

The Role of Units Expressing Attractiveness in media Discourse as a Communicative Strategy

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ABSTRACT

This article examines the role and significance of attractiveness-expressing units used in communication on social media, which is continuously developing in the era of globalization, within communicative strategies, and explores their scope of application and social characteristics. The study analyzes the specific functional features of linguistic units in attracting audience attention, effectively conveying information, and enhancing communicative impact in the contemporary media environment. Particular attention is paid to the use of lexical, syntactic, stylistic, and pragmatic means that create attractiveness in media texts, as well as their influence on attracting the addressee's attention, arousing interest, and shaping the process of information perception. The strategic potential of headlines, evaluative units, emotional-expressive devices, figurative expressions, and other communicative elements is also examined.

Keywords: Social media, personal communication, communicative context, emotive unit, communicative strategy, sociolinguistics, media linguistics, emotive function, verbal communication, nonverbal communication.

INTRODUCTION

It is impossible to imagine the contemporary era of globalization without the Internet and social media. Nowadays, people's lives are closely interconnected with social media. Social media plays

a significant role in receiving and sharing information in our daily lives, as well as in keeping up with the global flow of information. This is because, in today's rapidly developing world, digital communication and the prompt exchange of information have become an integral part of human life.

In recent years, the development of modern information and communication has rapidly penetrated all spheres of society. Today, studying and analyzing changes in language and speech activity is regarded as an important issue. Under new communicative conditions, the scope of language use is expanding in various forms of social networks, finding its expression in the context of digital discourse. In such a communicative environment, language units are manifested not only in transmitting and receiving information and staying informed about the information world, but also in expressing social, cultural, and pragmatic relations.

The manifestation of language and style in digital information sources is closely related to such features as speed, interactivity, compactness, and multimodality. The active use of new lexical units, neologisms, abbreviations, graphemes, and emotive units in online texts, as well as their integration with visual and graphic elements, demonstrates the dynamically developing nature of the language system. Such processes necessitate the reconsideration of the linguistic and stylistic capabilities of the language and the scientific study of communicative characteristics inherent to the digital environment.

RESEARCH METHODOLOGY

The specificity of the information age largely determines the processes taking place in global science and influences many directions of social progress. In particular, this finds expression in a number of modern linguistics branches such as sociolinguistics, pragmalinguistics, discourse analysis, and mediallynguistics.

1. **Sociolinguistics:** [lat. *socialis* – social + linguistics; coined by G. Curry] a branch of linguistics that investigates

problems such as the social nature of language, its role in society, social functions, and the impact of social factors on language.

2. **Pragmalinguistics:** a distinct branch of linguistics that studies “the selection and application of linguistic units in the communication process, as well as the issues concerning the impact of these applied units on the participants of communication.”
3. **Discourse analysis:** a field that studies language and text-related processes in the context of their application across various spheres of society. discourse analysis investigates types of discourse such as oral, written, and media speech. how meaning is shaped and conveyed through language and text, the functions and goals of discourse, its structure, and its impact on interpersonal communication as well as on the formation of social and cultural norms and values are the main issues of discourse analysis. many specialists recognize discourse analysis as one of the directions of communicative linguistics.
4. **Medialinguistics:** A branch of linguistics that studies the language of modern mass communication presented by print, audiovisual, and mass media.

As can be seen, a number of modern directions arising from the recent development of linguistics investigate the specific characteristics of communication in the process of informatization of social life.

ANALYSIS AND RESULTS

In the 21st century, characterized by the rapid development of internet communication, the overall indicators of a large number of social media users ranging from online media and internet channels to bloggers and individual users are steadily increasing. This growth is forming in harmony with changes in the general structure, semantics, and stylistics of network texts. The diversity of texts in social networks finds its expression in various posts

transmitted by users, as well as in media content generated with the help of artificial intelligence.

The main principles of medialinguistics are reflected in T. G. Dobrosklonskaya's doctoral dissertation entitled 'Theory and Methods of Medialinguistics,' in which the scholar notes that medialinguistics has traveled a long path over the years and groups independent scientific research fields around a core theme. It provides detailed information on determining the status of mass media, distinguishing mass media discourse, the general typology of media speech, and data concerning the production, distribution, and reception of media texts.

In the communicative practice of social networks, changes occurring as a result of the rapid spread of information exchange lead to alterations in the principles of interaction between the virtual environment and speech. Consequently, emotionality associated with the speaker/listener's psychological trait of attitude toward world reality affects the speech-generation process and becomes linked with emotiveness as a distinct language category possessing not only semantic but also pragmatic parameters.

Communication is a complex mechanism in which numerous linguistic and non-linguistic factors are utilized. Communication can express not only the logical content of information but also the speaker's psychological state, feelings, and desires. In such cases, language begins to perform its emotive (emotional-expressive) function.

