosing language tools of the author of the text when other expressive means are broken. Authors of journalistic articles have the opportunity to create bright texts that attract the attention of readers using proverbs and sayings. "... *Buning uchun iqtisodiyotimizni barqaror qilishimiz, qo'shimcha Masalan, qiymatli mahsulotlar ishlab chiqarishimiz kerak. "Yetti marta o'lchab bir marta kesish"*imiz kerak. Adolatli tizim qilib, hisob-kitobni joyiga qo'ysak, iqtisodiyot o'zi ishlaydi, rivojlanish, natija bo'ladi, odamlarning o'yiga daromad kiradi» dedi Shavkat Mirziyoyev" («Xalq so'zi». 29.08.2019)

The proverbs in these examples contain a precedent expression and give imagery and value to the text.

There are also cases of effective use of paremia in the English press. It can be observed that the main attention is focused on expressive tendencies. *For example, proverbs and sayings such as "that glitters is not gold, actions speak louder than words" create an emotional phenomenon in the text of the newspaper. At first glance, although these proverbs are often found in newspaper speech, they have not lost their expressiveness: "As you start believing that I am yet another critic who can't stand seeing any positive change in this country, you tend to forget the wise old saying that all 'that glitters is not gold'.* («On Dawn News» 13.03.2013).

As we can see, proverbs are used as a language sign with pragmatic functions as a tactic that implements a clear communicative strategy in the newspaper text. In our opinion, E. Proskuryakova's opinion is close, the scientist says: "... proverbs have an evaluative character. A proverb actualized in speech is a tactical tool for implementing a communicative strategy based on the speaker's assessment of the situation.

If we talk about the effectiveness of using proverbs in the text of the newspaper, we suggest that the success of a journalistic report is directly and indirectly related to the qualities of speech, that is, the conditions of appropriateness, acceptability, and effectiveness, and the semantic and pragmatic functions of proverbs and sayings in media communication are developed on the basis of the strategy of creating a media text.

It is understood that paremies are a language tool that can be implemented through a communicative strategic approach to creating a media text, and paremies allow to determine the exact purpose of transmitting information to the audience in the newspaper text. It is well known that proverbs are divided into proverbs that have



their own meaning and figurative meaning. A proverb of the following type usually serves to influence social relations between people, indicating their character and the idea being put forward. At the same time, Uzbek speakers use national lexemes in their articles. For example, *“Dono xalqimiz **“Bukrini go‘r tuzatadi”**, deb bejiz aytmaydi. SH.Zaripovning axloq tuzatish ishi jazosini o‘tash jarayonida sakkizinchi jinoyatga, ... qo‘l urganidan voqif bo‘lgan kishi beixtiyor ana shu naqlni xayolidan o‘tkazadi...”* («Adolat» 2019, №38) etc. the Uzbek proverb *“Bukurni go‘r tuzatadi”* is based on a metaphor that means that a bad person will remain bad for the rest of his life. From the content of the proverb it is clear that the word bukur personifies the negative character of a person, and the word grave means the ultimate destiny of a person - death. This article expresses the concept of evil, and the word «grave» was the main component. In most cases, they are used in negative information:

Such proverbs can be cited in the text of the newspaper in large numbers, which serves as an evaluation in the newspaper. Let's look at another example: *“Daraxt **yiqilganda bo‘yi ko‘rinadi”**, degan gap bor. Qodiriydek, Cho‘lpondek, Fitratdek ulug‘larning qadriga yetishimiz uchun o‘rtada “o‘lim” ishtirokchi bo‘ldi”* (Hurriyat. 01.01.2020.) etc. In this example, the saying “a tree shows its height when it falls.” refers to the fact that the true value of people is known in their absence.

Proverbs and sayings specific to languages and different cultures are explained by adding meaning and content to the media text. This, in turn, is important in providing new insights into imagery in specific language and media texts. English newspapers also use proverbs and sayings as a strategic tool: *“**Think before you speak. Words have a lot of power and through our words, we can make anyone laugh or cry**”* (“Dawn”. 09.11. 2019) etc. Proverbs and sayings in the text of the newspaper are another means of increasing expressiveness. From this point of view, the phrase “Think before you speak” is used both in its original form and in a modified form. Only by processing the “source” material can a journalist directly perform the tasks of expressiveness and evaluation, avoiding the didacticism characteristic of most proverbs and sayings.

Of course, the media audience also has the opportunity to create journalistic text. And the journalistic text is seen as the result of the creative work of a journalist. As signs that make up an important system of media publicist text, the following can be indicated and they are assigned a specific strategic task:

a) the purpose of the author, consciously and in many cases clearly expressed: *“Oaktree Capital has scuppered a plan to restructure Evergrande’s \$20bn of offshore debts by seizing a vast Hong Kong plot where the ailing property*





*developer's chair had intended to build a Versailles-like mansion. **As you sow so shall you mow***" («Washington Post» 29.08.2020.)

b) information-oriented and persuasive (agitation) pathos of the statement: "*Buttgenbach also sounded a note of optimism. **Even the last person hiding under a rock has figured out that energy is coming,***" he said («New York Times», 12.04.2019).

c) internal dialogism and the polemical nature of the journalistic text aimed at establishing a "feedback". In fact, the texts in the newspaper-journalistic style are presented as an integral system that implements the social orientation of the audience. This approach is taken into account by journalists when creating publications of different genres. The interactivity and dialogic, polemical nature of journalistic texts in various systematized languages reflects the discursive nature of their relationship between the author and the addressee in their parameological analysis. For example, "*The thousands more delivery trucks on neighborhood streets and tractor trailers on interstate highways are solving one problem by creating another. **Time and tide wait for no man.***" («Guardian», 08.01.2022).

g) the expression of the author's own feedback in the statement directly through the pathos in the emotional-expressive "phase". By the way, the idea of the author acquires the meaning of pathos when manifested in individual individuals as integrity and originality, that is, as a "character". The reflection and expression of some reality in a concrete-emotional form in the text of the newspaper depends on the active, passionate, ideological and emotional attitude of the journalist: "*A confirmation process midway through an election year in an evenly divided Senate is certain to further raise political tensions in a nation that has come to see the Supreme Court in increasingly partisan terms. **A bad workman always blames his tools***" («New York Times», 23.02.2021). In context, journalists' use of this type of paremia is largely due to personal choice but also to their ability to choose and comment lyrically.

Thus, proverbs and sayings manifest themselves as a complex linguistic sign, which, based on the characteristics of the newspaper, forms it, has a value and an evaluation tool, and also has a sentence structure, on the one hand, embodies the meaning of norms, rules, and on the other hand, becomes a quote that helps to correctly assess the situation, predict it the end result.





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