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INTERNET MEDIADISKURSIDA SIYOSIY ATAMALARNING TARJIMASI

Annotatsiya

Maqola zamonaviy ingliz tilidagi ommaviy axborot vositalarida ijtimoiy-siyosiy lug'atdan foydalanishning asosiy xususiyatlarini ko'rib chiqish va xususiyatlarini aniqlashga bag'ishlangan. Mavjud ingliz tilidagi bosma va elektron nashrlarning xilma-xilligini hisobga olgan holda, ularning tili juda ko'p o'ziga xos xususiyatlarga ega. Tadqiqot materiali Britaniya va Amerika gazetalarining (The Washington Post, The Guardian, Mirror, The Times, The New York Times, The New Yorker, The Telegraph, Daily Mail, The Hollywood Reporter) so'nggi 5 yildagi onlayn versiyalaridir.

Kalit so’zlar: Ommaviy axborot vositalari, ijtimoiy-siyosiy lug'atlar, bosma va elektron nashrlar, gazetalar, internet mediakursi.

TRANSLATION OF POLITICAL TERMS IN INTERNET MEDIA DISCOURSE

Abstract

The article is devoted to the review and identification of the main features of the use of socio-political vocabulary in modern English-language mass media. Given the wide variety of English-language print and electronic publications available, their language has many peculiarities. The research material is online versions of British and American newspapers (The Washington Post, The Guardian, Mirror, The Times, The New York Times, The New Yorker, The Telegraph, Daily Mail, The Hollywood Reporter) for the last 5 years.

Key words: Mass media, socio-political dictionaries, printed and electronic publications, newspapers, internet media course.

ПЕРЕВОД ПОЛИТИЧЕСКИХ ТЕРМИНОВ В ДИСКУРСЕ ИНТЕРНЕТ-МЕДИА

Аннотация

Статья посвящена обзору и выявлению основных особенностей употребления общественно-политической лексики в современных англоязычных СМИ. Учитывая большое разнообразие доступных англоязычных печатных и электронных публикаций, их язык имеет много особенностей. Материалом исследования являются онлайн-версии британских и американских газет (The Washington Post, The Guardian, Mirror, The Times, The New York Times, The New Yorker, The Telegraph, Daily Mail, The Hollywood Reporter) за последние 5 лет.

Ключевые слова: средства массовой информации, общественно-политические словари, печатные и электронные издания, газеты, курс интернет-медиа.

Introduction. The choice of the lexical component of newspaper articles is influenced by a number of factors, starting with the personal position of the author, his personal style, and ending with the preferences, age and level of education of the target audience. In this regard, the socio-political discourse of the English-language media is characterized by the use of specific lexical groups, tropes, figures of speech and means of expression that form it. The paper provides a lexical and stylistic analysis of these linguistic means. The life of modern society is extremely changeable. Being a reflection of all social and social and political transformations in society, the language inevitably undergoes a number of changes.

Literature review. The style of the media, to a greater extent than all other styles of language, feels these changes. In the era of globalization and intensive development of international relations, foreign newspaper publications are becoming increasingly relevant for modern readers. The media have a huge impact on people's lives, their consciousness, on society as a whole, and, of course, on culture and language. In this regard, the problem of studying the language of the media remains relevant and attracts the attention of both foreign scientists and Uzbek. Journalistic style integrates two main functions of language. The first of these is the information function, that is, sending messages to people in a short time, while the transmitted information must be not only fast, but also adequate.

The second important function is the function of influence, which manifests itself in the desire to form and change people's opinions about any kind of social or political issues. Based on this, the following tasks of this style can be distinguished: communication of information, influence on the mass consciousness, motivation for action. As already mentioned, the transfer of information is the main function of the media, and this process rarely has such a characteristic as neutrality.

Research methodology. One of the main features of the language of the socio-political media is the choice of language units that make it possible to realize the interests of the author in the text, promoting his position to the broad masses. For example, journalists often try to create a certain image in the imagination of their audience through the technique of "story-telling", which causes quite understandable interest. Such stories, as a rule, are very well-built, and the narrator in them acts as an implicit character, which causes even more credibility. When choosing language means, in addition to the problem of conveying intention, the authors decide on the accessibility of the text for the average

reader. The newspaper text should not be perceived with difficulty, the complexity of information processing should not be influenced by such factors as education, age, profession, belonging to different social strata of the population, etc. The principle of accessibility and ease of understanding of the language tools used in newspaper articles is fundamental in the activities of a journalist.

