

Interpretations of Media Speech Using Semantic Typology and Stylistic Analysis

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ABSTRACT

This article refers to media discourse covering various economic, social, and political aspects of daily life and global issues such as the Sustainable Development Goals. The purpose of the study is to study the semantic typology and stylistic interpretation of media discourse, the multidimensional nature of mass media leads to the formation of different theories and opinions about their essence, and the meaning of words during a conversation in mass media. is conducting research that represents the noun or figurative meaning. The research method is descriptive, historical, and comparative focused on semantic-stylistic analysis, it is dedicated to the research done by linguists in this field and its results.

Keywords: Media, television, lexeme, semema, internet, radio, press, linguistic practice

INTRODUCTION

In the early years following its independence, Uzbekistan started to establish a democratic way of life. The economy held significant importance as well. Year by year, the enacted reforms gained more weight. not just significant improvements in other areas, such as the information technology system, but also numerous other reforms. In particular, the field of media conversation is becoming more and more popular every day.

With the aid of radio, television, the Internet, and advertising, media discourse is a branch of mass communication that encompasses all linguistic activities and communicative contexts. It is almost impossible to picture today's emerging nations without the media. Since we require media tools to obtain the essential knowledge and spark our interest in it in order to comprehend the world around us. We can stress that there is a growing global interest in the media industry, which has its roots in Great Britain and continues to grow each.

Let's dwell a little on the meaning of the word media. Well, we can answer the question of what is the media as follows. The term media is derived from the Latin word *medium*, which means tool, medium, or method, and refers to various forms of communication and information media.

The technical means of information interchange between authors and the general public, as well as methods for producing, duplicating, and distributing information, are also included in the definition of media. The complexity of mass media gives rise to a variety of theories and viewpoints regarding its nature. The conversation in the media mirrors current events. Media discourse is any written or spoken speech disseminated by mass media.

Media discourse study has its roots in Great Britain. Numerous conferences and research projects have taken place here. The growth of the media sector has been significantly influenced by opinions on this matter. In today's emerging countries, media attention is growing more and more significant. People exchange information throughout their lives through a variety of media, including newspapers, magazines, radio, television, and the Internet.

Additionally, for a lot of young people, the Internet serves as their information hub. For this reason, when we communicate, we employ both formal and informal lexical units, lexemes, semes, and expressions. The rules of language take care of everything. For instance, when covering news on television, journalists are required to adhere to the official style, which means they must follow the format of public speeches and the sequence in which words are applied to convey meaning.

Semantic analysis of words is crucial in this situation because it reveals the richness and accuracy of the speech.

LITERATURE ANALYSIS AND METHODS

As we mentioned above, research in the field of media was initially promoted by linguists from Great Britain, and several researches were conducted in world linguistics regarding the semantic typology of media discourse.

Including G. Lakoff [1] according to the results of the research carried out in 1969, it shows that the basis of contextual information in the field of media plays an important role in grammatical sentences. Many linguists of that time put forward several theories about the importance of grammar along with meaning. That is, the main basis of information or communication is the word.

The term word is also used to refer to a lexeme and is called a lexical word. For example, "word" is used in the same sense in "word formation" and "word creation". A word must have meaning, that is, the speakers of a certain language must understand something or mean something to each other using these sounds. Therefore, it is considered that the information used in the media sector, as presented in the semantic research, is put into a normative mold and should be organized based on the rules of the grammatical law.

F. Saussure began to study the meaning of words as a linguistic sign process. F. Saussure's dialectic model of the sign assumed the psychological correspondence between the optional but conditional form and meaning of the word. His *Cours de linguistique générale*, *General Linguistic Courses*, supported a new synchronic view of linguistic description alongside the traditional diachronic approach.

S. Austin's According to his "performative analysis" in 1962, "The main means of communication, i.e. language, are words, and this naturally requires contextual interdependence, true or false." it is not used to make statements.

Charles Fillmore's interest in semantics is evident from his research findings. C. Fillmore suggested using lexical frames to

convey our understanding of word meanings and their connections. Charles Fillmore draws a connection between encyclopedic knowledge and linguistic semantics. The central thesis is that one cannot comprehend the meaning of a single word unless one is fully conversant in all pertinent contexts. [2] One cannot comprehend the meaning of the word "credit," for instance, without some understanding of banking, which involves understanding the relationships between debtors, liquidity, deposits, employees, money transfers, plastic cards, and money, among other things. As a result, it expands a variety of semantic knowledge pertaining to the particular idea that the word is associated with.

