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ХОРАЗМ МАЪМУН АКАДЕМИЯСИ**

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Бош муҳаррир ўринбосари:

Ҳасанов Шодлик Бекпўлатович, к.ф.н., к.и.х.

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Results. English animal names often emphasize physical attributes or behaviors, while Uzbek names may be rooted in folklore and historical context. Both languages utilize symbolism and characteristics in naming animals but with distinct cultural interpretations. The study highlights the cultural significance embedded in animal names, emphasizing how they reflect societal values and perceptions. Cross-cultural comparisons reveal the diverse ways in which animals are linguistically and symbolically represented. The linguistic nuances observed in animal names underscore the connection between language and culture. Understanding these nuances enhances our appreciation of the intricate relationship between language, culture, and nature.

Conclusion. As we conclude our exploration, let us not only appreciate the linguistic creativity encapsulated in the names of animals but also reflect on the broader notion that language, culture, and nature are interconnected. The antonymic features within animal names not only distinguish between opposites but also bridge the gap between languages, offering us a deeper understanding of the worlds these languages represent. In the spirit of linguistic exploration, let these reflections be a stepping stone to further inquiry. What other linguistic nuances exist in the vast realm of animal names across different cultures? How do these nuances shape our perceptions and connections to the natural world? As we ponder these questions, we embark on a journey of continued exploration into the intricate and fascinating world of language and culture.

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POLITICAL DISCOURSE AND PERIPHRASES USED IN THIS FIELD

A.B.Kobilova, PhD, associate professor, Bukhara state university, Bukhara
M.Akhmedova, master's student, Bukhara state university, Bukhara

Annotatsiya. Ushbu maqolada biz siyosat tili, bu sohaga pragmalingvistik yondashuv va hukumatdagi siyosiy nutqning ahamiyati haqida gapiramiz. Shuningdek, ushbu sohada qo'llaniladigan perifrazalarning turlari haqida ma'lumotlar ba'zi misollar bilan birga keltirilgan.

Kalit so'zlar: siyosat, siyosiy nutq, lingvopragmatika, perifraza, pragmalingvistika, lingvopragmatik tahlil, siyosiy perifraza, evfemistik perifraza.

Аннотация. В этой статье мы поговорим о языке политики, прагмалингвистическом подходе к этой сфере и значению политического дискурса в правительстве. Также дана информация о типах перифраз, используемых в этой области, и приведены примеры.

Ключевые слова: политика, политический дискурс, лингвопрагматика, перифраз, прагмалингвистика, лингвопрагматический анализ, политический перифраз, эвфемистический перифраз.

Abstract. In this article we will speak about the language of politics, pragmalinguistic approach to this sphere and the significance of political discourse in government. Also, the information about types of periphrases used in this field is given along with some examples.

Keywords: politics, political discourse, lingua-pragmatics, periphrasis, pragmalinguistics, lingua-pragmatic analysis, political periphrases, euphemistic periphrases.

Political discourse can be considered as one of the types of professional discourse. There are several different approaches to the definition of political discourse, but they are all based on the idea that the intention of political discourse lies precisely in gaining and maintaining political power. In this regard, the essence of politics is revealed, which is realized through language and is associated with speech activity [4, 299].

This understanding correlates with the pragmalinguistic approach to the analysis of political discourse, according to which political discourse is considered as “the totality of all speech acts used

in political discussions, as well as the rules of public policy, illuminated by tradition and verified by experience..." [1, 64]. Political discourse, along with diplomatic, administrative, legal, etc., is traditionally classified as an institutional type of discourse, which is characterized by communication within a given framework of status-role relations [2, 203]. V.A. Maslova considers political discourse as a form of communication that includes at least one aspect. related to the sphere of politics: subject, addressee or content of the message [3, 43].

Linguopragmatics involves the analysis of language use in social and pragmatic contexts. Therefore, to conduct a linguopragmatic analysis of political periphrases, we would examine how politicians use periphrases in their discourse to achieve specific pragmatic goals. Periphrasis refers to the use of multiple words to replace a single word or phrase.

In the political domain, periphrases are often employed strategically to shape narratives, evoke emotional reactions, or manipulate public opinion. Here are a few examples of how periphrases can be analyzed from a linguopragmatic perspective:

Euphemistic Periphrases: Politicians often use euphemistic periphrases to soften or downplay negative events or policies. For instance, instead of saying "war," a politician might use the periphrasis "military engagement" to convey a more positive image.

Distancing Periphrases: Politicians may use periphrases to create distance and avoid responsibility. For example, instead of directly admitting a mistake, a politician could say, "Mistakes were made," thus avoiding personal accountability.

Persuasive Periphrases: Periphrases can also be employed to influence public opinion or enhance persuasive power. By using positive periphrases, politicians can sway audiences to view their policies or actions favorably. For instance, instead of using the term "tax increase," a politician might opt for the periphrasis "revenue enhancement."

Emotional Periphrases: Politicians may employ periphrases to evoke specific emotions from their audience. For example, instead of referring to immigrants as "foreigners," a politician might use the periphrasis "undocumented workers," which could elicit empathy or sympathy.

Vague Periphrases: Politicians may use periphrases to keep their statements intentionally vague or ambiguous, thereby giving themselves room for interpretation or maneuvering. This can be seen in phrases like "alternative facts" or "collateral damage."

