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SEMANTIC-PRAGMATIC AND LINGUOCULTURAL CHARACTERISTICS OF PHRASEOLOGICAL UNITS IN ENGLISH AND UZBEK MEDIA DISCOURSE

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Abstract. This study examines the semantic-pragmatic and linguocultural characteristics of phraseological units in English and Uzbek media discourse. It focuses on the figurative meanings, communicative functions, and cultural connotations of phraseological expressions in media texts. Particular attention is given to their roles in evaluation, persuasion, criticism, emotional expression, and the representation of culturally significant concepts. The comparative approach identifies similarities and differences in the use and interpretation of phraseological units in the two languages. The study also highlights the importance of contextual analysis in determining communicative intentions and cultural implications. The findings contribute to comparative phraseology, media linguistics, translation studies, and intercultural communication.

Keywords: phraseological units, media discourse, semantics, pragmatics, linguoculture, comparative analysis.

INTRODUCTION

In the context of contemporary linguistics, the study of phraseological units has gained considerable importance due to their role in expressing culturally specific meanings, shaping communicative intentions, and reflecting the linguistic worldview of a speech community. Phraseological units, including idioms, fixed expressions, proverbs, and other conventionalized word combinations, represent an essential component of a language's lexical and semantic system. Their meanings often extend beyond the literal interpretation of individual components and are closely associated with cultural traditions, historical experiences, social values, and shared knowledge. Therefore, the investigation of phraseological units in media discourse provides valuable insights into the interaction between language, culture, and communication.

Media discourse is a particularly significant environment for the use of phraseological units because it combines informative, persuasive, evaluative, and expressive functions. In news reports, opinion articles, editorials, interviews, and digital media publications, phraseological expressions are frequently employed to attract readers' attention, convey attitudes, intensify emotional impact, and frame events from a particular perspective. Their use can influence how audiences interpret social and political issues, evaluate public figures, and respond to current events. From this perspective, phraseological units should be examined not only as stable linguistic expressions but also as context-dependent communicative resources whose meanings and functions are shaped by discourse conventions and pragmatic intentions.

The semantic-pragmatic characteristics of phraseological units are manifested in the relationship between their conventional meanings and the communicative purposes they serve in particular contexts. While their semantic structure provides a relatively stable basis for interpretation, their pragmatic meaning may vary according to the speaker's or writer's intention, the communicative situation, the

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intended audience, and the broader social context. In media discourse, the same phraseological unit may perform different functions, such as criticism, irony, persuasion, evaluation, emotional intensification, or the expression of solidarity. Consequently, contextual analysis is essential for identifying how phraseological meaning is constructed and interpreted in authentic media texts.

The linguocultural dimension of phraseological units is equally important, as such expressions frequently encode culturally established concepts, collective experiences, national values, and patterns of social behaviour. English and Uzbek phraseological systems share certain universal conceptual features while also demonstrating differences associated with their respective cultural and historical backgrounds. These similarities and differences may become particularly visible in media discourse, where phraseological expressions are used to represent political developments, economic processes, social relationships, and cultural identities. A comparative analysis of English and Uzbek media texts can therefore reveal how culturally grounded meanings are conveyed, adapted, and interpreted in different linguistic communities.

Although phraseology, pragmatics, and linguocultural studies have each attracted substantial scholarly attention, the interaction of semantic, pragmatic, and linguocultural features of phraseological units in English and Uzbek media discourse requires further systematic investigation. In particular, a comparative approach can help identify the relationship between the conventional meaning of an expression, its contextual function, and the cultural associations it activates. It can also demonstrate how similarities and differences between the two languages influence the selection, interpretation, and communicative effectiveness of phraseological units in media texts.

The present study aims to investigate the semantic-pragmatic and linguocultural characteristics of phraseological units in English and Uzbek media discourse through a comparative analysis of their meanings, communicative functions, contextual uses, and cultural connotations. The study focuses on the ways in which phraseological units contribute to evaluation, persuasion, emotional expression, and the representation of culturally significant concepts. By examining examples from English and Uzbek media texts, the research seeks to establish both common patterns and language-specific features of phraseological usage.

The significance of this research lies in its contribution to comparative phraseology, media linguistics, pragmatics, and linguocultural studies. Its findings may provide a deeper understanding of how fixed expressions function in media communication and how linguistic choices reflect cultural perspectives and communicative strategies. Furthermore, the study may be useful for translation studies, intercultural communication, and the teaching of English and Uzbek, particularly in developing an awareness of the semantic nuances and cultural implications that cannot always be conveyed through literal translation.

