

Functions and Transformations of Onomastic Phraseological Units in Media Discourse of Different Language Systems

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ABSTRACT

This study aims to explore the use of phraseological units with proper names in Uzbek and English media discourse, highlighting their functional, cultural, and communicative significance. By examining various forms of media, including newspapers, advertisements, and digital platforms, this research will analyze the role of phraseological units in shaping public perception and their adaptation to contemporary trends. The study utilized a corpus-based approach, drawing data from newspapers, journal articles, online media platforms, and advertising materials from both linguistic and cultural backgrounds. The methodology involved a qualitative and quantitative assessment of phraseological units, identifying their frequency of use, semantic evolution, and contextual application in political discourse. English media often draw comparisons to well-known leaders like “the next Kennedy” to evoke ideas of youth, reform, and visionary leadership. Meanwhile, Uzbek media may use expressions like “a new AlisherNavoi” to highlight an individual’s impact on culture and intellectual development. These comparisons serve as powerful rhetorical devices, shaping public perception and expectations. Phraseological units with proper names are not merely linguistic expressions but cultural markers that reflect societal values, historical consciousness, and contemporary trends in media discourse. Further research could explore how these expressions adapt in multilingual and cross-cultural contexts, particularly in the context of globalized media and digital communication.

Keywords: Digital communication, media discourse, culture, proper names, phraseological units

INTRODUCTION

Phraseological expressions with proper names play a significant role in media discourse, reflecting cultural, historical, and ideological aspects of a society. In Uzbek media texts, these expressions are often linked to historical and cultural figures who hold deep symbolic meaning for national identity. For example, in political rhetoric or public discussions, phrases like “to be like Navoi” symbolize wisdom and cultural heritage, while “following in the footsteps of Amir Temur” signifies decisive and strategic actions in business, politics, or leadership. Such phraseological units establish a bridge between contemporary events and historical figures, reinforcing national pride and cultural continuity.

Similarly, in journalistic discussions about leadership, expressions like “he became the new Navoi in his field” highlight an individual’s intellectual or cultural achievements comparable to the contributions of the legendary poet. These expressions not only provide vivid imagery but also shape public perception by linking modern figures to historically revered personalities.

In contrast, English-language media texts frequently utilize phraseological expressions featuring globally recognized personalities, making them accessible to a wide audience. References to Shakespeare, Churchill, Martin Luther King Jr., or contemporary figures like Oprah Winfrey and Steve Jobs are commonly employed to denote wisdom, leadership, influence, or innovation. For instance, in motivational or business articles, the phrase “she is the new Oprah of her industry” signifies a person’s widespread influence and charismatic appeal, while in political contexts, the expression “be the next Churchill” conveys an expectation of strong leadership in times of crisis.

This study aims to explore the use of phraseological units with proper names in Uzbek and English media discourse, highlighting their functional, cultural, and communicative significance. By examining various forms of media, including

newspapers, advertisements, and digital platforms, this research will analyze the role of phraseological units in shaping public perception and their adaptation to contemporary trends.

MATERIALS AND METHODS

This research is based on a comparative analysis of phraseological expressions with proper names in Uzbek and English media texts. The study utilized a corpus-based approach, drawing data from newspapers, journal articles, online media platforms, and advertising materials from both linguistic and cultural backgrounds. The selection of materials was guided by the following criteria:

- Inclusion of phraseological expressions with proper names across various genres, including political journalism, business media, advertising, and entertainment news.
- Examination of historical figures versus modern celebrities in shaping phraseological discourse.
- Analysis of cultural and ideological implications behind the use of such expressions.

The methodology involved a qualitative and quantitative assessment of phraseological units, identifying their frequency of use, semantic evolution, and contextual application. Special attention was given to:

- The connection between phraseological expressions and national identity.
- The communicative effectiveness of phraseological units in different media formats.
- The role of historical versus contemporary figures in phraseological transformations.
- The increasing influence of digital and social media on the evolution of phraseological expressions.
- By analyzing these factors, this research aims to provide a comprehensive understanding of how phraseological units

with proper names contribute to linguistic and cultural discourse.