Another such researcher is V. Labov, one of the linguist theories are focused on human communication language. In particular, effective discourse called "intensity" of oral discourse formed the basis of the analysis.

H. Grice [1] supported a theory of meaning based on speakers' thoughts, and he went on to show how context affects the meanings of even logical connectives. Also, Grice's concept of implication gave linguists a way to develop inferential models of meaning. H. For Grice, communication involves thinking in at least two ways. First of all, the origin of implicature depends on the rational cooperation between the speaker and the listener, and secondly, implicature must be acquired through the process of thinking.

In general, as stated by H. Grice, the analysis of the speaker's meaning involves reference to the reasons, that is, for something to be considered the meaning of the word, the speaker must have a reason to believe that it was intended to convey.

Besides M. Reddy [2] He introduced the concept of "transmitted metaphor". That is, the media researched theories such as how the given information looks in the field of media discourse, or whether the discourses in the talk show shown on television have their meaning or use it figuratively. In many cases, he mentioned conveying information that cannot be used in the literal sense through a metaphor. Finally, M. Reddy's recognition of the so-called "transmitted metaphor" of

communication has revealed a critical flaw in our traditional "message model" of linguistic interaction.

At the same time, H. Sacks and other sociologists in 1960 in Jakobson's "Metalingual speech" stated that everyday communication on television or radio always includes mechanisms for determining and correcting factual content and linguistic form, which can always be described. They studied British linguists A. Duranti, M. Goodwin, and E. Schegloff focus on the negotiation process. In 1983, Lehrer and Ochs jointly divided words into levels based on their meaning. During media interviews, Schegloff cited several conversational excerpts that illustrate the literal or figurative meaning of the words.

M. Halliday and B. Malinovsky's [1] semantic theory considered the interpersonal influence of meaning along with ideological meaning.

For example, how to influence or leave an impression on a person during an interview, or how the news of the world broadcast on television affects people, such as expressions of their emotional characteristics, or how they affect this news is a question in the field of media. It is their semantic effect, that is, their effect on a person.

After M. Halliday, Malinowski, and Firth, in the semantic theory of media discourse, began to analyze the interpersonal and text-related aspects of the meaning along with the ideological meaning.

From the above, we can say that in the article we studied the principles of the historical origin of media discourse, including the works of linguists such as G. Lakoff, S. Austin, Charles Fillmore, and V. Labov, and in this process, we used the historical method. Also, we are talking about the specific aspects and features of the media discourse and its use in the speech in the case of certain normative patterns, and in this process, we used the descriptive method. Also semantic-stylistic analysis was used to distinguish between expressive means and stylistic means, and functional analysis was used to determine the role of stylistic derivative units in media texts depending on the described situation.

RESULTS

Media discourse can be broadly understood as publications, etc., as any method that raises certain issues and creates debate among the public.

So, from the results of the research, we can understand that the research philologist Nunberg managed to determine the purpose of the information provider and the information receiver's attitude to it by focusing on the use of polysemy and metaphor from any presented information.

In the same vein, many linguists have succeeded in identifying discourse strategies for determining contextual meaning rather than attempting to describe the claimed discourse-independent meanings for sentence types, clauses, constructions, and even words.

Also, according to the theories of Stalnaker, Cole, Green, and Morgan, the presence of pragmatic principles in the integrated theory of linguistic descriptions determined the functions assigned to semantics and syntax. So, based on Montague's theory, it becomes difficult to distinguish between pragmatics by using semantics in media discourse.

Bar-Hillel argues that the range of problems that arise in language speech processing is vast, and before we look at some of the problems in more detail, we need to discuss the phenomenon of indexlessness that dominates the discussion of such problems. He introduces indexicality in language, in which he assumes that 90% of declarative sentences contain implicit references to the speaker, addressee, time, or place of speech in phrases such as the first and second pronouns I, you, demonstratives. In his opinion, indexicality is an integral part of artistic language. Thus, Bar-Hillel focused on signification (or deixis) and anaphora, which are aspects of meaning that require the speaker to make inferences about referents, in addition to truth-functional semantics.

M. Reddy managed to analyze the theory called "Transmitted metaphor" of communication.

In addition, Saussure focused on the study of the language system, the study of the living language in communication, that

is, among the masses, which gave rise to the notion that context and discourse are beyond linguistic description.

And according to the results of his research on media discourse, M. Halliday managed to study the semantic effect, that is, the semantic effect on a person on the air or in an interview.

