

## **The Appearance of Expressiveness in Media Language**

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**Abstract:** This article talks about the subjective attitude to the text of information transmission in the context of the expressiveness of the text of information transmission, the quality of speech that ensures the completeness of the text - the analysis of language that increases the effectiveness, pay attention to the trends of expressiveness.

**Keywords:** impressionability, expressiveness, media language, genre, lexicon, visual, style, language tools.

The media is a new formation that today is at the center of language processes. This is a modern model of a national language in which the literary and non-literary spheres are in a state of constant influence. Under such conditions, we can say that the media become a kind of polygon that allows different linguistic means to interact with each other. Being absorbent and absorbing by nature, the media include all linguistic means that have acquired socially significant themes and plots, as well as meanings of social assessment.

Due to the lack of a common point of view on the definition and relationship of the concepts of expressiveness and expressiveness, it is appropriate to consider them separately.

Contrary to the opinion of some authors, we cannot say that expressiveness and expressiveness are exactly the same phenomenon. In our opinion, expressiveness is part of expressiveness in a broad sense. Speech qualities allow expressiveness to be fully accepted by the addressee. The expressiveness of journalistic speech is manifested mainly through expressiveness.

Expressiveness is understood as such units of language and speech in which the speaker or writer expresses his attitude to the content of the speech or what the interlocutor said through categories such as emotionality, assessment, imagery, intensity [1].

The use of colloquial words and phrases for expressive purposes in newspaper texts is not new and there are no objections to it (with the exception of vulgarisms and obscene expressions). All this acts as "legitimate" means of expression (evaluation, "hints," emotionality) of the newspaper text. [2].

Expressiveness is based on the genre characteristics of TV-radio. It depends on the direction of the show or broadcast. For example, according to this point of view, scientific radio or teleconversation is a genre of scientific method. That is why the position of journalistic style is still uncertain.

Television and radio are considered as a special speech system. A TV special is a multi-planned event. The position of radio speech is determined by the scope in which it is used. Radio speech, which is carried out in the conditions of open speech, has conditions that allow the use of literary

language and colloquial speech tools coded on the radio air. Radio speech also incorporates the linguistic signs characteristic of this system and is among them. Literary language is used on television in targeted situations to perform a certain social function.

When talking about the modern TV-radio language, it is recognized that in public communication, functional styles show their identity not in their pure form, but in a slightly modified form. For example: "During the surfing competitions in the American state of California, a strong wave unexpectedly rose. At this time, more than 200 people were watching the competition on the beach. Most of them were standing very close to the water. No one expected that the waves would reach a height of 2 meters and hit the shore at a high speed. People started running away in confusion. The waves threw many people onto rocks and iron fences" (TV. "Youth").

This situation shows that the characteristics of mass communication arise from the methods of its conditions and tasks related to them. Such a view complicates the stylistic analysis of several television and radio broadcasts. According to him, some programs are devoid of stylistic nature. Some experts consider similar shows or broadcasts to belong to different styles.

In the same way, the genre of teleconversation is the cause of debate.

The language of public communication has also acquired its own characteristics. In this case, the specific technical characteristics of the mass media, which are important in its practical application, are a decisive factor. For example, the language of television and radio differs from the language of the press in the form of creating oral and written speech. The orality of speech and its synchronicity indicate that the oral press is unique and different from newspapers and magazines, which are a form of written communication. The importance of intonation and tone in performing the main function of such mass media is incomparable. In this case, as in the language of the press, the principle of contrast, stylistic and emotional-expressive coloring, and the use of fundamentally contradictory elements are observed. This is especially evident in various radio broadcasts. However, the number of elements addressing the mass audience in voice speech is relatively large, and all of them are related to rhythm and tone. In the voice speech of the radio and the mirror world, the spoken and written forms of the literary language are used together [3].

Even when thinking about the journalistic style in a narrow sense, the power of oral communication is clearly visible. However, the widespread use of oral communication tools in newspaper language could not change its bookish written nature.

Written and spoken speech types are reflected in radio and television in different proportions. For example, on radio and television, spontaneous (unprepared) oral speech, which includes the main features of journalistic speech, has become the norm. It is also necessary to admit that the use of elements of improvisation has increased in them.

Tele-radio is important for its audio and visual capabilities. It should not be forgotten that intonation, rhythm, tempo and pauses play an important role in television and radio programs. It is necessary to take into account the features of the genre when using intonation and pause [4].

Expressiveness, emotionality and evaluation are the main characteristics of radio and television. Expressiveness in television and radio is carried out mainly through intonation, compared to newspapers. For example: "*Sensitive nature has gifted us with incomparable beauties, which will delight your eyes*", "*Walking in pleasant, airy places, first of all // raises the mood, and most importantly, has a positive effect on health.*", – the effectiveness is increased by defining. "*Today's morning's happiness and freshness are special. Spring has come to our country with beauty, elegance and sustenance. The season of renewal and living will bring warmth, purity, and love to the longing hearts*", "*Our grandfathers began to plant tomorrow's crops, saying, 'When the days have passed and the soil has risen from the ground, it will come to the soil...'*", the painter said, and impressiveness is enhanced by typing fancy words. Spring/rainy season. Have you ever noticed that the air becomes cleaner after the rain has passed? The reason is that /

rain / washes the whole existence and cleans it from dust. That's why, from long ago, our ancestors believed that spring rain gives strength (//) to the earth." (//) – the process of increasing effectiveness of the initiator through intonation is indicated. ("Uzbekistan" TV channel).

The assessment is made by giving various similes and proverbs: "A spider does not immediately throw itself at the prey caught in its web, but first wraps it tightly and sucks its blood only after it is unable to move." while entering the race. How much is the difference between network marketing of Tianshi invest and spider web?" ("Uzbekistan" TV channel).

"The fact that this person, who has one foot in the net and one foot in the basket, does not regret what he is doing, makes one think" ("Uzbekistan" TV channel). "Investigation work to find Kalavani's tip was going on in full swing. The only witness, who was blind and deaf, also disappeared." "As they say, the calf runs to the haystack, now these two friends will have to answer to the law" (Poytakht radio).

Propensity to social evaluation as the most important principle of the journalistic language, general importance from the communicative point of view, underpins some special features of the TV-radio journalistic language and its special expressiveness.

Bright metaphors and unexpected similes in the speech of the radio author help to easily accept and remember it. But it is not appropriate to abuse them. There is also a need for moderation. Otherwise, it will lead to the emergence in the listener's mind of the information that is presented, which is not very accurate or completely wrong.

Expressiveness is also achieved through the use of tools. For example, through a metaphor: "The world is wide, and its landscapes are diverse." Monuments that keep the oldest stories of human history in their bosom, alpine mountains that have been looking at the sky for several centuries, rivers and seas singing noisy songs are the most beautiful wonders of the world" ("O" "Uzbekistan" TV channel).

In radio and television, in most cases, it is observed to increase expressiveness through the use of poetry, proverbs, proverbs, and wise words. For example, "Nerves, nerves, nerves, wasted anger.

These lines are well known to many. Now we want to think about the harm of nervousness, not about poetry" ("Uzbekistan" TV channel). "We have often heard that a good intention is half a state..." ("Youth" TV channel).

Based on the above considerations, it can be said that two trends are noticeable in modern Uzbek mass media: firstly, official style is preserved in official press publications; secondly, the art-journalistic style, which is the product of a mixture of different styles, prevails in entertainment press publications. This, of course, is explained by the fact that the press serves this mass because of the popularization of interpersonal communication.

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