CLASSIFICATION OF LANGUAGE DEVELOPMENT IN THE SOCIO-POLITICAL DISCOURSE OF MODERN PRINT MEDIA

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Abstract
The effectiveness of an ideological context depends on the scientific nature, reliability, and realism of its content, as well as on the specific, vivid form that is accessible to different groups of people. The diverse system of mass media and propaganda takes into account the social stratification of society throughout its historical development, as well as the psychological peculiarities of various social strata. In this article, using a sociolinguistic approach, we examine the text of a socio-political newspaper and analyze the main factors influencing the socio-political lexicon in the newspaper-journalistic style of this type of publication.

Keywords: Media language, media genre, socio-cultural context, media context, political-ideological context, mass communication, media text, socio-political discourse,

Introduction

The method of communication in media has been shaped by factors such as technology, culture, and changing social norms. From traditional forms of print media to modern forms of digital media, the language used by journalists, advertisers, and content creators has undergone significant changes.

It is known that we can observe the stylistic features of print media text and the influence of language on it in the following factors:

1. *Target audience of the media.* The orientation and adaptation of media text to different audiences.

2. *Media genre.* The influence of the topic and genre of information on the newspaper-journalistic style. News articles, reports, commentaries, analytical articles, and other genres require a unique style and approach.

3. *Socio-cultural context.* The newspaper-journalistic style reflects the socio-cultural context in which it is created. The cultural values, norms, and attitudes of society influence the style of information and the means of language.

4. *Targeted influence*. The newspaper-journalistic style aims to achieve various goals and influence the reader. Some texts may seek to persuade, promote, or evoke certain emotions. Expressive means are used to achieve these goals.

5. *Media Context*. Texts created for print publications, television, radio, or the internet can have different linguistic features depending on the media context.

6. *Political and ideological context*. In journalism, political and ideological factors strongly influence language. To influence public opinion and form certain beliefs, the rhetoric of using specific terms and language tools, as well as methods of manipulation, can be employed.

It is understood that the structure of the social stratification of language is multidimensional and includes various professional, demographic, socio-cultural, and psychological characteristics. Within the framework of a single social and communicative system, consisting of all the linguistic resources of the community, the components functionally complement each other. Systemic relationships are determined not by internal structural features, but by specific social connections.

Mass communication, as mentioned above, is the process of exchanging information and thoughts between a large number of people located in different spaces and not acquainted with each other. It can be implemented in various formats, including oral speech, letters, phone calls, emails, social networks, and so on. The participation of intermediaries in mass communication is not necessary: all participants can exchange information directly. Some media texts may contain hidden messages that can affect the perception of the message. Misuse of media texts can lead to misperception of the message and ineffective communication. Some media texts may contain information that can offend or harm certain groups of people. The context in which media text is created helps to better understand its meaning and purpose.

The sociocultural aspect of media language is important and widely discussed in scientific literature. Media texts not only reflect cultural and social contexts but can also influence them, which explains the cultural features of studying media language and makes it an important issue for communication between people.

In the monograph by I.V. Chelysheva, many aspects related to the sociocultural dimension of media text and media language are considered. One of these aspects is the influence of cultural, social, and political factors on the creation and dissemination of media texts. As I.V. Chelysheva noted, each culture has its own values, norms, traditions, and symbols, which can be reflected in media texts. For example, in television programs created in different countries, you may notice differences in the choice of topics, styles, and formats that reflect different social and cultural contexts.

Another socio-cultural aspect of media text is its influence on society and culture. According to the author of the monograph, I.V. Chelysheva, media texts can not only reflect cultural values but also influence them, forming certain stereotypes, ideologies, and worldviews. For example, some films or television programs can influence people's views and behavior, which can lead to changes in cultural and social norms. Media texts also serve as a means of communication between cultures and peoples. This helps expand boundaries and foster understanding of other cultures. For example, television programs and films created in different countries help people understand the cultural characteristics and uniqueness of other nations. Media texts are distinguished by their strong influence on consumers, use of modern language, and incorporation of various communication tools such as color, imagery, and music. Media texts play a significant role in shaping society's culture and lifestyle, as well as in creating new social norms and values. They can have both positive and negative impacts on society. Let's examine specific examples of media texts to demonstrate how they function in a sociocultural context. Media texts play a crucial role in mass communication, and understanding their socio-political context is essential for effective communication with the target audience. It is particularly important to analyze the socio-political lexicon and the enrichment of its content in light of ongoing changes in social, economic, and political spheres, as well as the increasing activity of media worldwide.

