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ТОШКЕНТ – 2022

Sultonov Sh. 14-15 yoshli erkin kurashchilarning mashg'ulotlar rejasini haftalik mikroskillarda samarali tashkil qilish metodikasi.....	146
Тошев О. Мультикультурализм сиёсати: кўпмаданиятли жамиятларда хавфсизлик кафолати сифатида (Марказий Осиё ва Ўзбекистон контекстида).....	149
Тошпўлатова М. Тил ўқитишда корпуга асосланган ёндашувга оид тадқиқотлар шарҳи.....	152
Turg'unov A. Atom tuzilishi mavzusini tushuntirishda venn diagrammasidan foydalanish.....	155
Fayzullayev B., Tursunmetov K., Xolboyev Y. Elementar zarrachalarning standart modeli va o'zaro ta'sirlashuvlarni o'rganish metodikasi (2-qism).....	158
Khakimov O., Jaloliddinova S. Depressiyaning inson hayotiga ta'siri.....	161
Xojiyeva S. Bo'lajak kimyo o'qituvchilarining 4+2 amaliyotida metodika tayyorgarligini rivojlantirish.....	164
Xolmatova Z. O'quvchilarda kompetensiyalarning shakllanganlik darajasini diagnostika qilish usullari.....	167
Khudaykulova F. Actual problems of preparing primary classes for international assessment research programs (girls, timss, example).....	170
Xusanova F. Boshlang'ich sinf o'quvchilariga to'garaklarda kombinotorika elementlarini o'rgatish yo'llari.....	173
Хайдарова С. Бўлажак география фани ўқитувчисининг касбий компетентлигига қўйиладиган талаблар.....	176
Shadiyeva N., Jo'rayev A., Shoimov A. Bo'lajak o'qituvchilarni kasbiy faoliyatga tayyorlashda dasturiy ta'lim vositalarining o'rni.....	179
Шайманова А. Интеллектуал мулкдорлар қатламининг инсон манфаатларини рўёбга чиқаришдаги ўрни.....	182
Шоназаров У. Жисмоний маданиятни ривожлантириш илмий парадигмаларига доир баъзи мулохазалар.....	185
Эгамбердиева Т., Болтаева М. Бўлғуси тарих ўқитувчиларда тарихий идеалларга доир билимлари асосида умуммаданий компетентликни ривожлантиришнинг назарий-услубий жиҳатлари.....	188
Yuldashev D. Jamiyatni modernizatsiyalashda yoshlar siyosiy va huquqiy ongini takomillashtirish omillari.....	191
Филология	
Абдувахובה М. Фольклор дискурсининг паратекстуал имкониятлари.....	194
Абдулхаева М. Ўзбек тилшунослигида синоним турларини ўрганилиши.....	197
Алибекова З. Ўзбек тилшунослигида абстракт отлар муаммоси.....	200
Аллагарова З. О'zbek tilidagi o'z qatlam agroterminlarining lisoniy-struktur xususiyatlari va o'zbek tilini boyish manbalari.....	203
Аннакулова У. Саломат Вафо и её герои в фольклорной оправе.....	207
Ahmedova D., Nuriddinova D. Izohli lug'atdagi semantik izohlar va ularni semantik kengaytma sifatida qayta ishlash.....	211
Базаров С. Нормурод Норқобилов романларида образ табияти ва рухий изтироблар тасвири.....	215