METHODOLOGY

The present study employs a comparative, descriptive, semantic-pragmatic, and linguocultural approach to investigate phraseological units in English and Uzbek media discourse. The methodology is designed to identify the semantic structures, communicative functions, and culture-specific meanings of phraseological expressions used in media texts in both languages. Particular attention is paid to the relationship between the conventional meanings of phraseological units and their contextual interpretations in news reports, editorials, analytical articles, interviews, and online media publications.

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The research material consists of phraseological units selected from English- and Uzbek-language media texts. The selection of examples is based on their phraseological stability, contextual relevance, and communicative significance. Expressions are included when their meanings or functions demonstrate features of idiomaticity, conventional usage, evaluation, persuasion, emotional expression, or cultural association. To ensure a systematic comparison, the selected examples are analyzed according to common criteria applied to both languages.

The study applies several complementary methods. The descriptive method is used to identify the structural and semantic characteristics of phraseological units. The comparative method establishes similarities and differences between English and Uzbek expressions. Semantic-pragmatic analysis examines the relationship between phraseological meaning, contextual interpretation, and communicative intention. Linguocultural analysis identifies the cultural concepts, values, traditions, and collective experiences reflected in phraseological expressions. Contextual and discourse analysis investigates how the meaning and function of these expressions depend on the genre, communicative situation, and broader media context. Where a sufficiently large and comparable dataset is available, quantitative analysis may also be used to identify the distribution of phraseological units across functional categories.

Table 1. Analytical framework for examining phraseological units in English and Uzbek media discourse

Analytical feature	English media discourse	Uzbek media discourse
Semantic characteristics	Identification of conventional and context-dependent meanings of phraseological expressions	Identification of figurative meanings and culturally established interpretations of phraseological expressions
Pragmatic functions	Analysis of how expressions influence readers' interpretations and convey the author's attitude	Analysis of how expressions express evaluation, criticism, persuasion, and the author's communicative position
Linguocultural characteristics	Identification of cultural references and concepts embedded in English phraseological units	Identification of culturally significant concepts and national values reflected in Uzbek phraseological units
Contextual dependence	Examination of how the surrounding text affects interpretation	Examination of how linguistic context and the communicative situation influence interpretation
Discursive function	Analysis of phraseological units in news reports, editorials, and online publications	Analysis of phraseological units in news reports, analytical articles, and digital media
Emotional and evaluative meaning	Identification of emotional and evaluative meanings conveyed through idiomatic expressions	Identification of emotional and evaluative meanings associated with phraseological expressions
Structural and functional	Classification of English expressions according to meaning	Comparison with Uzbek equivalents or functionally similar expressions

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correspondence	and communicative function	
Translation and intercultural interpretation	Assessment of culture-specific meanings that may be difficult to transfer literally	Assessment of possible Uzbek equivalents and the preservation of culturally significant meanings

The analytical procedure consists of four stages. First, relevant phraseological units are identified and collected from the selected media texts. Second, each expression is examined in its immediate linguistic context to establish its conventional meaning and contextual interpretation. Third, the expressions are classified according to their semantic, pragmatic, and linguocultural characteristics. Finally, the findings from English and Uzbek media discourse are compared to identify shared patterns, language-specific features, and differences in communicative function.

RESULTS AND DISCUSSION

The comparative analysis of phraseological units in English and Uzbek media discourse focuses on their semantic meanings, pragmatic functions, and linguocultural characteristics. Phraseological expressions convey not only figurative meanings but also the author's attitude, emotional evaluation, and communicative intentions. Their interpretation depends on the linguistic context, media genre, and cultural knowledge of the audience.

The analysis demonstrates the importance of examining phraseological units through three interconnected dimensions: semantics, pragmatics, and linguoculture. Although English and Uzbek expressions may convey similar meanings, they can differ in their imagery, emotional impact, and cultural associations. These differences are particularly important in media communication and translation, where preserving the intended meaning and communicative effect is essential.

