



## APPLICATIONS OF PHRASEOLOGISMS IN THE INTERNET AND MEDIA: PROBLEMS AND SOLUTIONS

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**Abstract:** Currently, phraseology in the media is mobile: it does not stand still and is constantly evolving. The globalization of all vital spheres of society has also affected the sphere of language, thereby contributing to the emergence of new phraseological units in mass media texts. These units come there from all spheres of human activity, reflecting the picture of modern society, which contributes to the emergence of scientific interest in the study of the sources in which the process of formation of these units took place, and the ways, the so-called information guides, which provoke their appearance in the media.

**Keywords:** mass media – social media institutions, the press, book publishers, press agencies, radio, television, ensure the collection, processing, and dissemination of information on a massive scale.

**Annotatsiya:** Hozirgi vaqtda ommaviy axborot vositalarida frazeologiya mobil: u tuxtab qolgani yo'q va doimiy ravishda rivojlanib bormoqda. Jamiyatning barcha hayotiy sohalarining globallashuvi til sohasiga ham ta'sir ko'rsatdi va shu bilan ommaviy axborot vositalarida yangi frazeologik birliklarning paydo bo'lishiga hissa qo'shdi. Ushbu birliklar u erga inson faoliyatining barcha sohalaridan kirib, zamonaviy jamiyatning rasmini aks ettiradi, bu esa ushbu birliklarni shakllantirish jarayoni sodir bo'lgan manbalarni va yo'llarni o'rganishga ilmiy qiziqishning paydo bo'lishiga yordam beradi. ommaviy axborot vositalarida ularning paydo bo'lishiga sabab bo'lgan infopovodlar..

**Kalit so'zlar:** ommaviy axborot vositalari-ijtimoiy media muassasalari, matbuot, kitob nashriyotlari, matbuot agentliklari, radio, televidenie, axborotni keng miqyosda to'plash, qayta ishlash va tarqatishni ta'minlaydi..

**Аннотация:** В настоящий момент фразеология в СМИ мобильна: не стоит на месте и постоянно развивается. Глобализация всех жизненных сфер общества затронула и сферу языка, поспособствовав тем самым возникновению новых фразеологических единиц в текстах масс-медиа. Данные единицы попадают туда из всех сфер человеческой деятельности, отражая картину современного общества, что способствует возникновению научного интереса к изучению источников, в которых происходил процесс формирования данных единиц, и путей, т.н. инфоповодов, которые провоцируют их появление в средствах массовой информации..

**Ключевые слова:** средства массовой информации – учреждения социальных сетей, пресса, книгоиздатели, информационные агентства, радио, телевидение обеспечивают сбор, обработку и распространение информации в массовом масштабе.

Mass media (mass media) have been attracting the attention of specialists for a long time. In many

ways, this attention is justified by the steadily increasing role of mass media in society. The development of the Internet, which began in the 90s of the twentieth century, expanded the media space, thereby advancing mass media to a new level. Journalism, in particular, the press also began to develop, expanding its influence in society.

First of all, it is worth defining the concept of mass media. The Russian Sociological Encyclopedia gives the following definition of this concept: Mass media – social media institutions (the press, book publishers, press agencies, radio, television, etc.) that ensure the collection, processing, and dissemination of information on a massive scale. Mass information is intended for a numerically large, usually geographically dispersed audience (see) and is characterized by speed and regularity of distribution, practical. simultaneous consumption, mediated, to a certain extent stereotyped nature. Its dissemination is an integral part of the mass spiritual communication of people, which arose at a certain stage of human development in addition to direct interpersonal communication. By their very nature, the media are designed for a broad and comprehensive exchange of messages across the entire society.

As we can see, this definition emphasizes that mass media is not just a social tool, but an aid in spiritual communication between people. Macmillan Dictionary and Media: "newspapers, television, radio, etc, which convey news and information to many people" However, despite its conciseness, it describes the concept of mass media quite accurately. Going deep into the spiritual aspect of the concept of mass media, some philosophers, writers, and thinkers spoke at the dawn of the heyday of the media era that the media space would eventually begin to displace some aspects of people's real lives. Thus, science fiction writer Philip Kindred Dick believed that the media is one of the elements of creating a "pseudo-reality": «Today we live in a society in which spurious realities are manufactured by the media, by governments, by big corporations, by religious groups, political groups... So I ask, in my writing, what is real? Because unceasingly we are bombarded with pseudo-realities manufactured by very sophisticated people using very sophisticated electronic mechanisms».

The influence of mass media on society today is so great that the information space formed around the average representative of the middle class is entirely made up of information transmitted by the media. The famous French philosopher and cultural critic Abram-Anutan Mol also wrote about this: "They [the media] actually control our entire culture, passing it through their filters, separating individual elements from the total mass of cultural phenomena and giving them special weight, increasing the value of one idea, devaluing another, thus polarizing the entire cultural field. What has not been included in the channels of mass communication has almost no impact on the development of society in our time." By "culture", the Moth means everything that is not given to man by nature. It is appropriate to draw an analogy with the well-known definition of the role of the mass media as the "fourth power". The media in it play an active role as a regulator of public opinion, covering certain aspects of human activity in one way or another. In the European and American press, such processes are characterized by the concept of "mind manipulation." The information space that the media form does not always correspond directly to the real picture of the world. In this case, the very field of pseudo-reality that Philip K. Dick wrote about is emerging. Therefore, monopoly in the field of mass communications in a state governed by the rule of law should not be allowed, as its manifestations can be interpreted as infringement of freedom of speech. The main task of the media in terms of influencing public opinion is to provide objective coverage of certain events, lobbying for information that does not contradict the values of society. If these conditions are met, the relationship between the media and society will not involve confrontations or direct subordination.