Бекмуротова Ш. Замоनावий немис тилидаги жуфт сўзлар ва уларнинг универсал характери.....	218
Бердиёрова Р. Фразеологик бирликларни семантик-структур ўзгартириш (сўз кистириш).....	222
Bolibekova M., Bahronova M., Jabbarov Z., Musinova Z. Semantic analysis of terms relating to the field of soil science.....	226
Goipova S. O'zbek tilida "Ko'ngil" leksik-semantik maydonining tadqiqi.....	229
Juraeva M. For the functional and discourse analysis of the french press headlines.....	232
Имянинова Ш. К вопросу об особенностях фразеологизмов и терминологического хаоса во фразеологии немецкого языка.....	235
Исмоилова Н. "Қуръони Қарим" теолонгвистик тадқиқот объекти сифатида.....	238
Йўлдашева Х. Бадний матннинг адресант омилга асосланган соціопрагматик типлари.....	241
Kurbanova Ch. Abdulla Oripov she'riyatida mifologik obrazlar.....	245
Qarshiyeva F. Muhammadjon Hakimovning "Alisher Navoiy asarlarini ko'chirgan xattotlar" nomli risolasiining ilmiy ahamiyati.....	249
Qodirova R. No'mon Rahimjonov faoliyati adabiyotshunoslar nigohida.....	252
Қурбанова Н. Тиббий ходимлари нутқининг социолонгвистик хусусияти.....	254
Мадиева М. Брендларнинг номланишида экстралингвистик омиллар.....	256
Маматқулова Ф. Кулинароним таркибли фразеологизм ва мақолларни қиёсий лингвомаданий жиҳатдан ўрганиш.....	259
Мамурова М. "Ғазнавийлар" романининг бадийяти.....	262
Махмудова М. Қариндошлик маъноли баъзи изоҳловчилар генезеси.....	265
Нурманова С. Сирожиддин Саййид шеърларида меҳр лисоний мужассамлашуви.....	268
Rasulova N. Maktabgacha ta'lim sohasini rivojlantirishda xorijiy ta'lim tajribalaridan foydalanishning nazariy metodologik asoslari.....	271
Садуллаев Ф. Ҳенри Жеймс ижодида инсон руҳияти тасвирининг бадний-эстетик вазибалари.....	275
Toshpo'latova X., Normamatov F. Reklama shiorlari tarjima birligi sifatida.....	279
Тўрақулова О. Тиббий терминологиянинг этимологик ва функционал жиҳатлари.....	282
Fauziyeva S. Abdulhamid Majidiy-mumtoz adabiyot munaqqidi.....	285
Хамдамова Г. Мақоллардаги маъно хусусиятлари.....	288
Хатамова Д. Муқобиллик ва эквивалентлик таржимашуносликнинг бош категорияси сифатида.....	291
Хожиев Ю. Тилшуносликда "дўстлик" концепти орқали миллий характерларнинг фарқлиниши.....	294
Choriyeva A. Sinxron tarjimada frazeologik birliklarni tarjima qilish usullari.....	297
Шамсиева М. Билингвал болалар тил қобилиятлари тадқиқи.....	301
Шарипова Г. Стереотип как традиционной национальной картины мира.....	304
Шоймардонов И. Болалар ўйин фольклорида бадний тасвир воситаларининг ўрни.....	308
Yuldashev F. "Ma'naviyat" leksik-semantik kategoriyasining mikrosistemalari.....	311



