

## USED IN NEWSPAPER DISCOURSE ANALYSIS OF PROVERBS

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**Abstract:** This article describes the analysis of language tools used in newspaper discourse. The author analyzes based on different approaches.

**Key words:** Discourse, newspaper speech, approach, style, analysis.

Newspaper language has always been of interest to linguistic research, because mass media are an integral part of modern society and are distinguished by their own characteristics. All social changes are expressed in language, which is not only a means of communication, but also a carrier of historical memory, as well as a tool for mutual enrichment of different cultures. Thus, the newspaper language serves as a specific linguistic indicator of the development of society's speech. The purpose of the newspaper-information style is to objectively transmit information in written or oral form, the main task is to convey certain information and positions to the reader in order to achieve the desired effect. Newspaper speech is a special type of social activity, the main task of which is to convey ideas, knowledge, artistic values and other information in order to form certain views, ideas and emotional state and influence people's behavior through them. distribution. General vocabulary forms the basis of the newspaper text, as it is the most accessible and is presented in all types of literary, oral and written materials. Stylistic coloring of newspaper speech is achieved with the help of emotional vocabulary, imagery and other techniques. So, newspaper speech can be defined as a type of mass media speech that takes place in a certain historical period, is expressed by various lexical-semantic tools, shapes and defines this period, and reflects various spheres of human activity. Characteristic features of newspaper-journalistic (informational) speech include:

- economy of language tools, brevity of presentation combined with wealth of information;
- choosing language tools according to the principle of comprehensibility;
- existence of socio-political vocabulary;

The use of phraseological units in the press is an important source of expressive and emotional richness, which always attracts the attention of the recipient. Let's look at the operation of some phraseological units in the analyzed newspaper articles. The use of this vocabulary makes the speech of the newspaper evaluative and emotional: be on thin ice, to reap the rewards, no more time to waste, the lion's share, to take a meat cleaver, black sheep, to warm hands, etc. Some idioms are difficult to understand

due to the complex semantics of components. The American researcher D. Crystal said that speech amazes us with its large number of meanings and the variety of situational use. Thus, the phraseological units of the newspaper text are characterized by an important associative, and the evaluation potential is also connotative, also includes ethno-cultural factors. In addition, newspaper and journalistic texts are distinguished by the presence of national lexical units. Such realities are the most vivid indicator of the national specificity of the lexical content of the newspaper text. Symbols of national reality, as a rule, penetrate into other languages from fiction or mass media and represent borrowings. However, many English-speaking realities are already included in our knowledge fund and do not require explanation: BBC (TV channel), ABC (television channel), CNN (television channel), FBI (FBI), NATO (NATO), New York Times (New York Times), timeout (time out), Downing Street (the famous street in Westminster, where the residences of the most important figures of the British government are located), Independence Day (Independence Day). Metaphor is a secondary nominal device, it is based on the similarity and generalization of the nominal object with the object, in other words, it is transferred to the nominal object. The natural scope of metaphor is figurative speech: its main function is not communicative, but aesthetic, its purpose is not to convey information, but to evoke ideas. With the help of a metaphor, you can establish a relationship with the audience, create an environment suitable for the situation: the eyes and ears, gripped by tremors, altering people's minds. Metaphor is an allegory that sinks into memory and soul; accordingly, figurative expressions live long in both spoken and written speech: —We're just being the eyes and ears of the Border Patrol, basically. The main task of the metaphor is to replace the meaning, to hide it and to show it at one and the same time, therefore it is a tool of expressiveness that is actively used among the authors of newspaper articles.

Neologisms cover almost all areas of modern society. Currently, neology is one of the fastest growing branches of linguistics, and it works at all levels, especially in political speech. Thus, in journalistic political science articles, neologisms are often used in headlines to attract the attention of recipients. Content analysis of electronic media in the English language showed that political newspaper texts are characterized by the wide use of neologisms: Bioterrorism, blowback, blackout, build -up, cyberhijack, Bank of Mum and Dad, Cyber Hunt, Dough-bama, dog- whistle, Europhobia, Eurogeddon, fightback, green-on-blue attacks, Great Again, Obamacare, Obamamania (Obamamania), Obamanomics (economic development program). For English compound words that are neologisms, two-stem formations are most common. In recent years, English and American politicians often use this style, so many new forms - nouns and verbs - have appeared in English: take-over, build-up, green-on-blue, blowback , bioterrorism, shut-down, fightback, blackout. We should not forget

the cross-linguistic homonyms, which are also found in newspaper texts and are of interest for research from the point of view of monosemy and polysemy. At the semantic level, the English word major can only denote the position of mayor, but not a military title; the English word general is polysemantic, but the meanings of the homonyms do not intersect. Partial cross-linguistic homonyms are widely used in newspaper speech.

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