

THE PLACE OF THE MASS MEDIA LEXICAL TERMS AT THE LEXICAL LEVEL OF THE LANGUAGE SYSTEM

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***Annotation.** This article analyzes the status of the mass media in society, the features of their use as a means of influencing the public consciousness, and the lexical units used by language speakers. Also, active and passive verbalizers used in communication through newspapers, magazines, radio, and television are structurally and semantically studied.*

***Keywords:** newspaper, magazine, radio, television, cognitive formation, verbalizer, conceptual and information model, social practice.*

The widespread penetration of the computer into the life of society opened the door to opportunities for citizens to receive information. The universal declaration of human rights reflects the fact that each person has the right to have their own thoughts and views, as well as to freely State them. The widespread penetration of the computer into the life of society opened the door to opportunities for citizens to receive information. The Universal Declaration of human rights reflects the fact that each person has the right to have their own thoughts and views, as well as to freely State them. The fact that this right does not prevent adherence to its views guarantees the freedom to seek, obtain and disseminate information, ideas and views by all means, regardless of the borders of the state.

The International Covenant on civil and political rights reflects these same views. The International Covenant on civil and political rights reflects these same views. Such views are also expressed in the Constitution of Uzbekistan, the law “on guarantees and freedoms of access to information”, “on freedom of conscience” and a number of other laws.

As one of the directions of the establishment of civil society and the development of self-government, it is envisaged to improve the current information mechanism, including the media.

Uzbekistan has free communication methods and traditions that serve the processes of building civil society. As one of them, it is possible to cite direct broadcast as well as electronic media on the Internet.

In the course of the formation of civil society, the media becomes one of the components of self-government. In the course of the formation of civil society, the media becomes one of the components of self-government. Therefore, it is a normal and constant state of affairs for citizens living in a certain area to express their thoughts, views, engage in communication, discussion directly on the air, through the electronic and periodical print press.

Hence, in this place, journalism takes an active part in the management of the life of society by taking the field as the main social institution and highlighting the achievements and shortcomings of the reforms carried out in different areas. Hence, in this place, journalism takes an active part in the management of the life of society by taking the field as the main social institution and highlighting the achievements and shortcomings of the reforms carried out in different areas.

Journalism is equally involved in all spheres of society's life. Therefore, its role as a social institution cannot be imagined either from the economic, political, spiritual, educational and ideological, social processes in society.

If the task of reporting journalism in some other areas is not prioritized, then the role of journalism as a means of information in the social sphere plays a key role. If the task of reporting journalism in some other areas is not prioritized, then the role of journalism as a means of information in the social sphere plays a key role. It can be seen from this that the information and communication role of the press.

Those who say that editorial offices only act as intermediaries in the delivery of information are mistaken in dialogue. The editorial office has the authority to edit and analyze events, news, without compromising their content. It can be seen from this that the reputation, future of the hero of a message, article, reportage or material written in another genre, the attitude of people towards him or how the formative attitude towards a particular event in members of society will largely depend on the diligent approach of the journalist to his task. It can be seen from this that the reputation, future of the hero of a message, article, reportage or material written in another genre, the attitude of people towards him or how the formative attitude towards a particular event in members of society will largely depend on the diligent approach of the journalist to his task. If it does not arise from the interests and aspirations of the whole society, but, on the contrary, covers events from the point of view of the interests of certain groups, the prepared information can be nonlinear.

From the point of view of the effect of the information and communication role, it will be necessary to comprehensively analyze the content of the Press messages. From the point of view of the effect of the information and communication role, it will be necessary to comprehensively analyze. It serves to form a certain value, tradition, tradition, attitude, moral-spiritual and artistic-aesthetic views in the minds of members of society. For example, the media plays an important role in shaping public opinion on environmental protection, solving environmental problems, or preserving national and cultural identity.

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Propaganda. It is derived from the Latin word "propaganda", meaning "dissemination". The functions of journalism as a social institution can be classified as follows:

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Journalistic advocacy will be directed towards influencing the minds of society members.

Agitation. Derived from the Latin word "agitatio", meaning "to set in motion".

Derived from the Latin word "agitatio", meaning "to set in motion". The influence on the consciousness of the audience through the creation, showing a model, a means of spiritual incentive. Derived from the Latin word "agitatio", meaning "to set in motion".

The influence on the consciousness of the audience through the creation, showing a model, a means of spiritual incentive to perform a certain behavior, imitation, follow, form the basis of agitation.

