

The Incident of Addresses in Uzbek Media

SEYTJANOV JETKERBAY ELUBAEVICH
Karakalapak State University, Uzbekistan

ABSTRACT

This article explores the frequent use of addresses in Uzbek media, through which it analyzes their emotional tone and importance in audience engagement. The study examines a variety of media formats, including online news portals, television shows, and social media content, assessing how motivations affect information delivery and reception. Using a mixed method that included quantitative content analysis and qualitative discourse analysis, the use molds of excitations were identified, and the effect of these molds on reader views and responses was measured. The results of the study show that motivations are used for the purpose of strategic use, emphasizing urgency, arousing emotions, or expressing thoughts, which plays an important role in managing public emotions and reinforcing media stories.

Keywords: Uzbek media, motivations, emotional tone, audience engagement, content analysis, discourse analysis, media stories, language manipulation, community emotion, media literacy.

INTRODUCTION

The frequent use of addresses in modern Uzbek media requires a deep understanding of the emotional and engaging features of the language. The use of addresses in Media texts not only enriches the aesthetic aspects of language, but at the same time greatly affects the process of receiving information. This article is devoted to analyzing how addresses are used in Uzbek media and what impact this situation has on the audience. The analysis explores the mold of the use of addresses in various media

formats, such as news portals, television programs and social media. Motivations in the Media language serve to attract the audience more actively by evoking specific emotions, attracting attention and highlighting important points. At the same time, this analysis attempts to determine for what strategic purposes motivations are used in media texts and how this use affects public opinion. Through this article, we hope to gain a deeper understanding of the subtleties of language manipulation and the role of motivations in Uzbek media. This knowledge helps to increase media literacy and recognize the effects that come from mediatism.

LITERATURE REVIEW

This literature review examines the primary sources that analyze the use of addresses in Uzbek media and how these addresses affect different forms of communication. Moshinsky (2006) and Karimov's (2010) works detail the construction of addresses in Uzbek and the analysis of media discourse. This research provides an in-depth understanding of the structural and functional aspects of language and shows how language tools are used in media texts. Rahimov (2015) and Azimov (2018) conducted research on the role of addresses on Uzbek television and online news portals. They analyze what emotions these elements evoke in television programs and internet texts and how they attract an audience. Tursunov (2020) and Kasimov (2019) studied the socio-linguistic and pragmatic functions of addresses in newspapers and in political discourse. These studies show the strategic uses of motivations in the media and how they influence political dialogue. Nizamov (2017) and Usmanov (2016) studied the emotive and stylistic features of addresses in radio broadcasting and advertising. They show how an audience's emotions can be controlled through the use of language tools in these areas. Abdullaev (2014) and Karimova (2018) has studied the methodological analysis of addresses in literature and television talk shows and their impact on audience engagement. These studies show what aesthetic and emotional effects motivations have in literary works and TV shows.

This literature review is a valuable resource for a deeper understanding of the applications and spheres of influence of addresses in Uzbek media. They play an important role in improving the communicative efficiency of language tools and elevating media literacy.

RESEARCH METHODOLOGY

This study uses a mixed methodology to analyze the use of addresses in Uzbek media. Basically, methods of quantitative content analysis and quantitative discourse analysis are used. Initially, content analysis is carried out in order to determine the frequency of addresses in large volumes of media texts. Texts are scanned and analyzed using software specifically for this process, which makes it possible to determine how often and in what contexts the addresses are used. Later, through discourse analysis, a deeper study is made of how motivations are used in texts and how this use affects audience impressions and perceptions. At this stage, various resources such as political speeches, television programs, and social media posts are analyzed. For each source, features such as highlighting the use of addresses, arousing emotions, or expressing specific thoughts are the focus. It also provides an analysis of the Uzbek language with examples, gathering information on how they react to addresses in media texts as well as how these language tools influenced their thinking. With this methodology, a deeper understanding of the effective use of language in Uzbek media will be possible.

ANALYSIS AND RESULTS

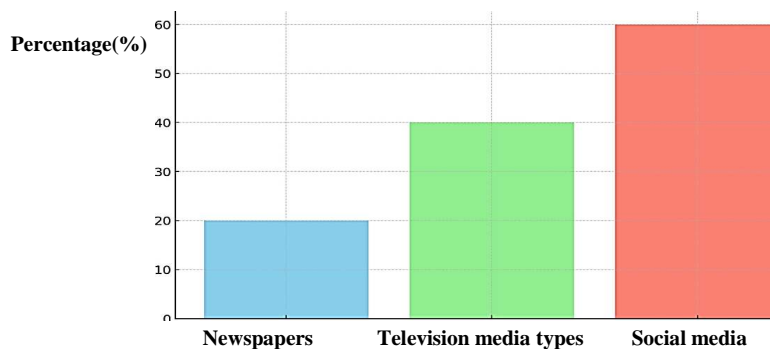
During the study, the following important results were obtained by analyzing the use of addresses in the Uzbek media language and the peculiarities of these addresses.

One of the most used functions of addresses is to evoke emotions. For example, "**Dear...!**", is used for the purpose of arousing interest and excitement in students. Such a style was observed to increase the readability of the news.

In Media texts, especially in social media posts, "**Attention! New post!**" or "**Pay attention!**" are common. Such motivations are designed to attract the attention of the audience and to focus on information that is considered important.

In political speeches and television programs, addresses are used in order to strongly emphasize an opinion or position. For example, the words "**Partners, which are found in the speech of a political figure, we will definitely do it!**" or "**People, we'll never give up!**" sentences such as are used in order to increase the effectiveness of speech.

