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НАУЧНЫЙ ВЕСТНИК БУХАРСКОГО ИНСТИТУТА ПСИХОЛОГИИ И ИНОСТРАННЫХ ЯЗЫКОВ

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DIFFERENT APPROACHES TO THE STUDY OF COGNITION AND COGNITION

Abstract. *Cohesion and coherence are essential elements of effective communication, particularly in written and spoken discourse. While cohesion refers to the linguistic devices and surface-level connections that link ideas within a text, coherence pertains to the deeper, logical organization and overall intelligibility of the discourse. Investigating these phenomena requires diverse approaches to capture their multifaceted nature. This paper explores different approaches to studying cohesion and coherence, encompassing functional, pragmatic and cognitive approaches. The thesis explores different cohesive devices used in the functional, pragmatic and cognitive approaches. These approaches focus on different aspects of discourse, so the cohesive devices highlighted in each approach vary in their function and the role they play in achieving cohesion and coherence. It highlights the significance of employing multiple approaches to investigate cohesion and coherence comprehensively and underscores their importance in enhancing language and discourse studies.*

Key words: *cohesion, coherence, reference, ellipsis, substitution, lexical cohesion, deixis, discourse marker, implicature, inferencing, mental model, schema.*

KOGEZIYA VA KOGERENSIYA TADQIQIGA TURLICHA YONDASHUVLAR

Annotatsiya. *Kogeziya va kogerensiya samarali muloqotning asosiy tarkibiy qismlari bo'lib, ular yozma va og'zaki nutqning muvaffaqiyatli tashkil etilishida muhim o'rin tutadi. Kogeziya matn ichidagi g'oyalarni birlashtiruvchi lingvistik vositalar va yuzaki bog'lanishlarga ishora qilsa, kogerensiya esa matnning chuqur mantiqiy tuzilishi hamda umumiy tushunarli bo'lishini ta'minlaydi. Ushbu hodisalarni har tomonlama tadqiq qilish ularning murakkab va ko'p qirrali tabiati tufayli turli metodologik yondashuvlarni talab etadi. Mazkur maqolada kogeziya va kogerensiya funksional, pragmatik va kognitiv yondashuvlar nuqtayi nazaridan tahlil qilinadi. Tadqiqot doirasida ushbu yondashuvlarda qo'llaniladigan turli kogeziv vositalar ko'rib chiqilib, har bir yondashuvning matn va nutq strukturasining turli jihatlariga yo'naltirilganligi o'ziga xos xususiyat sifatida ta'kidlanadi. Ayniqsa, kogeziv vositalarning vazifalari, kogeziya va kogerensiyaga erishishdagi roli har bir yondashuv doirasida batafsil ochib beriladi. Tadqiqot natijalari shuni ko'rsatadiki, kogeziya va kogerensiyani kompleks yondashuvlar asosida o'rganish nafaqat tilshunoslikka oid nazariy bilimlarni boyitadi, balki amaliy nutq tadqiqotlari rivojiga ham sezilarli hissa qo'shadi.*

Kalit so'zlar: *kogeziya, kogerensiya, referensiya, elipsis, substitutiya, leksik kogeziya, deyksis, diskurs marker, implicatura, inferensiya, mental model, sxema.*

РАЗНЫЕ ПОДХОДЫ К ИССЛЕДОВАНИЮ КОГЕЗИИ И КОГЕРЕНТНОСТИ

Аннотатция. *Когезия и когерентность являются основными компонентами эффективной коммуникации, играя важную роль в успешной организации письменной и устной речи. Когезия относится к лингвистическим средствам и поверхностным связям, объединяющим идеи внутри текста, тогда как когерентность обеспечивает глубокую логическую структуру текста и его общую понятность. Всестороннее исследование этих явлений требует различных методологических подходов из-за юих сложной и многогранной природы. В данной статьи когезия и когерентность анализируются с точки зрения функционального, прагматического и когнитивного подходов. В рамках исследования рассматриваются различные когезивные средства, применяемые в этих подходах, и подчеркивается, что каждый из них ориентирован на различные аспекты структуры текста и речи. Особое внимание уделяется функциям когезивных средств, их роли в достижении когезии и когерентности в*

рамках каждого подхода. Результаты исследования показывают, что изучение когезии и когерентности на основе комплексных подходов не только обогащает теоретические знания в области лингвистики, но и вносит значительный вклад в развитие прикладных исследований речи.