DISCUSSION

Lexical semantic research of media discourse is based on functional semantic research carried out in various fields of linguistics. Known semantics as a separate field for the first time in 1883 Breal [1] suggested that Views on the semantics of media discourse appear only in the process of studying the meaning in media discourse. For example, special issues such as the appropriateness of the meaning of the word to the speech situation, harmony of form and content, register characteristics of the media discourse, and the concept of the semantic field in the types of media discourse are examples of this.

Media discourse is based on a certain form and style of expressing ideological, symbolic, and metaphorical meanings. It uses speech repetitions, parallels, gestures, and speech formulas. At this point, it is a fact that does not require proof that the speech analysis of media discourse semantics, that is, is also related to phonological, stylistic, cultural, and speech etiquette norms. The creation of the lexical-semantic typology of media discourse based on discourse and traditional semantic theories helps to fully reveal the essence of its semantic level. We know that semantics is used to express meaning in language.

For this reason, this media plays a very important role in the discourse. Because the thought directed at the viewer or listener must be understandable. In addition, stylistic coloring is also important. For example, the idea expressed in a movie, advertisement, interview, or TV show should be molded and presented based on stylistic coloring. For example, in the Uzbek film "Abdullajon", Bozorvoy's wife screams that she will bring shame to the neighborhood when she is seen together with Abdullah. That is, the neighborhood was used here instead of people, and stylistic colorfulness was achieved. Or one more

example, Abdullajon Bozorvoy makes a big coin to make his brother happy. Seeing this, Bozorvoy gives money to increase. Seeing this, Bozorvoy said, "Abdullajon, you are sugar, sugar." That is, here the word sugar comes in a good sense.

Or, in Ibrahim Rahim's novel True Love, Sahib Qori is, in his own words, the one who gives sugar to a snake on the tip of his tongue. That is, here the word "sweet" comes in the sense of a good, pleasant word or to deceive the tongue. In M. Ismaili's work Until Dawn in Fergana, Kudrat has a mold on his head, an old hat, and an apron made of sugar sacks in front of him... his body is as strong as iron in his hands. The word sugar in this sentence means a small bag made of soft hemp cloth, a lynchah.

The word sugar can also be used figuratively. Let's say the language is sugar girl. Or this actor's tongue is very sweet, that is, he always speaks a good word. It also means good-natured.

If we conclude from this, we can observe that one word "sugar" has several polysemantic meanings in the media discourse and means different meanings in each sentence.

Let's look at the lexical analysis of the word bitter. In M. Mahmudov's newspaper "Kiziqarli Pazandalik", radishes grown in places other than the Fergana Valley for some reason has a bitter taste. He says that the word "bitter" means that the taste makes the tongue sour. Or the journalist had a taste of hot tea after the broadcast. The word bitter here refers to the bitterness of the tea.

The journalist talked about bitter pomegranate in his article. That is, he talked about the sour pomegranate, the pomegranate that makes the teeth dazzle. There is also a folk saying that if a father eats a bitter apple, his son's teeth will be set.

According to Millar, the deceased passed away in a home that smelled terrible and was filled with foul gas. Poisonous smoke was the bitter gas in this instance. The phrase "the bitter wind of late autumn began in the fields" appears in Said Ahmed's poem "The Dear Fields." "The wind was howling outside, and the bitter cold seemed to cut through the body." The adjective "bitter" here refers to how cold it is in relation to the air. The actors that stayed late received a stern rebuke from the director. The word "bitter" is used metaphorically in this instance,

meaning that he spoke in an unpleasant way or injured his feelings. The journalist claims that "his bitter tears would not affect any person" throughout his remarks. That is, bitter tears come in the sense of sadness and pain.

It can be seen that semantic and stylistic analysis is important in media discourse.

CONCLUSION

In conclusion, the development of modern society is impossible without media, because with their help, not only the transmission and distribution of information in oral, visual, and other interpretations but also such functions as the entertainment of the audience and the entertainment of the audience are carried out. Therefore, the formation of public opinion is also being carried out. Media texts are the most popular form of language implementation in mass media and interest in the media industry started much earlier and is now becoming one of the most global industries. From the results of the research, we can see that semantic meanings and stylistic analysis in the field of media have given rise to several studies and new ideas. For example, indexicality, and anaphora, created grammatical rules.

Media has been formed and is being formed for millions of years while gaining importance in human evolution. Media is a set of skills and abilities that enable people to analyze, evaluate, and create messages in a variety of media, genres, and forms. Also, with the help of media, we learn about the world and become aware of the information in it. Therefore, today it is necessary to further develop the media sector to establish common relations with developing countries and keep up with the times.

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