Regardless of whether the communication process is carried out orally or in writing, it involves not only the use of various language units but also the manifestation of emotional diversity characteristic of the speaker. That is, speech does not merely involve an exchange of thoughts, but emotional expressions also genuinely affect the participants in the communication process. Regarding the history and significance of emotions in linguistics based on his research, V. I. Shakhovsky states: "Linguistics realized relatively late that emotions are part of its subject matter, and due to a lack of sufficient knowledge about them, it did not form the main approaches to research in the sphere of feelings for a long time. However, in modern linguistics, a special research

direction in emotions emotiology has emerged as a complex of theoretical approaches aimed at studying the linguistic existence of feelings.”

In modern linguistics, when expressing oral and written forms of speech activity, emotions are generated through various language units. Scholars have acknowledged that when discussing the linguocultural paradigms of concepts related to feelings, the issues of the cultural landscape of the linguistic expression of emotions are implied. Accordingly, figurative expressions related to feelings within a certain culture, their situations of actualization, and "nomination" arise in a diverse cognitive order within the ethnos of a speech community based on the culture and values of that society.

Social network communication is written-recorded oral communication, which is why users strive to graphically reflect the phonetic means of expressing emotions. The main tool for achieving the desired result is the repetition of sounds, with the help of which the speaker or listener tries to make it appear as though they are pronouncing a word or phrase during communication. In this process, all letters in words are capitalized, and sometimes instances of repeating the exact same letter multiple times are observed.

In internet communication, it is not always possible to use the non-verbal methods of expressing emotions (tone, facial expressions, gestures) that exist in oral communication; therefore, utilizing other language units such as emoticons and “likes” to express this is considered much more effective.

In linguistics, emotive units are linguistic tools that express the speaker's emotions, attitude toward the speech situation, and mood. In addition to giving additional meaning to speech, they can also impart emotional coloring.

“Today, in the process of globalization, studying the specific characteristics of emotive units in various languages is of great importance in linguistics. According to statistical data, over the past decade, the significance of emotive units in speech culture and communication strategies has been increasing. For example, according to a study conducted in the USA in 2022, nearly 65% of communication in English speech involves emotive means.

Similarly, this indicator is around 55% in the Uzbek language, demonstrating the widespread use of units expressing emotions.”

As understood from the analysis results, emotive units, as an integral part of communication, reflect a person's emotional state in communication, enrich the content of speech, and ensure the effectiveness of communication. Emotive units are language units that serve to express human emotions such as joy, anger, surprise, fear, regret, affection, and hatred. These units are actively used in the phonetic, lexical, morphological, and syntactic levels of language. For example:

- *Voy!* – surprise or regret
- *Eh!* – sorrow or regret
- *Ajoyib!* – joy and high evaluation
- *Bechora* – a feeling of pity

According to L. G. Babenko, “the main groups of emotive collocations/words are grammatical and semantic. Grammatical groups include emotive verbs, nouns, adjectives, adverbs, emotive words belonging to the category of state, and interjections. Semantic groups include the functional-semantic group of words denoting an emotional state, the formation of an emotional state, emotional impact, emotional attitude, and emotional words and adjectives expressing feelings externally.”

Verbal emotive units are frequently manifested in emotional lexicon (“Zo‘r!”), interjections (“Wow!”), evaluative units (“Ajoyib!”), and expressive phrases (“Juda xursandman”).

Non-verbal and paralinguistic emotive units include the following:

1. **Emoji:** Small pictograms or pictorial symbols used in digital messages and internet pages to visually represent emotions, objects, places, or actions. This word actually originates from the Japanese language, formed by the combination of “e” (picture) and “moji” (character/letter), meaning “picture-character.”



2. **Emoticon:** (English “emotion icon” “feeling sign”) a set of characters made from letters and punctuation marks (such as adjacent dots, commas, parentheses) used in text messages to express human emotions, moods, or gestures.
 - :-) or) smile, happiness.
 - :-(or (— sadness, grief.
 - ;-) — wink, joke.
 - :-D — laughter, extreme happiness.
 - :-O — surprise.

The modern graphic evolution of emoticons is emojis.

3. **GIF:** Graphics Interchange Format (GIF) is an image file format developed in 1987 by Steve Wilhite at the American online service provider CompuServe.
4. **Sticker:** (English: sticker – label, adhesive) – a ready-made image or label with an adhesive layer applied to one side. They are used in various fields with the following meanings.

The role of a number of the emotive units mentioned above in communicative strategy is manifested in the following.

The process of speech communication and human speech activity is carried out in connection with its diverse aspects, namely: psychological, social, spiritual, cultural, and so on. Since speech communication is both a social and natural process, pragmatics studies it in connection with dozens of facets of human activity. Therefore, while systemic linguistics studies the language system and structure, pragmatics investigates the communication system, such as interaction, the exchange of ideas, communicative goals, interpersonal relationships, the course of communication, communicative activity, and speech strategy.

CONCLUSION

Emotive units, in turn, perform a number of functions as a communicative strategy. Overt or covert forms of expression inherent to the speaker's speech pave the way for communicative strategy. In the process of communication, the exchange of information between communicators takes the lead.

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