Journalism is directly related to the use of technical means of communication — the press (means of distributing information through printed reproduction of text and images), radio (transmission of sound information using electromagnetic waves) and television (transmission of sound and video information also using electromagnetic waves). The Internet can also be considered a technical means of communication.

It is on the basis of these means of communication that three subsystems of mass media have emerged: print, radio and television, each of which consists of certain elements — newspapers, magazines, almanacs, book products, television and radio programs distributed both around the world (world media) and within a certain territory (local or regional media).

The press is the oldest source of mass information available today. Printed products carry information in the form of printed alphanumeric text, photographs, drawings, posters, diagrams, graphs and other

graphic forms that are perceived by the reader without the help of any additional means (special technical means are required for other types of subsystems). Printed publications are quite convenient to use, newspapers, magazines and other printed products are convenient to carry, but today television and radio communications are also not lagging behind, and at the moment carrying electronic media (pocket computers, mini radios) without inconveniencing others is not a problem. The order of reading and perception of the printed press is subjective for the reader. He can reread the news or note he likes, save the necessary material, underline, highlight interesting places or make notes in the margins (marginalia), etc. These properties undoubtedly characterize print media on the positive side, but since relatively recently there has been a tendency to move away from print media to electronic media. Technological progress makes it possible to create fairly compact electronic devices, which gradually puts print media on the back burner and makes their use more a tribute to tradition than an everyday necessity.

The second most recent means of mass communication is radio broadcasting. Its distinctive feature is the use of sound as a means of transmitting information. Radio communication allows you to instantly transmit information over unlimited distances, which is certainly an advantage over printed mass media. In addition, listening to information on the radio is very convenient for people who are busy doing things that do not allow them to be distracted by reading newspapers, watching TV or using the Internet. A characteristic feature of radio is its extra-visual nature, a process that is the reverse of visual, i.e. the perception of information occurs without the participation of vision. Radio uses sound to its fullest extent: the ability to broadcast not only speech, but also other sounds within the range of human perception. By focusing specifically on the aspect of sound, radio is a much more convenient means of perceiving information than print media or television. However, the lack of this visual quality can also be a disadvantage of radio: the lack of a video sequence often causes a drop in interest in radio as a type of media.

Television as a means of transmitting information began to take shape in the 30s of the twentieth century. The first live television broadcast is considered to be the opening ceremony of the 1936 Summer Olympics in Berlin. Since the mid-50s, devices receiving television signals have become more accessible, and the process of shaping television as a flagship among mass media has begun.

Undoubtedly, television and radio have a number of similarities. So, in both cases, it is possible to directly turn on the transmission of sounds and voice. The main advantage of television is the so-called "presence effect". The Encyclopedic Dictionary of Mass Media defines the concept of "presence effect" as: "the creation of a visible picture with the help of expressive means of journalism, allowing the viewer (listener, reader) to feel themselves at the scene of the event [7, p.756]. The concept of reality effect is also used. It is believed that this phenomenon applies primarily to cinema and audiovisual media, primarily to television, as well as to virtual images created on the basis of computer technology, however, a number of researchers believe that the effect of presence can also be inherent in print media, if the reader is imbued with a sense of belonging to the events depicted.

Due to its technical advantages, television can provide an unlimited range of programs, including informational ones, relying on the presence effect described above, thereby attracting a potential viewer.

In the last decade, these types of media have been joined by an actively developing fourth type of information channel — the Internet, a huge cybernetic space created for the mass exchange of information around the world. These are electronic versions of print media, broadcasting of Internet radio and Internet television (including online), websites, official pages, microblogs subscribed to by more than three thousand people, etc. The audience of the Network is the whole world. Thus, computer networks are currently the most widespread types of communication, combining the qualities of all previous types.

With regard to the nature of the information covered, the media are divided into mainstream (MSM) or agenda-setting media, which have a large audience and support the prevailing mood in society, representing large media conglomerates, and alternative (alternative), containing diverse opinions and focused on a small audience and/or a certain social the group. Alternative media differ from mainstream media not only in the content of the material, but also in the form of its presentation: online publications and street art can be attributed to them, however, online publications of mainstream news corporations such as FOX and the Associated Press will also be considered mainstream. Renowned linguist and philosopher Noam Chomsky characterizes mainstream media as large organizations with large profits, most of which are associated or owned by large holdings (for example, General Electric). Chomsky also gives them a rather negative

assessment, calling them "tyrannical." Chomsky cites The New York Times and The Associated Press as examples of such corporations. Speaking about the detailed characteristics of alternative media, it is worth noting that there is no complete definition that reflects all aspects of this phenomenon. It is common to say that alternative media is something that does not fit any criteria of mainstream media. Thus, alternative media can be described in a broad sense as ideas that lie beyond what is permitted, everything that is not accepted, not allowed and not available in the corporate mainstream.

Based on the definitions of mass media given by various encyclopedias and dictionaries, as well as the writers' reflections on mass media, an approximate portrait of the media in its current form was compiled. Special attention was paid to the trends in the presentation of material in modern English-language media and the differences between the styles of American and British mass media.

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