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FOR THE FUNCTIONAL AND DISCOURSE ANALYSIS OF THE FRENCH PRESS HEADLINES

Annotation

In our article we are talking about the names of the French written press. These include how journalistic bodies understand them as a linguistic fact with its own nature, structure and mechanism. In the same spirit, this contribution aims at a better understanding of the naming language of the French written press, as we try to highlight its various communicative functions, as well as the possible discursive rates that determine the composition of the print media.

Key words: title, paradoxal title, introductory summary, title-quotation, subject of the title, abbreviation, resource bases.

ДЛЯ ФУНКЦИОНАЛЬНОГО И ДИСКУРСИВНОГО АНАЛИЗА ЗАГОЛОВКОВ ФРАНЦУЗСКОЙ ПРЕССЫ

Аннотация

В нашей статье речь пойдёт о названиях французской письменной прессы. К ним относится то, как журналисты понимают их как лингвистический факт со своей собственной натурой, структурой и механизмом. В том же духе этот вклад направлен на лучшее понимание языка названий французской письменной прессы, поскольку мы попытаемся выделить её различные коммуникативные функции, а также возможные дискурсивные проблемы, которые обуславливают состав печатного СМИ.

Ключевые слова: заглавие, парадоксальное заглавие, вводное содержание, заглавие-цитата, речь, предмет заглавия, аббревиатура, ресурсные базы.

FRANSUZ GAZETA SARLAVHALARINING DISKURSIV VA FUNKTSIONAL TAHLILI HAQIDA

Bizning maqolamiz fransuz yozma matbuotining sarlavhalari bilan bog‘liq. Jumalistik organlar ularni o‘z tabiati, tuzilishi va mexanizmiga ega bo‘lgan lingvistik fakt sifatida qanday tushunishlarini o‘z ichiga oladi. Xuddi shu nuqtai nazardan, ushbu hissa fransuz yozma matbuoti nomlari tilini yaxshiroq tushunishga intiladi, chunki biz uning turli xil kommunikativ funktsiyalarini, shuningdek, bosma ommaviy axborot vositalarining tarkibini belgilay oladigan diskursiv usullarni ta’kidlashga harakat qilamiz.

Kalit so‘zlar: sarlavha, paradoksal sarlavha, sarlavha-iqtibos, nutq, sarlavha mavzusi, qisqartma, manba asoslari.

Introduction. In all records, the title is undoubtedly the same means of identification and designation as a proper name. It can also take on other functions, both communicative and pragmatic, hence the interest in research and reflection on the semantic dynamics of the title. Many researchers have worked on the analysis of titles in linguistics. J. Ricardou, studied the titles of novels from a rhetorical point of view, C. Grivel made a study on the semantics of titles, for C. Douchet the title would be a hinge of the literary work and the social discourse, and J. Rebeyrolle affirms that the title assumes functions of structuring and organizing the content of the discourse.

Today, headlines generally rely on unconventional patterns in all languages, including the French press. For a long time, the principles of the practice, which should have been clear and concise, were replaced by the opposite. In general, the time of "freedom from copyright" has come - numbers, abbreviations, proper names, colloquial words and slang, fragments of English have been used as titles.

Based on the study of existing scientific works on the study of titles, we present below the principles of organization of the titles found in the French press, taking into account the content and style of presentation of titles:

Enunciative clause is used to inform more news. The style of informing the message of this title is to present the essence calmly and simply. Often, the title is like a great report that explains the situation and a guide that takes the reader into the "landscape":

New Minister of Communications in Venezuela
Venezuela in Washington's crosshairs

The total solar eclipse covered half the planet in three hours

Government denounces FBI harassment
Venezuela confirmed the volleyball home run
Three billion cheat the Bands
The viaduct has fallen
Millions of people around the world without drinking

water
Naming of the title. Today, the specific "naming" of situations or descriptions of people is often used in a mocking or playful tone for reports and portrait interviews:

I have an excuse to be arrogant (Djorg Kluni)
I've always had an entrepreneurial attitude (Eleidy

Aparicio)
Since the beginning of the day I've been in a good mood

"Sweet Eater" of Flesh and Bone (Jose Bernardo Perez)

Title can be – introductory summary or commentator (we can also say descriptive). A tongue-in-cheek "explanatory" title is not uncommon. These titles provide additional options for commenting on the text.

Paradoxical title. Such a title arouses the enthusiastic, surprises the reader and sometimes artificially increases the importance of a quick and unimportant message. There is intrigue, excitement in the paradoxical title. The main task of such a headline is to grab the reader's attention, arouse interest in the article, and sometimes exaggerate the importance and significance of the material presented in the article:

A two-faced cat was born in Argentina

"The trick is to dance" to be able to go to Mexico
 All rights are in danger
 Pawnbrokers will be inspected
 The skeletons are the witnesses
 Tom Cruise will eat his son's placenta

The names in the title, the names of the participants of the event increase the interest of the text. Sometimes they directly use the famous case of the same surname. Using proper names in the title, mentioning the participants of the event increases the interest of the text:

Forward Beak Martins
 Carlos Silva regained control
 They find the lifeless body of Filipo Sindoni
 Barry Bonds looking to break home run record
 Gustavo Santaolalla will produce the Schola Cantorum

recording
 Spaniard Fernando Alonso won the Bahrain Grand Prix

Title-quote. This type of title is effective and common, and it can provide direct links. Quotations may be given with direct reference to sources. An impression of trust is created:

"No to crime", said the cardinal

Priests should not get involved in politics (The Cardinal)

There must be a political agreement on the CNE (Jose Virtuoso)

In short, we can say the current trends are as follows: the headings are getting bigger in size, their communicative functions are increasing, their content and information side, condescension to the irony of the author. The influence of the "speech mode" is also clearly visible.