It is known that lexicon is the most sensitive element in the language system. It should be noted that the more extensive changes occur in various spheres of social and political life in a particular country, the more active changes take place in its lexical composition at each stage of its development. Naturally, there is a need to study the socio-political lexicon of any language and its socio-historical foundations, taking into account the social, economic, political, and cultural characteristics of the period, as well as its close connection with historical events in the development and use of this lexicon.

The development of socio-political lexicon is connected with external social factors, which imply various influences related to the peculiarities of social development of society, progress in material and spiritual life, migration processes, and changes in the composition of speech groups. It should be especially noted that socio-political newspapers consist of sections on politics, society, economics, culture, science, official documents, and world news. Another important aspect of this type of newspaper is the activation of socio-political vocabulary in them.

A. Yusupov says that... "political texts are a source of information that surrounds us in every way. We read newspapers, magazines, and news websites, watch television, and

listen to the radio. The mass media daily cover various news about the political life of our country and other states.". Analysis shows that the lexicon that has a broad influence on the development of modern language is socio-political lexicon.

Some researchers consider socio-political lexicon in a broad context, including lexical units related to economics, diplomacy, and culture. In their opinion, these units reflect the directions of state policy in various spheres. Political lexicon is closely related to many spheres of public life and forms a linguistic attitude to changes in the political, socio-economic, and socio-cultural strategies of the state. It seems that language and politics have the property of interacting with each other.

It should be especially noted that language reflects current political reality and serves as an important tool in shaping public opinion. This, in turn, from the point of view of political discourse,..."language is an active participant in political life and is considered not only as a means of description, but also as a means of influence and manipulation. Here we would like to dwell on politics and its language. The National Encyclopedia of Uzbekistan defines the concept of politics as follows: "Politics is the art of governing the state. Politics is connected with relations between various socio-political institutions, social strata, classes, and groups. Its essence consists of the forms of state power, its implementation and management. Politics, in a broad sense, encompasses the political system of society, political life, state power, its internal and external activities, the relationship of political organizations and movements to power, and the priorities of realizing political interests in its governance".

Socio-political discourse - the use of language in the sphere of socio-political communication. Politics has a discursive nature. According to Y.I. Sheygal, the concepts of political discourse and political communication are understood as the same under the political discourse of communication. R.J. Schwarzenberg defined this concept as "the process of transmitting political information, in which information circulates between various elements of the political system, as well as between political and social systems. The continuous process of information exchange is also carried out between individuals, managers, and those being managed for the purpose of reaching agreement.". In the system of concepts that illuminate any political reality, based on the main goal of this discourse, we see the following features: *government administration, active coverage of political opponents, party actions, assessment of the political situation in society, promotion of necessary ideas and beliefs.*

It is understood that the political press serves as the information support of society. At the functional level, the content of political communication consists of three main components: formation, unification, and struggle. For example, among the main characteristics of socio-political discourse, the following can be distinguished:

1. *Expressiveness*: influencing the feelings and views of the audience (the expressiveness of the text serves as a motivational stimulus for speech actions).

2. *The essence of concepts in political communication.*

3. *Belief*: the illumination of religious relations in socio-political discourse.

