

PRAGMALINGUISTICS, FUNCTIONAL TRANSLATION STUDIES AND INTEGRATION OF LANGUAGE TEACHING PROCESSES



Section 1: Cognitology and cultural linguistics in modern linguistics.

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PRAGMATIC FEATURES OF PERIPHRAISIS IN JOURNALISM

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Annotation. *This article concerns some features of periphrasis which are widely utilized in journalistic discourse.*

Keywords: *circumlocution, journalism, pragmatic, journalists, rhetorical, controversial, stylistic quality*

Periphrasis, also known as circumlocution or roundabout expression, is a linguistic phenomenon that involves the use of multiple words to express a single idea or concept. In journalism, periphrasis is often used to add variety, nuance, and complexity to the writing, making it more engaging and informative for the readers. Several pragmatic features of periphrasis in journalism make it a valuable tool for writers.

One key pragmatic feature of periphrasis in journalism is its ability to provide clarification and elaboration on complex ideas or concepts. By using more words to explain a specific topic or issue, journalists can ensure that their readers have a thorough understanding of the subject matter. This can be particularly useful when discussing technical or abstract topics that may be difficult for readers to grasp quickly. Another way periphrasis manifests in journalistic texts is through the use of euphemisms. Euphemisms are often employed to soften the impact of harsh or negative news, presenting it in a more palatable way. For example, instead of stating that someone has been fired, a journalist might say that they have been "let go" or "made redundant." This serves to downplay the severity of the situation and maintain a level of professionalism in the reporting. Furthermore, journalists utilize multiple words to convey a single idea in headlines, such as "Government Urged to Take Action on Climate Change" instead of simply saying "Government Must Address Climate Change." This type of periphrasis adds a level of complexity to the writing and can make the piece appear more authoritative.

Another pragmatic feature of periphrasis in journalism is its ability to create emphasis and rhetorical effect. By using more elaborate and descriptive language to convey a message, writers can draw attention to specific aspects of a story or argument. This can help to engage readers and persuade them to consider a particular viewpoint or interpretation of the news.

Periphrasis can also be used in journalism to soften the impact of sensitive or controversial information. By using indirect or euphemistic language to discuss difficult topics, writers can maintain a sense of professionalism and sensitivity in their reporting. This can be particularly important when covering stories that involve tragedy, conflict, or other emotionally charged subjects.

Additionally, periphrasis in journalism can be employed to enhance the stylistic quality of the writing. By using creative and sophisticated language constructions, writers can add flair and elegance to their articles, making them more appealing to readers. This can help to establish a distinctive voice and tone for a publication, setting it apart from competitors in the crowded media landscape.

Periphrases are one of the most common stylistic techniques used by journalists of serious publications. However, some periphrases are used without any pragmatic complexity. For example:

*The holidays have always been the most popular time of year to visit **the Big***

***Apple.** (The Times, November 2006)*

The linguistic periphrasis of the *Big Apple* was used by the authors of some for additional connotations and does not play an important informational role in this context. The purpose of this periphrasis is to avoid repetition. There are a huge number of similar periphrases in modern newspaper and magazine discourse.

Often a periphrasis performs a rather unusual function: in an exaggeratedly simple and often too casual manner, the authors talk about serious things. This cannot be explained simply by the desire

of journalists to convey complex information to ordinary people - a high-quality audience the press can parse and adequately perceive information difficulties. The pragmatic potential of such peripherals is somewhat different - present a serious problem in a more positive light, reduce tension in society, and not escalate the situation. For illustration let's consider the use of paraphrases with such pragmatic load in the following example:

*The idea that **the world economy was being pushed along in an American supermarket trolley** was always an exaggeration.* ("The Economist", March, 2007)

Moreover, in modern newspaper and magazine discourse, a significant part of periphrases implies accusations. Paraphrase helps authors not only to emphasize some aspect of the problem, express condemnation or approval, but also very carefully, veiledly accuse one side or another, or a well-known person of a certain negative action or situation. Similar paraphrases have become extremely common in the texts of modern quality publishers, becoming a characteristic feature of the serious press. In several cases, the accusation is quite obvious, and sometimes a detailed analogy of the situation and context reveals this pragmatic potential. Let's look at an example:

*According to one former Harvard official, **its endowment fund has done so well because it has avoided taking advice from the economics faculty.*** ("The Economist", January 2007)

Overall, periphrasis plays a significant role in journalism, adding a layer of formality and depth to the writing. Whether it is used to soften the impact of negative news, convey complex ideas, or simply add a touch of sophistication, this technique is a key feature of journalistic writing. The pragmatic features of periphrasis in journalism make it a versatile and valuable tool for writers seeking to inform, engage, and persuade their audience. By using complex and nuanced language constructions, journalists can clarify ideas, create emphasis, soften sensitive information, and enhance the stylistic quality of their writing, ultimately providing readers with a richer and more compelling reading experience.

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O'ZBEK TILI REKLAMALARINING LINGVOMADANIY XUSUSIYATLARI

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***Annotatsiya:** Ushbu tezis o'zbek tilida uchraydigan reklamalardan misollar keltirib, uning lingvomadaniy jihatlari tahlil qilinadi. Bunda reklamalarning til va madaniy nozikliklariga ham e'tibor qaratiladi.*

***Key words:** reklama tili, lingvomadaniyat, qofiya, tilshunoslik, reklama matni,*

O'zbek tili uchun reklama matnlaridan foydalanish nisbatan yangi soha hisoblanadi. Reklama madaniyat ko'zgusi sanaladi va til va madaniyat aloqadorligini hisobga olgan holda biz reklama matnlarini yaratishimiz mumkin. Reklama o'zbek tili uchun yangi soha bo'lishiga qaramay, salmoqli ishlar turli olimlar tomonidan olib borilgan. Jumladan, A.Abdullayeva, SH.Abdullayeva, A.Azlarova, B.X. Abdullayev, F.Mallayeva, F.P. Nosirov, N.N. G'afforov va boshqalar. O'zbek madaniyatiga to'xtaladigan bo'lsak, bag'rikenglik, saxovatpeshalik, hojatbarorlik kabi xislatlar o'z aksini topgan. Bularning namoyon bo'lishini to'y tantanalarda o'ta o'ch bo'lishida, yillar mobaynida yig'ib terib elga tarqatishdan zavq-shavq olishida, a'za va yo'qlov marosimlarini birgalikda o'tqazishida, bola tug'ilishidan tortib motam marosimlarigacha jamoatchilik va mahalla ahlining doimo bosh qosh bo'lishida ko'rsak bo'ladi. O'zbek xalqi jamoa manfaatlarini, jaomatchilik fikri doirasida, an'ana va urf-odatlariga sodiqlik negizlarida birlashishga moyil va shunga intiluvchi xalqdir. Ular oila qadriyatlarini hammasidan ustun qo'yib, kattaga hurmatda va kichikka izzatda bo'lib yuradilar.

Yuqorida ta'kidlangan urf-odatlarini til bilan uyg'un holatda reklama matnlarida ham duch kelishimiz mumkin. Ushbu rejada biz o'zbek reklama matnlarining lingvomadaniy xususiyatlariga e'tibor beramiz. Til va madaniyat uyg'unligini quyidagi misollarda ko'rishimiz mumkin:

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