If we take into account the functions listed above, the notion of "the object of the title" becomes clear. The purpose of the title is above all to clearly convey the brief content of the topical text, to attract the reader's attention and thus influence him to some extent.

In the modern world, it is difficult to gauge the influence of mass media on people's minds. The quality of information, the style and method of its presentation have an impact on the recipient, forming a clear view of the world. Newspaper discourse has a number of characteristics, one of which is metaphorical language. But before studying the characteristics of newspaper discourse, it should be noted that the concept of "discourse" is a complex and ambiguous phenomenon. There is no universally accepted definition, as the scope of the term is very broad and the angle of view is important.

The concept of "discourse" can be considered from the point of view of linguistics, literary criticism, semiotics, sociology, philosophy, ethnology and anthropology. The definition of the concept of "discourse" from the point of view of cognitivists is of particular interest. According to E.S.Kubryakova, "speech should mean the actual process of speech, the cognitive process related to the creation of speech work, and the text is the final result of the process of speech activity".

N.D.Arutyunova defines speech as follows: "extralinguistic text – pragmatic, socio-cultural, psychological and other related text, the text received under the aspect of

reality, intentional social action, speech considered as a component involved in human interactions, mechanisms of their consciousness (cognitive processes). The discourse is "a discourse immersed in life".

Returning to the newspaper discourse, it should be noted that the newspaper is a type of mass media, that is, the typical characteristics of mass media in general are characteristic of the newspaper discourse. M.V.Grecikhin's definition of media discourse fully reflects the essence of newspaper discourse, i.e. he defines discourse as "a mechanism of social regulation that shapes public consciousness by forming and multiplying cognitive meanings, axiological and socially significant regulations".

Print media researchers pay particular attention to newspaper headlines, which are an integral part of news material. The first thing the reader will encounter is the title of the article. The title is a compass that helps the reader not only to easily, quickly and accurately navigate through various newspaper documents, but also to familiarize himself with the contents of the newspaper, choose the most interesting for him, and then start reading.

Headlines occupy a special place in the text of the newspaper, because the reader first looks at the headlines of the articles and only then begins to read the text with the title that interests him. Titles perform a necessary journalistic function, as they are displayed not only in the press, but also in the bibliography, and are also available in resource bases, archives, Internet pages, etc. In addition, short titles convey informative content or, performing an important pragmatic function, evaluate detailed information in the article.

Today, the flow of information is so strong that it requires the formation of opinions, values and ideals of information consumers, mastery of the language of mass media, i.e. the press written and spoken, and the ability to analyze media texts.

It's no secret that it's customary to watch the biggest headlines on the front cover of newspapers and magazines, and then on the following pages. The correct choice of colors, the clear and vivid expression of images or the placement of messages in the subject are also press rules. Through the catchy headlines, the journalist discovers the direction of the news, the factors, the causes, the methods and their interaction.

From a stylistic point of view, formality and precision, brevity are characteristic of advertisements and announcements. The use of conjunctions and adverbs to cover social and political material is a characteristic feature. For entertainment-themed material, you can refer to the art style. This communicative expressiveness is clearly visible in affecting the feelings of the gazette, giving the spirit uplift.

Conclusion. In conclusion, despite the rapid development of the technological era, the newspapers and magazines published by the French written press have millions of fans, because the social, political, spiritual and educational contents presented to the public by the publishers are daily, weekly, monthlies are aware of the quality and timeliness of the information in the annual press. In France, we can say that the media are never forgotten by the reader.

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