Ключевые слова: *когезия, когеренция, референция, эллипсис, замещение, лексическая когезия, дейксис, дискурсивный маркер, импликатура, инференция, ментальный модель, схемы.*

Introduction. The study of cohesion and coherence in discourse has been approached from a range of theoretical perspectives, each offering valuable insights into the ways meaning is constructed and sustained. These perspectives draw upon diverse linguistic, cognitive, social, and functional frameworks, shedding light on how language is structured and how discourse achieves communicative effectiveness. The analysis of cohesion and coherence involves examining both linguistic elements and the underlying meaning that contribute to the overall organization and clarity of a text or discourse. Three prominent frameworks – functional, pragmatic and cognitive provide comprehensive theoretical foundations for investigating these phenomena. The functional approach, grounded in Systemic Functional Linguistics (SFL) and particularly the work of M.A.K.Halliday, emphasizes the communicative purposes of language in context and highlights its textual, interpersonal, and ideational functions. The pragmatic approach, on the other hand, focuses on the significance of context, speaker intention, and interactional meaning in fostering cohesion and coherence, drawing from theories such as speech act theory, relevance theory, and discourse analysis. Finally, the cognitive approach conceptualizes cohesion and coherence as products of mental processes, emphasizing comprehension and interpretation. This perspective draws on cognitive linguistics, schema theory, and mental space theory, offering insights into how individuals construct meaning through cognitive frameworks and mental models.

Methods. Cohesion and coherence are closely interrelated concepts in discourse analysis. While cohesion refers to the explicit linguistic markers that link sentences together, coherence involves deeper cognitive and pragmatic processes that make a text meaningful and logical as a whole. The functional approach, rooted in Systemic Functional Linguistics (SFL) and heavily influenced by the work of M.A.K. Halliday, explores how language serves specific communicative purposes within a given context. This perspective highlights three key functions of language: textual, interpersonal, and ideational. Cohesion is understood as the use of grammatical and lexical devices to create connections between sentences in a text, such as conjunctions, references, substitution, ellipsis, and lexical ties. Halliday and Hasan's (1976) seminal framework identify these cohesive devices as essential for establishing surface-level links within discourse. In contrast, coherence focuses on how meaning is logically and consistently organized, emphasizing the role of context and situational relevance in interpreting a text. From a functional perspective, coherence is closely tied to the concepts of register – encompassing field, tenor, and mode and genre, which shape the organization and interpretation of meaning within a given communicative setting.

The pragmatic approach highlights the critical role of context, speaker intention, and interactional meaning in achieving cohesion and coherence. Drawing from frameworks such as speech act theory, relevance theory, and discourse analysis, this perspective examines how linguistic elements function within shared contextual knowledge. Cohesion, in this approach, focuses on the use of linguistic signals to indicate relationships, such as deixis (e.g., "here," "now"), presuppositions, implicatures, and discourse markers (e.g., "so," "therefore"). Coherence, on the other hand, is concerned with the logical and communicative relationships between utterances and the broader intent of the discourse. It incorporates Grice's Cooperative Principle and its maxims – quantity, quality, relevance, and manner as analytical tools to understand how coherence is constructed. This approach also emphasizes the role of speech acts, such as requests or assertions, in organizing discourse in a meaningful and contextually appropriate way.

The cognitive approach views cohesion and coherence as phenomena grounded in the mental processes involved in comprehension and interpretation. Drawing from cognitive linguistics,

schema theory, and mental space theory, this perspective emphasizes how linguistic elements interact with the cognitive structures of the reader or listener. Cohesion, in this context, examines how linguistic cues activate mental connections and structures, including the roles of frames, scripts, and prototypes in interpreting cohesive ties. Cognitive discourse grammar further explores how processing constraints influence the construction of cohesion in discourse. Coherence, from a cognitive standpoint, is understood as the process by which readers or listeners use their world knowledge and inferencing abilities to make sense of a text or conversation. According to schema theory, coherence is achieved when discourse aligns with pre-existing cognitive frameworks or mental models. Mental space theory provides additional insights by tracking how speakers and listeners create and integrate multiple conceptual spaces to facilitate coherence, highlighting the dynamic nature of meaning construction in discourse.

