

## CONTRASTIVE ANALYSIS OF PHRASEOLOGISMS IN ENGLISH AND UZBEK MEDIA TEXTS

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**Abstract:** Phraseologisms represent one of the most expressive layers of language and play a particularly significant role in media discourse. This article presents a contrastive analysis of phraseological units used in English and Uzbek media texts, focusing on their lexical-semantic characteristics, structural patterns, pragmatic functions, and cultural specificity. Media discourse relies heavily on figurative language to influence public opinion, convey evaluation, and ensure emotional engagement, making phraseologisms a powerful linguistic tool. The study is based on materials collected from newspapers, online news portals, and analytical media articles in both languages. Descriptive, comparative, and contextual analysis methods are applied. The findings reveal that while English and Uzbek media phraseologisms share universal cognitive mechanisms such as metaphor and metonymy, they differ considerably in structural organization, stylistic preference, and cultural orientation. The article highlights the importance of phraseological competence for translation, media literacy, and intercultural communication.

**Keywords:** Phraseologisms, media discourse, contrastive analysis, English language, Uzbek language, idiomatic expressions, lexical semantics, pragmatics, cultural linguistics, journalistic style.

**Introduction:** In recent decades, the study of phraseology has become one of the most dynamic and productive areas in linguistics, as phraseological units reflect the interaction between language, cognition, culture, and communication. Phraseologisms, which include idioms, fixed expressions, and stable word combinations, constitute an essential part of the lexical system of any language. Their semantic integrity, figurative meaning, and expressive potential make them particularly significant in discourse types that aim to influence, evaluate, and persuade. Among such discourse types, media discourse occupies a central position due to its wide social reach and ideological impact. Media texts play a crucial role in shaping public opinion, constructing social realities, and transmitting cultural values. Unlike purely informational texts, media discourse is inherently evaluative and persuasive, combining factual reporting with interpretation, commentary, and emotional appeal. Journalists carefully select linguistic means to attract readers' attention, simplify complex socio-political issues,

and guide interpretation. Phraseologisms are especially effective in fulfilling these functions because they condense complex meanings into concise and vivid expressions that resonate with readers through shared cultural knowledge and cognitive schemas.

In English media discourse, phraseological units are widely used to create metaphorical frames and rhetorical emphasis. Expressions derived from domains such as war, sports, natural disasters, and movement are frequently employed to describe political, economic, and social processes. These idiomatic constructions contribute to lexical economy and stylistic intensity, allowing journalists to communicate evaluation implicitly while maintaining a seemingly objective tone. The high degree of idiomaticity characteristic of English media phraseologisms, however, often presupposes cultural competence on the part of the reader and poses challenges for translation and intercultural communication. Uzbek media discourse, while also rich in phraseological expressions, reflects different stylistic priorities and cultural orientations. Uzbek phraseologisms often draw on national traditions, moral values, and collective experience, emphasizing ethical evaluation, social responsibility, and communal identity. In Uzbek media texts, phraseological units frequently serve not only expressive but also didactic functions, reinforcing socially accepted norms and values. Compared to English, Uzbek media phraseologisms tend to be more semantically transparent and structurally descriptive, which contributes to clarity and cultural resonance.

Despite the growing interest in phraseology and media linguistics, contrastive studies focusing on English and Uzbek media texts remain relatively limited. A systematic comparison of phraseological units in these two languages can reveal both universal cognitive mechanisms underlying figurative language and language-specific features shaped by typology, culture, and communicative traditions. Such research is particularly relevant in the context of globalization, where media texts are increasingly translated, adapted, and consumed across linguistic and cultural boundaries. The present article aims to conduct a comprehensive contrastive analysis of phraseologisms in English and Uzbek media texts, focusing on their lexical-semantic properties, stylistic functions, and pragmatic roles. By examining authentic media materials from both languages, the study seeks to identify similarities and differences in phraseological usage and to explore how cultural and linguistic factors influence media discourse.

