

**COMPARATIVE AND CONTRASTIVE LINGUISTICS:
MEDIA LINGUISTICS AND LINGUISTIC RESEARCH**

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Annotation

This thesis explores the role of comparative and contrastive linguistics within media linguistics. It analyzes how different languages employ linguistic strategies in media discourse. The research highlights cultural, ideological, and communicative differences reflected in media texts.

Данная работа посвящена изучению роли сравнительно-сопоставительной лингвистики в медиалингвистике. В ней анализируются языковые стратегии, используемые в медиадискурсе разных языков. Исследование выявляет культурные и идеологические различия, отражённые в медиатекстах.

Mazkur tezis mediolingvistika doirasida qiyosiy va solishtirma tilshunoslikning ahamiyatini o‘rganishga bag‘ishlangan. Tadqiqotda turli tillardagi ommaviy axborot vositalarida qo‘llaniladigan til birliklari tahlil qilinadi. Media matnlarda madaniy va mafkuraviy farqlar yoritib beriladi.

Key Words: Comparative linguistics, contrastive linguistics, media linguistics, media discourse, language comparison, ideology, mass media, communication, cultural context, linguistic analysis

Сравнительная лингвистика, контрастивная лингвистика, медиалингвистика, медиадискурс, языковое сопоставление, идеология, средства массовой информации, коммуникация, культурный контекст, лингвистический анализ.

Qiyosiy tilshunoslik, kontrastiv tilshunoslik, medialingvistika, media diskurs, tillarni qiyoslash, mafkura, ommaviy axborot vositalari, kommunikatsiya, madaniy kontekst, lingvistik tahlil.

In the contemporary globalized world, mass media plays a crucial role in shaping public opinion and social values. Language is the main tool through which media influences audiences. Media linguistics, as a modern interdisciplinary field, focuses on the study of language used in various media platforms. Within this framework, comparative and contrastive linguistics provides effective methods for analyzing similarities and differences between languages in media discourse. This thesis aims to examine the significance of comparative and contrastive linguistic approaches in media linguistics and their contribution to linguistic research.

Comparative and contrastive linguistics is concerned with identifying similarities and differences between languages at different linguistic levels. When applied to media linguistics, this approach allows researchers to study how media texts are structured in different languages and cultures. Media discourse is not neutral; it reflects social norms, cultural values, and ideological positions. Therefore, linguistic choices in media texts are deliberate and strategic.

Comparative analysis of media texts reveals differences in headline construction, lexical choice, syntactic patterns, and stylistic devices. For example, English media discourse often emphasizes brevity and factual reporting, whereas other languages may employ expressive and evaluative language. Contrastive studies also show how metaphors, modal expressions, and persuasive strategies vary across cultures.

Moreover, comparative media linguistics contributes to critical discourse analysis by uncovering hidden meanings and ideological messages. It is especially important in

political and social media discourse, where language shapes public perception. Thus, comparative and contrastive approaches enhance our understanding of media communication and support the development of media literacy.

Conclusion

In conclusion, comparative and contrastive linguistics plays a significant role in media linguistics and modern linguistic research. It provides valuable tools for analyzing media discourse across different languages and cultures. Through comparative analysis, researchers can identify linguistic patterns that reflect ideology, persuasion, and cultural specificity. The application of these approaches contributes to deeper linguistic understanding, intercultural communication, and critical media awareness. Therefore, comparative and contrastive studies remain essential in the analysis of contemporary media language.

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