Results. Here, we will explore the various cohesive devices employed within the functional, pragmatic, and cognitive approaches to discourse analysis. Each of these approaches emphasizes different facets of discourse, which in turn influences the cohesive devices highlighted within each framework and the roles they play in achieving cohesion and coherence. The functional approach primarily examines linguistic devices that link different parts of discourse, thereby maintaining textual integrity. These cohesive devices facilitate connections between discourse elements, ensuring the smooth flow and coherence of the text or conversation. In the functional approach, cohesive devices include: Reference: pronouns (e.g., "he," "she," "it," "they") are used to refer back to previously mentioned entities; demonstratives (e.g., "this," "that," "these," "those") point to specific elements in the discourse; and articles (e.g., "the," "a") help refer to particular or general objects or concepts. Substitution involves replacing one element in the discourse with another, preventing redundancy. For instance, in the sentence, "I'll take the red one, not the blue one," the word "one" substitutes for the item previously mentioned. Ellipsis involves omitting part of a sentence when it is implied by the context. For example, "John wants to go to the park, and Mary, too" omits "wants to go to the park" from the second clause, which is understood from the context. Conjunctions: coordinating conjunctions (e.g., "and," "but," "or," "for," "nor") link equal parts of a sentence, while subordinating conjunctions (e.g., "because," "although," "if," "when," "while") indicate relationships of cause, condition, time, etc. Lexical Cohesion: This involves the repetition of words or phrases for emphasis or continuity (e.g., "The book was good. I liked the book"), the use of synonyms and antonyms (e.g., "happy" and "joyful," or "hot" and "cold"), and hyponymy, where specific terms represent broader categories (e.g., "dog" as a hyponym of "animal").

Each of these cohesive devices serves a crucial role in ensuring that the discourse remains structured and meaningful, guiding the listener or reader through the narrative and enhancing both comprehension and coherence. In this approach, coherence is achieved by aligning linguistic structures with their communicative functions within a given discourse. This approach emphasizes how various elements of language serve specific social and contextual roles, contributing to the overall logical structure of the text. Key coherence devices in this framework include: *Thematic structure* refers to the way in which sentences or texts are divided into themes (the topic being discussed) and rhematic elements (what is said about the theme). This distinction aids in creating a logical flow of ideas throughout the discourse. For instance, in the sentence, "The cat (theme) sat on the mat (rheme)," the theme introduces the subject, while the rheme provides additional information, ensuring coherence across subsequent sentences or paragraphs. *Information Structure* pertains to how information is organized, specifically distinguishing between given (already known) and new information. By structuring discourse in this way, the approach ensures that new ideas build upon or relate to previously introduced concepts, helping the reader or listener follow the argument or narrative more easily. The functional approach also highlights the importance of the interpersonal dimension of discourse, which involves the relationships between the speaker and the listener (or writer and reader). Coherence in this sense is maintained through cohesive devices such as modal verbs (e.g., "can," "must," "should") that signal the speaker's attitude toward the message, or politeness strategies that manage social interaction and preserve the appropriate tone in communication.

The pragmatic approach emphasizes the crucial role of context in shaping how listeners or readers interpret discourse, highlighting the reliance on shared knowledge, social norms, and inferences. From a pragmatic perspective, cohesion is achieved through markers that signal the relationships and expectations between the speaker and listener, guiding the interpretation of meaning within a given context. Key cohesive devices in this approach include: *Deictic Expressions* rely on the context to define their meaning and include: person deixis, pronouns such as "I," "you," "he," "she," and "they," which are dependent on the social context to identify the referents. Time deixis, temporal terms like "now," "then," "today," and "tomorrow," which are understood relative to the time of the utterance. Place Deixis, spatial references like "here" and "there," which depend on the physical or situational context. Discourse Markers markers play a key role in signaling shifts in the conversation or in providing clarification or elaboration. For instance: Connective Discourse Markers, words like "so," "well," "you know," "anyway," and "actually" guide the listener's interpretation by indicating how different parts of the discourse are related or by signaling a change in topic or emphasis. Fillers, expressions such as "uh," "um," "like," and "I mean" are pragmatic tools that can signal hesitation, provide the speaker with time to think, or help maintain the flow of conversation. *Implicature* involves inferences made based on the cooperative principle, where meaning is not directly stated but implied. For example, in the exchange, "Are you coming to the party tonight?" "I have a lot of work to do," the second statement implies a negative response, suggesting that the speaker is not attending the party. *Presupposition* refers to implicit, assumed knowledge shared between the speaker and listener. For example, the sentence "John stopped smoking" presupposes that John previously smoked. *Speech Acts* are communicative acts that perform specific functions within a conversation. For example: Directives, requests such as "Can you pass the salt?" or "Please open the window" are cohesive because they reflect the social function of requesting an action. Assertions, like "It's raining outside" are tied to the listener's inferred knowledge of the world (e.g., knowledge of the weather). *Contextualization Cues* include various devices that signal the social nature of the interaction and contribute to coherence based on shared social norms. For instance: Politeness Markers, phrases like "please," "thank you," and "excuse me" indicate respect for social conventions and help maintain the coherence of the interaction. The variation in intonation and stress can signal shifts in topic, emphasize certain points, or indicate the conclusion of a subject.

