

## LEXICAL-STYLISTIC CHARACTERISTICS OF THE MEDIA LANGUAGE (IN THE REPRESENTATION OF THE ENGLISH AND UZBEK ELECTRONIC PRESS)

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**Annotation:** Today, mass information delivery, influencing people, and sharing news through the media are becoming widespread. In English and Uzbek content, the electronic press has different lexical-stylistic features, this article presents the main purpose of the media language, its lexical-stylistic features in the Uzbek and English press and their examples.

**Keywords:** news language, colloquial language, goals, Discourse Markers.

Media language consists of private languages used to convey its goals through journalistic, radio, television, internet and other means of communication. The main purpose of media language is to express information in the most effective, informative and interesting way.

Media language is one of the main means of communicating primary goals, effective delivery of information and support, training, regulation and education. In that case, the media language will have its own lexical-stylistic features, and there will be peculiarities of media languages in Uzbek, English and other languages.

The main purpose of media languages is to effectively deliver information, teach, inform, educate and support. These languages are used for the purposes of teaching, explaining, analyzing, expressing opinions and influencing the public, including information through journalistic, radio, television, internet and other means of communication.

The main goals of media languages are as follows:

**Communication of information:** Media languages are used to communicate the latest and most effective information to the society. News, events, developments, social analysis and other important information are disseminated through these languages.

**Teaching:** Media languages are also used for teaching purposes. They play an important role in teaching, disseminating, education, profession and other fields to the society.

**Expressing opinions:** Media languages are used to express opinions, to express one's opinions and to reflect one's opinions to the public. This is done using journalistic materials, opinions, blogs, forums and other means of communication.

Education Orientation: Media languages, public education orientation, social issues, latest news, analysis, teaching materials and other information are used to develop the learner and absorb information. .

Support: Media languages are used to support society, help, advise, challenge social problems and mobilize people.

Media languages are used effectively by journalists, writers, communication professionals and other organizations. Their main purpose is to provide information, education, feedback, education and support to people.

Lexical-stylistic features of the media language are related to the means and goals of media communication. Below are the lexical-stylistic features of the media language:

1. News language: News language is widely used in media language. It aims to deliver information accurately, quickly and in a short time. The vocabulary contains news terms, journalistic phrases and words, and ways of expressing news.

2. Short and accurate words: Media language uses short and accurate words. This ensures that information is delivered in an effective and engaging manner. Short and precise words increase the level of the text and make it easier to teach, report and express ideas.

3. Colloquial languages: Colloquial languages are important in media language. This includes specific words, expressions and communication techniques for interviews, debates, talk shows and other conversations. Colloquial languages include lexicon related to journalistic literature and the aspect of speech formation.

4. Commentary: Media language uses specific words and expressions for commenting, giving feedback and analysis. This is done through articles, blogs, analysis materials, feedback and other means of communication. The feature of this language is to make an opinion in an effective and effective way.

5. Words in advertising language: Media language has features of advertising language that are oriented towards advertising and marketing purposes. This includes definitions, slogans, advertising words and expressions. Advertising language is used to sell information, appeal, deliver and attract customers.

The lexical-stylistic features of the media language may change depending on the goals, types of communication tools, types of texts and peculiarities of media languages in Uzbek, English, Russian and other languages. The use of these features ensures that media languages are one of the main tools for communicating the goals, effectively delivering information, teaching, guiding and supporting education.

Below we will focus on the Uzbek examples of lexical-stylistic features in the media language:

1. News language:

- "According to the latest news, initial reports put 20 prisoners on trial."

- "A new future is opening up in international cooperation, and investments in the financial sector are expanding."

- "Researchers, who are not afraid to guess at you, have discovered big mistakes."

2. Short and correct words:

- "Our project will ensure that the people have an interesting time for the students."

- "Help us to organize accounting well."

3. Spoken languages:

- "There were debates and analyzes about the world's widespread problems."

- "In the last meeting with the leadership, very important problems were discussed."

4. Comments and Feedback:

- "News analysis experts give their opinion."

5. Words in advertising language:

- "We offer the best service to make your life easier!"

- "This product will save you a lot of time and money!"

These examples are given in order to express only some of the examples of media language lexical-stylistic features implemented in Uzbek. In media languages, lexical-stylistic features can change depending on the purpose of the text and the type of means of communication.

The following are the lexical-stylistic features of media languages represented by the Uzbek electronic press:

**Application language:** In the form of Uzbek electronic press, many application languages are used. In articles, news and other types of materials, Uzbek language discussions and social problems can be considered by Uzbek teachers, scientists and journalists.

**Speech:** Media languages represented by the Uzbek electronic press usually use acceptable speech methods of the Uzbek language. Natural, formal and scientific words can be found in almost every language, but common words and certain phrases in the Uzbek language are often used.

**Words and expressions:** Uzbek electronic press media use words and expressions unique to the Uzbek language. This is done by Uzbek journalists and writers in order to show the difference of the Uzbek language from other languages.

The lexical-stylistic features of media languages represented by the English electronic press include:

**Profanity:** Media languages such as the English electronic press use profanity and expressions moderately. These are popular and acceptable words used by teachers, scientists and journalists, and words associated with almost global concepts.

Academic language: Media languages such as English electronic media use academic language methods and words. This is a common situation for scientists, researchers in teaching, writing scientific articles and other materials.

Idioms and Phrases: Idioms, phrases and acceptable words are commonly used in media languages such as English electronic press. It includes English expressions and idioms and is one of the distinctive features of Uzbek.

At the same time, each media system may have its own characteristics, depending on whether it is used in English or Uzbek, so media languages in electronic media may have different characteristics in the original Uzbek and English sections. possible

The lexical-stylistic features of the media language in English are as follows:

1. News Language:

- "According to the latest news, a peace agreement has been reached between the two countries."

- "The breaking news just in: a major earthquake has struck the region."

- "In an exclusive interview, the politician revealed his future plans."

2. Concise and Direct Language:

- "Stay tuned for a 10-minute summary of today's top stories."

- "Our program aims to provide quick and accurate information to our viewers."

- "Let's get straight to the point and discuss the main issues."

3. Discourse Markers :

- "Moreover, the study suggests that the current policies need to be revised."

- "On the other hand, some experts argue that the situation is more complex than it seems."

- "In conclusion, it is evident that the economy has been greatly affected by the recent changes."

4. Expressing Opinions and Analysis:

- "The editorial column strongly criticizes the government's decision."

- "Experts speculate that the new policy will have a significant impact on the industry."

- "Opinions on the matter vary, with some praising the initiative while others remain skeptical."

5. Advertising Language:

- "Experience the ultimate luxury with our brand new collection."

- "Get the best deals and discounts on our exclusive products."

- "Don't miss out on this limited-time offer!"

In conclusion, these examples represent only a few examples of lexical-stylistic features of the media language that are realized in English. In the course of this research, we encountered and analyzed several hundred such examples. Just as in the Uzbek language, the lexical-stylistic features of the English media can change

depending on the goals of the text, the types of communication tools and the specific features of the English language.

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