### **Main Part:**

Phraseologisms are traditionally defined as stable combinations of words whose meaning is partially or completely idiomatic. They are characterized by semantic integrity, reproducibility, and expressive potential. Scholars emphasize that phraseological meaning often emerges through metaphorical or metonymic transfer, making phraseologisms closely linked to cognitive processes. Media discourse, as a



special type of institutional discourse, is characterized by intentionality, evaluation, and audience orientation. The language of media aims to attract attention, simplify complex information, and convey attitudes implicitly. Phraseologisms are particularly effective in fulfilling these functions because they evoke vivid imagery and shared cultural knowledge. From a contrastive perspective, phraseological systems differ across languages due to typological structure, historical development, and cultural worldview. Therefore, analyzing phraseologisms in English and Uzbek media texts requires consideration of linguistic form, semantic content, pragmatic intention, and cultural context.

English media discourse is rich in idiomatic expressions that enhance expressiveness and rhetorical impact. Phraseologisms such as *to draw a red line*, *political battlefield*, *economic meltdown*, *to rock the boat*, and *add fuel to the fire* frequently appear in headlines and analytical articles. These expressions rely heavily on metaphorical domains such as war, movement, disaster, and competition. Structurally, English media phraseologisms are often concise and fixed. Their semantic meaning is highly idiomatic, which allows journalists to condense complex political, economic, or social processes into brief, impactful expressions. Stylistically, such phraseologisms contribute to dramatic tension and emotional engagement, guiding readers' interpretation of events.

Pragmatically, English media phraseologisms serve persuasive and evaluative purposes. By framing events metaphorically, journalists subtly influence public opinion and shape ideological perspectives. However, their idiomatic nature may create difficulties for non-native readers and translators, as literal interpretation often fails to convey the intended meaning. Uzbek media discourse also actively employs phraseological units, but their structural and semantic features differ from those of English. Uzbek phraseologisms often reflect cultural traditions, moral values, and collective experience. Expressions such as *qo'l qovushtirib o'tirish* (to remain passive), *og'ir sinovdan o'tmoq* (to pass through a difficult trial), and *xalq manfaatlari yo'lida* (in the interests of the people) are widely used in journalistic texts. Uzbek phraseologisms tend to be semantically more transparent and syntactically flexible. They frequently include evaluative and moral components, emphasizing responsibility, solidarity, and ethical judgment. This reflects the role of media in Uzbek society not only as a source of information but also as a moral and educational institution.

Stylistically, Uzbek media phraseologisms contribute to clarity, emotional resonance, and cultural authenticity. They help establish a sense of national identity and shared values, strengthening the connection between media and audience. A contrastive analysis reveals both common features and significant differences between English and Uzbek media phraseologisms. In both languages, phraseologisms perform

expressive, evaluative, and pragmatic functions. They rely on universal cognitive mechanisms such as metaphor, metonymy, and symbolic imagery.

However, differences are evident in structural organization and stylistic preference. English media phraseologisms are typically shorter, more idiomatic, and metaphorically dense, reflecting a tendency toward lexical economy and rhetorical intensity. Uzbek phraseologisms, in contrast, are often longer, more descriptive, and culturally explicit, emphasizing moral evaluation and collective values. These differences pose challenges for translation and intercultural communication. Literal translation of phraseologisms may lead to semantic distortion or stylistic loss. Therefore, translators must seek functional equivalents that preserve pragmatic effect and cultural resonance rather than lexical form.

Phraseologisms in media texts fulfill several important functions. Expressively, they enhance vividness and emotional impact. Pragmatically, they influence readers' attitudes, frame events, and convey evaluation implicitly. Stylistically, they contribute to textual cohesion and journalistic identity. In both English and Uzbek media, phraseologisms are strategically used in headlines, opinion pieces, and political commentary, where persuasive power is especially important. Their repeated use reinforces certain interpretations and contributes to the formation of dominant narratives.

#### Conclusion:

The contrastive analysis of phraseologisms in English and Uzbek media texts demonstrates that phraseological units are essential components of media discourse. While both languages employ phraseologisms to achieve expressiveness and pragmatic impact, their linguistic realization reflects typological differences and cultural values. English media discourse is characterized by idiomatic richness, metaphorical intensity, and brevity, whereas Uzbek media discourse emphasizes cultural grounding, moral evaluation, and semantic transparency. Despite these differences, shared cognitive mechanisms underlie phraseological meaning in both languages. The results of this study contribute to contrastive linguistics, media discourse analysis, and translation studies. They are relevant for linguists, journalists, translators, and language learners seeking to understand how phraseologisms function in modern media communication.

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