A linguopragmatic analysis of political periphrases would seek to understand the communicative intentions behind their usage and the effects they have on the political discourse. It would examine the context, audience, and the social and political implications of these periphrases, ultimately shedding light on how language is strategically employed in the political sphere. Here we can see some political periphrases:

"The Commander-in-Chief" - This periphrasis refers to the head of state or government who also holds the supreme command of a nation's military forces. In the United States, it specifically denotes the President's role as the highest-ranking military officer. For example, *The President exercised his power as commander in chief to deploy forces in the region* [5, 4].

"The Iron Lady" - Coined for former British Prime Minister Margaret Thatcher, this periphrasis highlights her perceived strong-willed, uncompromising leadership style and policies during her tenure.

"The First Lady" - Referring to the wife of a country's President or Prime Minister, this periphrasis is used to describe her unofficial but influential role in political and social causes.

"The Leader of the Free World" - This periphrasis typically designates the President of the United States due to the nation's political and military influence around the world, suggesting their role as a global leader. For example, *The President of the United States, as chief executive of the superpower and its military, was thus described as the "leader of the free world," basically by default of the weakness of the other democratic powers* [6].

"The Supreme Court Justice" - This periphrasis refers to the judges who serve on the highest court in a country's judicial system, responsible for interpreting and applying the law as per the constitution.

"The Opposition Leader" - Used to describe the leader of a political party or coalition that is not in power, this periphrasis denotes their role in presenting an alternative viewpoint and challenging the ruling party's policies.

"The Secretary of State" - This periphrasis indicates the senior government official responsible for the foreign affairs and diplomacy of a country, acting as a representative in international negotiations.

"The Speaker of the House" - Refers to the presiding officer of a legislative assembly, typically the lower house, responsible for maintaining order, managing debates, and determining the legislative agenda.

"The Chancellor" - Commonly used in the context of Germany, this periphrasis represents the head of government, often signifying the most powerful political position in the country. For example, *Chancellors have come forward and announced reductions in income tax* [7].

"The Under Secretary" - This periphrasis denotes a high-ranking official in a government department or ministry who assists the Secretary or Minister in their administrative duties and policy formulation.

"The Great Communicator" - Coined for former US President Ronald Reagan, this periphrasis highlights his exceptional skills in delivering persuasive speeches and connecting with the American public.

"The Bulldozer" - Referring to former Israeli Prime Minister Ariel Sharon, this periphrasis signifies his strong and determined approach in implementing his policies, particularly in relation to the Israeli-Palestinian conflict.

"The Teflon President" - This periphrasis was used to describe former US President Ronald Reagan, suggesting that political controversies and scandals did not stick to him and did not significantly impact his popularity. For example, *He has been perfecting the Teflon-coated presidency: He sees to it that nothing sticks to him* [8].

"The Iron Curtain" - Coined by Winston Churchill, this periphrasis was used to describe the ideological and physical division between the Eastern and Western blocs during the Cold War.

"The Viceroy" - This periphrasis refers to a high-ranking official appointed by a colonial power to govern a colony or territory on behalf of the sovereign. It was commonly used during colonial times, particularly by European powers.

"The Father of the Nation" - This periphrasis is often used to describe a pivotal leader who played a significant role in the independence or establishment of a nation. Examples include Mahatma Gandhi (India) and George Washington (USA).

"The Lame Duck" - This periphrasis typically refers to an elected official, such as a President or Prime Minister, who is approaching the end of their term and has limited power or influence due to their impending departure from office.

"The Shadow Cabinet" - This periphrasis describes a group of senior opposition politicians who mirror the roles and responsibilities of the government's cabinet ministers, providing an alternative policy vision and scrutinizing the actions of the ruling party. For example, *Shadow cabinet ministers representing English seats also want Labour to go further before the poll*.

"The Deep State" - This periphrasis refers to a secret or opaque network of influential individuals, often within the bureaucracy or intelligence agencies, who allegedly exert significant influence over government policies and processes. For example, *But this is a long way from the deep state*.

"The Fourth Estate" - This periphrasis refers to the media, especially newspapers, as an influential and important entity that acts as a check on political power and holds governments accountable. For example, *You're the only member of the fourth estate that I've talked to* [9].

In conclusion, political discourse is one of the developing spheres of linguistics and many researchers are studying it. Political discourse is defined in various ways, yet all of them are grounded in the notion that it aims to secure and preserve political authority. The importance of the language of the politics is not being rude and present unfavorable news in a delicate way. That's why the

language of politics is full of periphrases, especially, euphemistic periphrases as politicians mostly address them in order to be polite and not to provoke conflicts during communication.

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A.B.Kobilova, Phd, associate professor, Bukhara state university, Bukhara

D.Ruziyeva, master's student, Bukhara state university, Bukhara

Annotatsiya. Ushbu maqola reklamaning ta'rifi va uning kelib chiqish manbalariga bag'ishlangan. Asosiy e'tibor reklamaning hayot aylanishi, axborotni idrok etish va reklama uzatiladigan kanallariga ko'ra turli xil turlariga qaratiladi.

Kalit so'zlar: to'g'ridan-to'g'ri aloqa, kelib chiqishi, kommunikativ funktsiyasi, og'zaki reklama, ishontiruvchi muloqot, kommunikant.

Аннотация. Данная статья посвящена определению рекламы и истокам, от которых она берет свое начало. Основное внимание уделено различным видам рекламы в зависимости от их жизненного цикла, восприятия информации и каналов, по которым передается реклама.