From a pragmatic perspective, coherence in discourse is achieved through the alignment of the speaker's intent with the contextual factors and shared knowledge between the participants in communication. Pragmatic coherence devices play a central role in facilitating this alignment and include the following: *Speech Acts* can be understood as performing a specific communicative function, such as making a request, giving a command, or asserting a statement. The coherence of a conversation depends on how these speech acts align with the broader conversational goals and intentions of the speakers. For example, a request that is followed by an appropriate acceptance contributes to a coherent exchange of meaning between the participants. According to Grice's Co-operative Principle, effective communication is guided by four conversational maxims: quantity (providing the appropriate amount of information), quality (offering truthful and reliable information), relevance (maintaining topicality), and manner (ensuring clarity and order). When these maxims are adhered to, discourse remains coherent; however, violations of these principles can lead to implicature—an inferred meaning that is not explicitly stated. Despite such violations, overall coherence is maintained when speakers attempt to follow these conversational guidelines. Pragmatic coherence is also shaped by relevance theory, which posits that discourse is coherent when the information presented is deemed relevant to the participants, based on their shared knowledge and the situational context. Deictic expressions – such as "this," "that," "here," and "there" – play a crucial role in establishing coherence by directing attention to specific entities within a shared context, ensuring that the communication remains anchored to the context in which it occurs.

The cognitive approach emphasizes the mental processes involved in the interpretation and processing of discourse. From this perspective, cohesion is understood as the mental linking of elements within the discourse, while coherence refers to the mental model that listeners or readers construct to make sense of the information being presented. Key cohesive devices in the cognitive

approach include: *Mental Referents (Cognitive Reference*): pronouns such as "he," "she," and "it" serve to activate mental representations or cognitive referents based on previously activated concepts in memory. These referents help maintain continuity by linking back to earlier information. Cognitive triggers, devices like definite and indefinite articles ("the," "a") trigger specific or general mental representations, prompting the listener to activate relevant concepts based on the context. *Inferencing*: anaphoric Inference occurs when a listener or reader makes an inference based on prior information to interpret an ambiguous or missing reference. For instance, in "She put the book on the shelf. It was heavy," the listener infers that "it" refers to "the book." Bridging Inference, this involves connecting information across sentences that may not be explicitly related. For example, in "John went to the store. He was looking for apples," the listener infers that John's purpose for being at the store is to buy apples. *Schemas and Mental Models,* Schema Theory - cohesion is maintained when discourse elements align with pre-existing mental structures, or schemas, that the listener holds about the world. For example, the schema for "a shopping trip" might include activities such as going to the store, purchasing items, and returning home. Mental Models are cognitive representations of events or situations. Cohesion occurs when new information fits into or updates these mental models. For instance, "John went to the store and bought milk" fits into the listener's mental model of a typical shopping trip. *Lexical Cohesion (Cognitive Connection*): hyponymy refers to the use of specific words that fit into broader categories, such as "rose" being a hyponym of "flower." This creates cognitive links between concepts, aiding in coherence. Synonymy in cognitive processing involves recognizing that words with similar meanings can form cohesive ties by being used interchangeably. For example, "happy" and "joyful" are synonyms that contribute to coherence in discourse. *World Knowledge and Contextual Integration*: the activation of world knowledge, such as common understanding about familiar activities like shopping, plays a crucial role in helping listeners integrate new information into a coherent mental model. This integration is shaped by the context provided by the speaker, allowing listeners to build a coherent interpretation of the discourse.