Agitation differs from propaganda in that it lacks theoretical generalizations, accuracy of sources and materials, and rapid delivery.

Of course, the position of the press in the formation of public opinion, which is considered a huge driving force of social progress, cannot be denied. Of course, the position of the press in the formation of public opinion, which is considered a huge driving force of social progress, cannot be denied. But it should not be forgotten that of course, the position of the press in the formation of public opinion, which is considered a huge driving force of social progress, cannot be denied.

But we should not forget that the press is directly connected with all the elements that make up the public consciousness, its various manifestations, as well as with social practice. It is in practice that the activities of journalists produce the desired result, namely in terms of influencing the behavior of the population and individuals.

It should be noted that the task of journalism is manifested in a transforming, reorganizing impact on practice, proceeding from the interests and concerns of society, man, and the goals of social development [1].

According to L. Vygotsky, speech embodies the unity of generalization and communication, communication and thinking [2]. Based on this, the study of vocabulary requires addressing two aspects: on the one hand, the aspect of its creation and development, and on the other, its activity. In the process of creating a new vocabulary, that is, as a result of nominative activity, there is a fixation of fragments of the individual's activity experience in the vocabulary.

The tasks and goals of the theory of nomination are "to study and obtain how reality, reflected in the categories of thought, is embodied in the meanings of linguistic forms, how it affects the formation of people's thinking and practical activity. the perception of linguistic signs, their semantic structure and rules of operation; to study the organizational role of language forms in the process of sign formation, the influence of concepts (as logical forms) on the transformation of linguistic meanings. means and methods by which the diverse facts of reality reflected by the human mind are expressed in language" [3].

The formation of a sign is always a process of transforming the facts of reality into linguistic signs and categories, reflecting the social experience of native speakers, their subjective and pragmatic assessments. Language is an integral part of consciousness, its tool [4].

It is customary to describe the processes and structure of nomination acts on the basis of the three-term relationship ("semantic triangle") "truth-concept-name". Each component of this universal-logical relationship of nomination is enriched with features inherent in the division of the world in a particular language in its own language image. The division of the world, in turn, is culturally conditioned. Culture is the space in which the personality is formed, and semiotic relations should be considered in the context of culture.

The process of indicating candidates depends on national and cultural identity. As V. Telia noted, the division of reality "corresponds to the objective plane of meanings, forming a map of the world: like a map, it reflects reality on a different scale".

Languages differ not only in grammar and vocabulary, but also in the national and cultural specifics of the division of the world - the location in it of elements, features and phenomena that are important for a particular people and its ecological sphere. V.Telia figuratively calls the meanings of nominative units “colors” for this picture of the world [4].

The field of lexical meanings is a reflection of knowledge about the world, woven from the cultural and linguistic experience of a particular language community. This word is “the collective memory of native speakers”, “a monument of culture”, “a mirror of the life of the nation”. The word has a collective function, because the word “definitely expresses something outside the system of means of expression, ... it expresses what is called extralinguistic content” [5].

The expansion of the old and the emergence of new nominative directions in the 20th century, associated with the rapid development of science and the media. However, the development of the nominative function of the language is reflected not only in the expansion and renewal of the conceptual scope of names, but also in the change in the methods of nominativeness.

In different periods of language development and in different languages, different types of nominative formation prevail, certain types of active nominative processes operate. There is a direct connection between nominative and communicative activity. “The naming of an object or state is not only a process of designation, but also a process of cognition and communication”[6]. S.B. Pryadko also emphasizes that “word formation as a formation is not static, but dynamic, that is, it is directly related to the communicative function of the language” [7].

The semasiological aspect of the study of word meaning is of particular importance from the point of view of the speech activity approach to the linguistic phenomenon, taking into account the relationship between thinking and language, culture and language, etc. The aspect of linguistic units is considered from the point of view of subject-orientedness, i.e. the relationship of linguistic units with the extralinguistic subject sphere as a means of designation, naming the latter. Semasiological and onomasiological approaches - consideration of a lexical unit from the point of view of the transition from the form of expression to meaning (corresponding to the activity of the listener) and from meaning to form (corresponding to this form. speaker's activity). Such a combination of these two approaches corresponds to the principle of anthropocentrism, which underlies linguistic research in recent years.

This principle is also associated with the formation in recent decades of a new communicative-pragmatic research paradigm based on the principle of activity in linguistics. In this regard, we can talk about the possibility of a pragmatic approach to units of all language levels, including lexical level units.

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