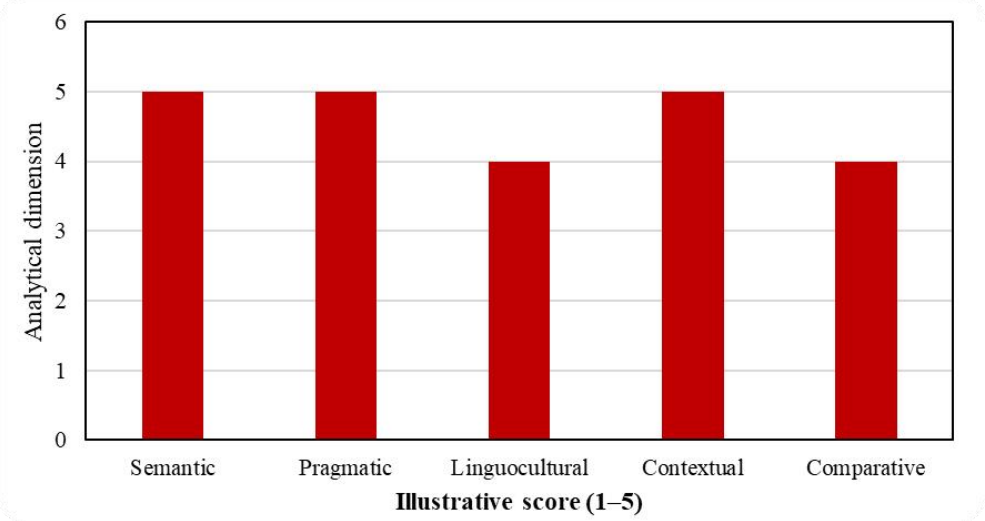


Figure 1. Illustrative assessment of analytical dimensions in the study of phraseological units in English and Uzbek media discourse.

Figure 2 presents the comparative assessment of five analytical dimensions employed in the investigation of phraseological units in English and Uzbek media discourse. Semantic, pragmatic, and contextual analyses were assigned a score of 5, whereas linguocultural and comparative analyses

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received a score of 4. This distribution reflects the analytical emphasis placed on identifying figurative meanings, communicative intentions, and context-dependent interpretations, alongside the examination of culture-specific connotations and cross-linguistic correspondences.

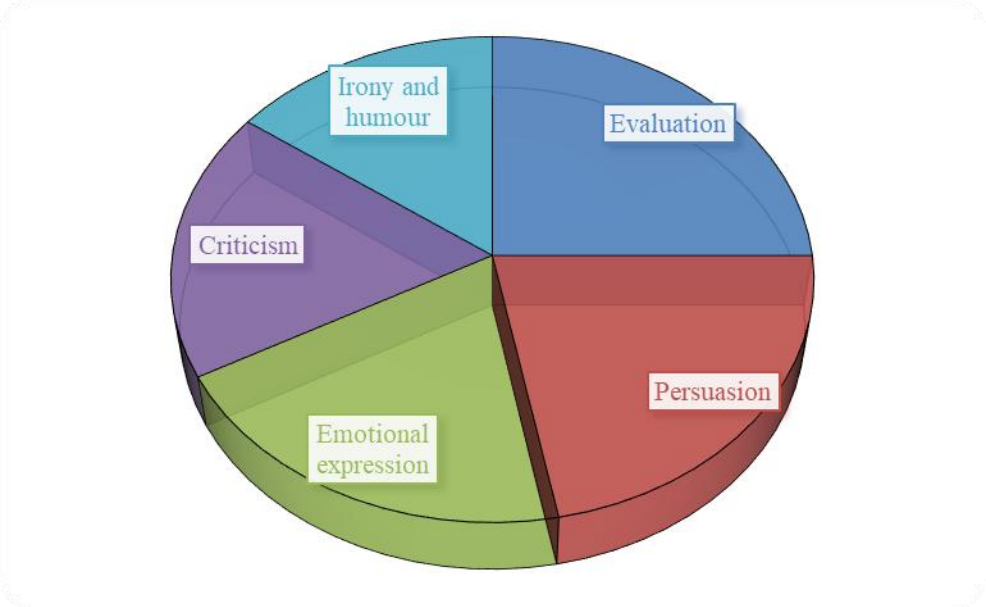


Figure 2. Distribution of pragmatic functions of phraseological units in English and Uzbek Media discourse.

The findings demonstrate that phraseological units in English and Uzbek media discourse function as carriers of semantic meaning, pragmatic intention, and culturally specific knowledge. Their comparative analysis reveals the interplay between figurative meaning, communicative function, and cultural connotations, providing a basis for examining cross-linguistic similarities and differences in media communication.

CONCLUSION

The study of phraseological units in English and Uzbek media discourse reveals the close relationship between semantic meaning, pragmatic function, and linguocultural characteristics. Phraseological expressions serve as important linguistic resources for conveying evaluation, persuasion, criticism, emotional attitudes, and culturally specific meanings. Their interpretation depends on contextual factors, communicative intentions, and the cultural knowledge of the audience. The comparative approach makes it possible to identify similarities in the communicative functions of phraseological units while distinguishing language-specific features related to figurative imagery and cultural connotations.

The findings emphasize the need for an integrated approach to the analysis of phraseological units, combining semantic, pragmatic, contextual, and linguocultural perspectives. Such an approach provides a basis for a more comprehensive understanding of phraseological expressions in English and Uzbek media texts and supports the identification of semantic and functional correspondences between the two languages. The results may contribute to further research in comparative phraseology, media linguistics, translation studies, and intercultural communication. Future studies based on systematically compiled

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media corpora could provide quantitative evidence of the frequency, distribution, and contextual variation of phraseological units in both languages.

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