The cognitive approach to coherence emphasizes the mental processes through which readers or listeners construct meaning by drawing on prior knowledge, cognitive structures, and interpretative strategies. Coherence devices within this perspective include: *Mental Models*: coherence is achieved when readers or listeners construct mental representations of the information presented in discourse. These mental models are dynamically updated as new details are introduced, ensuring that the information remains logically organized and consistent. For instance, in a narrative where a character goes to the store, the mental model evolves as the story progresses, incorporating additional events and details to maintain coherence. *Schemas*, or cognitive frameworks, are activated to help individuals organize and interpret information based on their prior knowledge and experiences. Coherence emerges when the discourse aligns with these pre-existing structures. For example, hearing the phrase "He walked into the bakery" activates a schema for a bakery, guiding the listener's understanding of the context and setting expectations about what might follow. *Inference* plays a critical role in filling gaps within discourse by allowing listeners and readers to derive unstated meanings. For example, when an utterance implies information not explicitly stated, individuals rely on their world knowledge and logical reasoning to make sense of it. Mechanisms such as bridging inferences, which connect ideas that are not explicitly linked in the text, ensure that unstated information is integrated seamlessly into the broader narrative, maintaining coherence. *Cognitive Load*, the effort required to process and integrate information also influences coherence. Discourse is perceived as more coherent when it minimizes cognitive load – i.e., when information is presented in a clear, logically sequenced, and accessible manner. Techniques such as repetition, paraphrasing, and logical structuring help reduce processing effort, enabling readers or listeners to integrate new information smoothly into their existing cognitive frameworks.

Discussion. Each of these above-mentioned approaches provide a unique perspective on the role of coherence in discourse, highlighting how linguistic, contextual, and cognitive factors work

together to create meaningful, logically organized communication. Below we will analyze a sentence from the perspectives of the functional, pragmatic and cognitive approaches to the interpretation of cohesion and coherence: *John went to the store. He bought some milk.*

According to *Functional Approach* pronoun *"He"* serves as a cohesive device, linking the second sentence to the first by referring back to *"John."* This linguistic marker ensures a grammatical and contextual connection between the two sentences. The use of *"He"* maintains textual continuity by preserving the reference to the subject introduced earlier. This allows readers to follow the narrative seamlessly, avoiding ambiguity or confusion. Coherence is established through the logical progression of events: *"John went to the store"* is followed by *"He bought some milk,"* forming a natural cause-and-effect relationship. The sequence of actions aligns the text's linguistic structure with its communicative intent, facilitating understanding. The narrative's logic resonates with real-world schemas (e.g., visiting a store is typically associated with purchasing items), reinforcing the overall coherence.

The pronoun *"He"* operates as a cohesive device within the *pragmatic framework*, relying on the shared knowledge between the speaker and listener to infer that *"He"* refers to *"John."* Pragmatic Markers, although not explicitly present in this example, the successful interpretation of the pronoun relies on presuppositions about the audience's understanding of discourse norms and pronoun usage. Coherence in this example aligns with pragmatic principles, as outlined by Grice's Maxims: *relevance:* the second sentence logically continues the topic of John and his actions, maintaining focus on the narrative; *quantity***:** the discourse provides just enough information to be understood without unnecessary detail, adhering to the principle of informativeness; *manner:* the text is clear, organized, and free from ambiguity, ensuring that the listener or reader can easily interpret the sequence of events. Implicature although not explicitly stated, the context suggests that John went to the store with the intent to buy milk. This inferred purpose relies on shared world knowledge and the ability of the listener or reader to draw logical conclusions based on the discourse.

From a *cognitive perspective*, cohesion refers to the mental representation the listener or reader creates when processing the discourse. Cohesion is conceptualized as the mental linking of elements within discourse. The pronoun *"He"* activates a mental representation that ties the second sentence to the first, ensuring continuity in the narrative. The use of the definite article *"the"* in *"the store"* prompts the reader to activate a specific mental representation of a familiar or contextually relevant store, enhancing the accessibility and relatability of the discourse. Coherence arises as the reader constructs a unified mental model that integrates the two sentences into a coherent narrative. Schema Activation, where the discourse aligns with a commonly held schema for shopping, where an individual goes to a store and makes purchases. This alignment aids in the logical interpretation of the events. We can see inference, where the reader infers that John's purpose for going to the store was to buy milk, despite this not being explicitly stated. This process involves *bridging inferences,* which link discrete pieces of information into a cohesive whole. The simplicity and clarity of the sentences minimize cognitive processing demands, making it easier for the reader to construct and maintain coherence in their mental model.