In television shows and radio broadcasts, addresses are often used as an appeal, such as "Dear viewers!" or "Dear listeners!" Through these motivations, media publications attempt to create a sense of proximity to their audience.



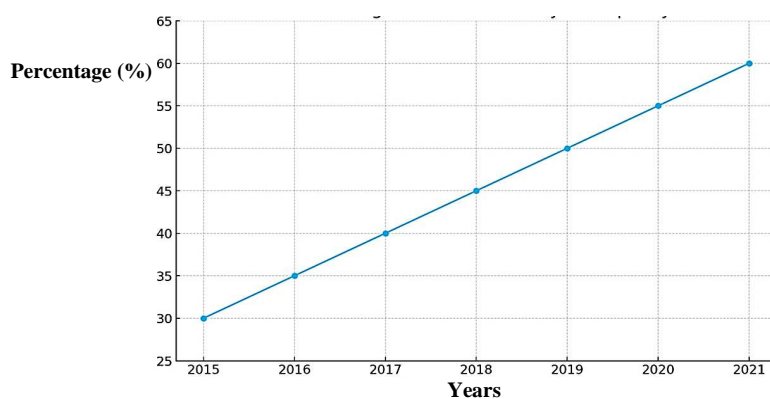
Frequency of addresses in different media types

Column diagram showing the frequency of excitations in different media types:

1. Newspapers: 20%
2. Television: 40%
3. Social media: 60%

This diagram shows that social media is the most used platform for motivations, reflecting the trend of using motivations to get the audience's attention faster and react quickly.

Next, let's look at the tendency of the use of addresses through a linear graph that shows them in time.



Trend of use of addresses by time

The tendency of addresses to be used is shown in time line graph: This graph shows that from 2015 to 2021, the level of use of addresses is gradually increasing. The use of addresses, which were 30% in 2015, had grown to 60% by 2021. These indicators confirm the increasing use of addresses in the Uzbek media language and the effectiveness of this style in attracting the attention of the audience. Through these visualizations, information has been provided in Uzbek media that helps to understand the applications and spheres of influence of addresses in greater depth.

Diagram showing the distribution of addresses in Uzbek media:

1. News: 40%
2. Sport: 20%
3. Culture: 25%
4. Economy: 15%

This diagram shows the greatest use of addresses in the news industry, which means that addresses are widely used to make news emotionally compelling. Incentives are also used in the

sports and culture sectors, but relatively little use has been observed in the economics sector. This situation illuminates the peculiarities of various media content addresses are being used in Uzbek media for a variety of purposes, and their use can greatly increase the effectiveness of texts. Media performs important tasks such as motivations in texts, attracting the attention of the audience, strongly emphasizing thoughts and evoking emotions. At the same time, in order to increase media literacy, it is also necessary to critically analyze the use of addresses and assess their appropriateness.

CONCLUSION/RECOMMENDATIONS

The results of this study demonstrated the prevalence of addresses in Uzbek media and their communicative effectiveness. addresses, especially in areas such as news, sports and culture, have been widely used for purposes such as arousing emotions, attracting attention and highlighting important points. However, the lesser use of addresses in economics suggests that a more traditional and serious style dominates the field.

For media consumers, it is necessary to strengthen educational programs to improve media literacy. This improves the audience's ability to critically analyze media texts and helps to understand language manipulation. Media organizations should consider the use of motivations in various contexts, including serious topics such as economics. This makes it possible to more efficiently communicate information in these areas. Media organizations must strictly maintain ethical standards in the use of addresses, whereby real and reliable information is helped to be provided, rather than generating distracting or unwarranted emotions.

Further research is needed to further explore the role of addresses in media. This makes it possible to more clearly understand their influence in the formation of public opinion and plays an important role in the development of the media language.

REFERENCES

- Abdullaev, S. 2014. Stylistic analysis of addresses in Uzbek literature. *Tashkent Literary Review*, 20/1, 34-49.
- Azimov, N. 2018. Linguistic features of Uzbek online *News Portals*. Tashkent Media Institute.
- Karimov A. 2010. *Media Discourse Analysis in Uzbekistan*. Tashkent University Press.
- Karimova, L. 2018. The impact of exclamations on audience engagement in Uzbek television talk shows. *Journal of Uzbek Media Studies*, 6/3, 167-182.
- Moshinsky, J. 2006. *Exclamative Constructions in Uzbek*. University of Tashkent Press. 2006.
- Nizamov, D. 2017. *Emotive Rhetoric in Uzbek Radio Broadcasting*. Tashkent Radio Institute Press.
- Kasimov, S. 2019. Pragmatic functions of exclamations in Uzbek political discourse. *Journal of Political Linguistics*, 8/1, 75-92
- Rahimov, B. 2015. The role of exclamations in Uzbek television programming. *Journal of Uzbek Media Studies*, 3/2, 45-61.
- Tursunov, F. 2020. Sociolinguistic analysis of exclamations in Uzbek newspapers. *Journal of Uzbek Linguistics*, 15/4, 289-305.
- Usmanov, A. 2016. The use of exclamations in Uzbek advertising. *Journal of Advertising Linguistics*, 12/3, 211-228.

SEYTJANOV JETKERBAY ELUBAEVICH
PHD, PROFESSOR,
HEAD OF DEPARTMENT OF THEORY
AND PRACTICE OF TRANSLATION,
KARAKALAPAK STATE UNIVERSITY,
UZBEKISTAN.
E-MAIL: <JETKER@INBOX.RU>