4. *The presence of mass media as a mediator in political communication contributes to the regulation of relations between mass groups.*

5. *Speech strategy and tactics: speech strategy and tactics for illuminating socio-political reality, expressing attitude, having one's own point of view, creating an attractive text for the audience.*

In political texts, expressiveness is observed in the use of various linguistic units. For example, phrases, figurative meaning, quotations, etc. We refer to the newspaper text: Referred to the precedent text in issue 39 of the newspaper "Yangi O'zbekiston" dated 2023:

*"Biz xalqimizni **rozi qilishiimz,** xalq bilan, insonlar bilan bevosita muloqotda bo'lishimiz kerak. Bugun hech kimning kechagidek ishlashga haqqi yo'q. **Mahdudlik, korrupsiya**, **oshna-og'aynigarchilik** ishga hech qanday yordam bermaydi... Shahar va tumanlarning ko'pgina hokimlari eskicha uslubda ishlashni davom ettirishni xohlaydi. Agar ular **xalqni rozi qilmasa**, ularning **oyog'i yerdan uzilgan** bo'lsa, bilingki, biz ularni ishdan bo'shatishga majbur bo'lamiz... Toki xayot bor ekan, **biz orzu qilishdan**, maqsadimiz sari **olg'a borishdan** to'xtamaymiz. Biroq sen rahbar sifatida **xalqqa xizmat qilishga bel bog'lagan ekansan**, ishga putur yetkazadigan barcha narsalarni **orqaga tashlashing** kerak... Bitta noto'g'ri bosilgan qadam **oyog'imizga kishan** bo'ladi, **igna bilan quduq qazigandek** qiyinchilik bilan erishgan **obro'yimizga katta zarar yetkazadi"***. In this text, expressions such as *rozi qilmoq, oyog'i yerdan uzilmoq, olg'a bormoq, orqaga tashlamoq, bel bog'lamoq, xizmat qilmoq, oyog'imizga kishan solmoq, obro'ga zarar yetkazmoq* served to increase the expressiveness of the political text.

In the newspaper "Pravda Vostoka," we can also observe references to precedent texts consisting of quotes, proverbs, and sayings from familiar literary works and famous figures in the headlines: *The title of the article " Высокая культура – источник прогресса" (17.10.2024, No. 210), reflecting the need to be highly cultured to achieve progress, is known as an expression of folk wisdom and was used in the context of discussing national initiatives; The title of the article..." "... или кадры решают всё" " (05.10.2024, No. 202) was used to emphasize the importance of reforms related to the training of competitive specialists and the protection of citizens' labor; In the title of the article " Держа козыри в рукаве" (01.10.2024, No. 199), the phraseologism is*

used in the context of discussing the need to be patient, resourceful, and a strong strategist in sports competitions; " Лучше синица в руках, чем ..." (20.05.2024, No. 95) the title of the article was used to emphasize that the conclusion of the match with a draw is a good opportunity for the "Nasaf" football team to advance in the Asian Champions League, and to reveal the intention to maintain strength and not take risks for upcoming competitions; In the title of the article " Счастлива женщина – счастливо общество " (24.10.2024, No. 170), the opinion recognized by many wise philosophers is presented in the context of respecting women, raising their status in society, and protecting their rights.

"The use of precedent in the headlines of the newspaper "Pravda Vostoka" contributes to the creation of associations, the highlighting of important ideas and values, and the making of materials more impressive and attractive. These examples show that precedent headlines can be used to convey information, shape public opinion, and enhance impact.

It is known that language constantly develops under the influence of socio-political processes. In response to changes in society, politics, and culture, new words and concepts emerge. Regarding the lexical composition of socio-political texts, we distinguish two subsystems - socio-political lexicon and socio-political terminology. Under the concept of socio-political terminology, we understand words or phrases corresponding to certain concepts of socio-political life in public consciousness. Socio-political terminology often has emotionality and evaluative features. At the same time, socio-political lexicon encompasses emotionally colored lexical units that perform an ideological function.

In conclusion, the role and place of newspapers in the socio-political context is enormous. They influence society by reflecting socio-cultural processes, shaping the thoughts, values, and behavior of people. The development of newspaper language is a complex and fascinating process, depending on many factors. Cultural, technological, economic, and social factors play an important role in the formation of the language of the media, making it the main means of communication, persuasion, and exchange of ideas. In general, a media text created in a socio-political context contains many borrowings and shows its attitude to the changes taking place in the language.

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