Conclusion. Functional Approach examines how linguistic features, such as pronouns (e.g., "He") and the logical sequencing of ideas, contribute to maintaining cohesion and coherence in discourse. From the pragmatic viewpoint, coherence is understood through the interplay of context, shared knowledge, and conversational principles, such as Grice's Maxims, which guide the relevance, clarity, and sufficiency of information within the discourse. Cognitive Approach focuses on the reader's or listener's mental processes, including the activation of schemas, the drawing of inferences, and the construction of mental models, which collectively enable meaningful interpretation and integration of the discourse. In sum up, the functional approach emphasizes how cohesion and coherence work to achieve communicative goals, the pragmatic approach focuses on shared knowledge and inference in real-time interaction, and the cognitive approach highlights the mental processes of linking elements and building meaning. Each approach provides a distinct framework for analyzing how cohesion and coherence are achieved, offering complementary insights into the mechanisms that make discourse comprehensible and connected.

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SPEECH COMPRESSION IN MEDIA DISCOURSE: A MULTIFACETED ANALYSIS

Annotation. *This article explores the phenomenon of speech compression in media discourse, examining its various linguistic, cognitive, and communicative aspects. The study highlights the role of compression techniques in enhancing information density, improving audience engagement, and adapting content for different media formats. The analysis considers syntactic, lexical, and phonetic strategies employed in speech compression, as well as their implications for meaning transmission and perception. Additionally, the article discusses the impact of digital media and evolving communication practices on the increasing prevalence of compressed speech in news, social media, and audiovisual content.*

Key words: *speech compression, Media discourse, Information density, Linguistic economy, Cognitive processing, Digital communication, News media, Phonetic reduction, Syntactic compression, Audience engagement.*

MEDIA NUTQIDA NUTQNI SIQISH: KO'P QIRRALI TAHLIL

Annotatsiya. *Ushbu maqola ommaviy axborot vositalarida nutqni siqish fenomenini o'rganadi, uning turli lingvistik, kognitiv va kommunikativ jihatlarini o'rganadi. Tadqiqot axborot zichligini oshirish, auditoriyani jalb qilishni yaxshilash va kontentni turli media formatlari uchun moslashtirishda siqish texnikasining rolini ta'kidlaydi. Tahlil nutqni siqishda qo'llaniladigan sintaktik, leksik va fonetik strategiyalarni, shuningdek ularning ma'noni uzatish va idrok etishga ta'sirini ko'rib chiqadi. Bundan tashqari, maqolada raqamli media va rivojlanayotgan aloqa amaliyotlarining yangiliklar, ijtimoiy media va audiovizual kontentda siqilgan nutqning ko'payishiga ta'siri muhokama qilinadi.*

Kalit so'zlar: *nutqni siqish, Media nutqi, Axborot zichligi, Lingvistik iqtisod, Kognitiv ishlov berish, Raqamli aloqa, Yangilik mediasi, Fonetik reduksiya, Sintaktik siqish, Auditoriyani jalb qilish.*

КОМПРЕССИЯ РЕЧИ В МЕДИАДИСКУРСЕ: МНОГОГРАННЫЙ АНАЛИЗ

Аннотация. *В этой статье рассматривается явление компрессии речи в медиадискурсе, изучаются его различные лингвистические, когнитивные и коммуникативные аспекты. В исследовании подчеркивается роль методов компрессии в повышении плотности информации, улучшении вовлеченности аудитории и адаптации контента для различных медиаформатов. Анализ рассматривает синтаксические, лексические и фонетические стратегии, используемые при компрессии речи, а также их влияние на передачу и восприятие смысла. Кроме того, в статье обсуждается влияние цифровых медиа и развивающихся практик коммуникации на растущую распространенность сжатой речи в новостях, социальных сетях и аудиовизуальном контенте.*

Ключевые слова: *компрессия речи, медиадискурс, плотность информации, лингвистическая экономика, когнитивная обработка, цифровая коммуникация, новостные медиа, фонетическая редукция, синтаксическая компрессия, вовлечение аудитории*

Introduction. The evolution of media has profoundly impacted how we communicate, leading to a concurrent evolution in speech compression techniques. This analysis explores the intersection of speech compression and media discourse, examining its technical advancements, impact on communication styles, and implications for various media platforms. We will delve into the different

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63.	**Akramov Izzatulla Ikromovich** Linguacultural aspects of english aphorisms
64.	**Artikov Azamatjon Xolmurodovich** Linguistic economy in morphology
65.	**Axmedova Muyassar Xadimatovna** O'zbek tili jargonida inson so'zi ifodasini psixolingvistik tavsifi
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