



## FUNCTIONAL WAY OF USING PROVERBS IN ELECTRONIC MEDIA OF ENGLISH

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**Abstract:** *the article under discussion depicts morpheme contraction in English. The author of the article considers that contractions actually represent one of the most characteristic features of the development of the English language. The structural classification proposed in the article is clearly not sufficient for the study of abbreviated words in modern English. It is logical to assume that abbreviated words of each type are characterized by their own features, beginning with their pronunciation and ending with their functional purpose - whether to be the designation of a previously non-existent object, to characterize a known object in a new way and, finally, to meet the pragmatic needs of society.*

**Keywords:** *grammar, morphemes, semantic, contraction, form, phonetic, borrowed, words, meaning, media, publications.*

An important distinctive feature of English-language newspapers and magazines is the presence of various abbreviated lexical units, which are common in the headlines of media publications and make them difficult to understand. In most cases, short forms of words are explained in the text or in the notes that conclude the material. However, in recent years, abbreviations in English have become widespread in the press and have become increasingly unexplained. Difficulties do not arise when a reader of web publications in English encounters short forms of words and phrases. An example of this is the following headlines from the electronic version of Time magazine (USA) - they used popular acronyms such as "Bentley \$ 229K SUV is the world's most luxurious: Bentley USACEO" and "The Trap of Big Data in HR". [5]

Concluding this subsection, it should be noted that the specificity of the choice of language tools in the Internet publications of the United States and the United Kingdom is in many respects determined by the purpose of the mass student body. Also, the repertoire and stylistic features of e-newspapers and magazines are determined by the cultural traditions formed. The lexical structure of network texts is very diverse. The language of the media is like the average language of the nation, that is, "as a model of literary language that combines functional styles, synthesizes them and presents them as new", and is also conceived as "a peculiar bridge between national and literary languages". The media reflects the current state of language development. In English-language electronic publications, there is a phenomenon of intensive mixing of simple spoken language with the biblical method of speech. At the same time, by interacting with all lexical streams and functional styles and processing their units according to the rules of motion, the Internet-media language is creating a new practical entity. It forms a single stylistic integrity and differs only in the degree of expressiveness, appraisal.[2]



The high-quality and mass media publications of the United States and the United Kingdom have a number of unique lexical quality attributes. Among the texts of English-language electronic publications, the most active and common are: 1) socio-political vocabulary; 2) stable stereotypes, journalistic stereotypes; 3) assessment vocabulary and direct references to the student” 4) quotations and false assumptions; 5) neologisms, occasionalisms, abbreviations of words, etc. Their use in journalistic media texts largely depends on the category of the publication, its policy, the skill of the authors, and many other factors described above. The linguistic component of the network press is dynamic and always changing, with the exception of some important features. The rapid development of modern society and the increasing complexity of the structure of the media have significantly changed the oratory and methodological nature of journalism. Today, there is an active penetration of informal lexical elements into public speech. Journalists began to use more and more in their materials words that refer to simple colloquial speech or the speech of certain social groups. Abbreviated units often fall into the same category of vocabulary. "The main part of the short words used is the voluntary right of simple speech, slang, or jargon." The prevalence of such elements in the media texts of journalism is one of the manifestations of the basic principle of the organization of Internet-mass media - that is, the tendency to expressiveness. Thus, these units, due to their novelty, add more expressiveness to electronic press materials. The creation of abbreviations is a natural tendency inherent in English, which has been evolving for centuries. However, it is precisely in recent years that the use of short forms of words in English-speaking countries has become one of the most active processes of language under the influence of extra linguistic factors. Abbreviated lexical units operate in place of convenient lexical items that are in line with current trends in society development. With the proliferation of new media, abbreviated communications have entered the texts of modern publications in the form of a broad stream. Some lexical units have become the usual, commonly used names of our time. (blog <weblog, ad <advertisement, TV <Television, info <information, Net <Internet, PC <Personal Computer, tech <technology and high-tech <high-technology). N.A. Soloveva's research proves that the majority of abbreviations in Internet publications are represented by stylistically defined units. For example, the following cuts, which are actively used in the network media: celeb <celebrity, mag <magazine, bennies <benefits, pic <picture, bod <body, info <information, crim <criminal, can serve as "slang", "colloquial", is marked with "informal" signs. However, this category of units is not used accidentally in the press, and despite the intensity of the use of stylistically reduced vocabulary in media texts, there is a clear line between high-quality, popular and boulevard "yellow" publications on the Internet. Web newspapers and web journals not only use units of different styles, but also adapt them to their own speaking needs as well as to the needs of their potential student community. High-quality web newspapers and web magazines (e.g., The Independent, Forbes, The New York Times, etc.) conduct a selective selection of lexical items, and this measure prevents stylistically reduced units from penetrating printed materials at all. Abbreviations are less common here than in popular online publications (The Sun, USA Today, etc.), and the linguistic component of these publications often approaches the stylistic norm. However,



the reduced stylistic disposition of abbreviations does not completely preclude their use in media publications, but rather leads to their active repetition. In particular, the use of lexical abbreviations is typical for network headings as they are clearly defined for brevity.

Thus, abbreviated lexical units are used more than anyone else in the texts of Internet publications for 2 main reasons. First, it is an attempt to compress the text, to increase its informativeness by reducing the duration of the text. Second, abbreviations are used as means of expression. They have a striking look to the headlines, adding a conversational tone to the dialogue, lowering the overall tone of the text and also creating a satirical or humorous effect. It should be noted that network publications help to spread the abbreviations in English to a certain extent. Stylistically reduced units are used intensively and gradually move to the neutral lexical category. This process unequivocally proves the evolution of modern English.[1]

Summing up the above, it should be noted that the laws governing the use of linguistic tools in English-language web-based newspapers and magazines consist of a user-targeted impact. Abbreviated lexical units in networked materials, in our view, should also serve the purposes of efficiency and effectiveness of the printed text, and therefore serve a number of parameters, such as transparency, expressiveness, diversity of means used, the "non-fiction" of the word used. In our opinion, these requirements are met by the abbreviations in English used in the texts of high-quality and popular Internet publications of the United States and the United Kingdom under the heading "International Relations". First, they are well known to English speakers and are often used in everyday communication and therefore do not cause difficulties in understanding their content; second, unlike their original variants, their concise forms are perceived as more expressive, which allows them to achieve a certain level of expression in media texts. Third, the use of abbreviations allows lexical repetition in network publications and hence free of standardized journalistic phrases. Thus, the use of abbreviations fully meets the set of basic requirements for newspaper and magazine texts on the Internet. Due to this factor, the intensive use of abbreviated lexical units in English-language electronic publications and their distribution is determined by the need for their quantitative and qualitative descriptions.

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