RESULTS AND DISCUSSION

Differences in the use of phraseological units in Uzbek and English media

One of the key findings of the study is the distinct ways in which Uzbek and English media use phraseological expressions with proper names. Uzbek media culture primarily draws from historical and national figures, reinforcing cultural heritage and national pride. In contrast, English-language media incorporate both historical and contemporary figures, reflecting the global nature of discourse and its focus on modern-day relevance [1].

For instance, in Uzbek media, expressions like “to be like Cholpon” reference the renowned Uzbek writer and poet who symbolizes intellectual freedom and resistance to oppression [8]. Such expressions are often used in discussions about individuals striving to promote free thought and challenge societal norms. Similarly, in commercial media and advertising, expressions like “to be like Tashkent – always at the center of events” emphasize the capital’s importance as a cultural and economic hub, promoting the city’s image as a vibrant and progressive center [9].

In English-language media, similar phraseological constructions appear in advertising and business discourse. For example, the phrase “Be the next Steve Jobs” frequently appears in startup culture, denoting an aspiration for innovation, entrepreneurship, and visionary leadership [5]. Similarly, in sports journalism, expressions like “the Michael Jordan of tennis” are used to highlight exceptional athletic talent, with Jordan’s name becoming a universal metaphor for greatness and excellence [3].

Another notable difference is the adaptation of phraseological expressions in digital media and social networks. In English, hashtags like “BeLikeElon” (referring to Elon Musk) or “ThinkLikeEinstein” have gained popularity, signifying intelligence, ambition, and creativity [2]. In Uzbek digital media, while traditional historical figures remain dominant, there is a

growing tendency to incorporate modern celebrities or successful figures into phraseological discourse, particularly among younger audiences. Expressions like “be the YulduzUsmonova of pop music” may appear in entertainment contexts, referring to the dominance and influence of a particular singer [7].

The study also found that phraseological units with proper names evolve over time based on cultural and societal changes. In English, for example, expressions involving historical figures like Churchill or Shakespeare remain relevant but have been supplemented by newer references, such as “he’s the Beyoncé of marketing” to denote charisma and dominance in a specific field [4]. In Uzbek media, while historical figures remain central, there is an emerging trend of incorporating contemporary names, such as “he’s the Oybek of our time” when referring to modern literary figures [9].

Furthermore, in political discourse, English media often draw comparisons to well-known leaders like “the next Kennedy” to evoke ideas of youth, reform, and visionary leadership [6]. Meanwhile, Uzbek media may use expressions like “a new Alisher Navoi” to highlight an individual’s impact on culture and intellectual development. These comparisons serve as powerful rhetorical devices, shaping public perception and expectations.

CONCLUSION

Phraseological expressions with proper names in media discourse serve as powerful tools for shaping public perception, reinforcing cultural values, and conveying complex ideas in a concise and expressive manner. The study reveals that Uzbek media predominantly utilize historical and cultural figures to emphasize national identity, while English-language media employ a mix of historical icons and contemporary celebrities to maintain relevance in a globalized discourse.

The communicative function of phraseological units in media texts is multifaceted: they provide historical continuity, create strong associations, and enhance the rhetorical impact of journalistic and advertising materials. Moreover, with the rise of digital communication, there is a noticeable shift toward

incorporating modern personalities into phraseological discourse, particularly in online platforms and social media.

Ultimately, phraseological units with proper names are not merely linguistic expressions but cultural markers that reflect societal values, historical consciousness, and contemporary trends in media discourse. Further research could explore how these expressions adapt in multilingual and cross-cultural contexts, particularly in the context of globalized media and digital communication. Additionally, a deeper analysis of how these expressions are understood and interpreted by audiences from different cultural backgrounds would provide valuable insights into their broader communicative impact.

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