Moreover, the expression that brevity is the sister of talent is perfectly applicable to journalism. An economical expression of thought is a very important requirement for style and allows you to make the language of the article unobtrusive and understandable. For the average mass reader, a complicated text full of various figures of speech will be the first reason to put the newspaper aside. The limited space on a newspaper page leads to the inevitable compression of linguistic elements while maintaining the informative component. In the field of grammar, the tendency towards compression in the language of the English media is expressed in the use of abbreviated forms, the reduction of the verb "to be", and the simplification of tense forms. Here it is worth mentioning that the heading selection algorithm is also important. The accuracy and brilliance of the title is of paramount importance, as it will be the first thing the reader sees. It is at the stage of reading the headline that he decides whether it is worth paying attention to the article itself. And already here the authors resort to various stylistic means to arouse interest.

A recent headline from the electronic version of the British newspaper The Times “Out of her depth or an impossible job?...”, dedicated to the speech delivered on the eve of Theresa May’s resignation, contains a rhetorical question, which, nevertheless, arouses desire find the answer to it in the text below. The American online newspaper The New Yorker, whose headlines tend to be less eloquent, emphasizes a dryer presentation of the facts in the title, but uses it as a means of attracting attention. For example: "Fox News' Fake Fight with Democrats" is just one epithet that seems to lead directly to the point, but causes an immediate desire to find an exposure in the article.

If we talk about the vocabulary used in the media when describing socio-political realities, then we should note the use of various terms in the texts (impeachment, bipartisan, conservative voters, lobbying, testimony, etc.). Despite the social or political orientation of the article, terminological vocabulary can refer not only to this area, but also to other aspects of society, for example, economic issues: ""We need to abolish taxes that stifle economic mobility": readers respond to Liz Truss"; "Italy to activate its 'parallel currency' in defiant riposte to EUultimatum".

Analysis and results. The use of various scientific terms in the text of the article allows the author to bring credibility to the material presented, to emphasize the author's competence in this matter. In connection with the already mentioned feature related to the fact that journalists express their own opinion through their work, their vocabulary is often evaluative:

«It may prove to be the only way to break the impasse»; «Trump has certainly put the Democrats in a difficult position»; «The administration's resistance has put before Pelosi and other House leaders the question of whether an administration can indefinitely stonewall the legislative branch with impunity ... ». Evaluative epithets are also widely used: «The time for an answer might still be premature, given current legal proceedings»; «That's a far cleaner remedy than the high stakes of an impeachment proceeding that would die in the Senate if it reached fruition in the House».

In addition, in modern journalistic texts on socio-political topics, one can find not only reduced vocabulary, elements of colloquial speech, but also coarse vocabulary. According to A.I. Matyashevskaya, this phenomenon is due to the desire of journalists to realize the contact-establishing function, to establish contact with potential readers, to attract their attention. For example: "With a record 309 scripted series on the 2017 ballot, the best way to get Emmy voters' attention may be to scare the crap out (strong language) of them." "Trump's probably a goner (slang), despite the strong economy." Of course, such examples are not so easy to find, since most serious publications tend to minimize the presence of colloquial units, but some authors tend to emphasize their individuality using such turns.

Due to the accelerated pace of modern life, the world is constantly changing. Every day we hear about various discoveries, we receive information about something new, previously unknown. And, of course, this also applies to the field of technology. When something appears, the register of the language may not contain words that can describe it. Then neologisms are created, the use of which can often be seen in the media: “But he spent the morning seemingly determined to put on a show of his own; at roughly 7:30 a.m. local time, the president fired off a tweet that, in a single social media missive, managed to undercut his national security adviser ...".

The origin of the English language and its relationship with other languages inevitably lead to the borrowing of some vocabulary. For example, Latin had a powerful influence on the group of Romano-Germanic languages, including English.

Conclusions and suggestions. The conducted stylistic analysis allows us to talk about the variety of stylistic devices and tropes used in the texts of the English-language media, which help the author not only influence the readership in order to create a certain image in the mind of the recipient, but also give unique personality traits to the author himself. Among the most productive for the implementation of these goals, we have identified the following stylistic devices: epithets (often evaluative), euphemisms, metaphors, metonymy, paraphrases, allusions, oxymorons. It is worth noting that the analysis of the articles revealed a more frequent use of paraphrase in the British media compared to the American ones.

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