

THE LINGUISTIC NATURE OF SIMILITIES AND THEIR FUNCTIONAL
FEATURES IN PUBLICISTIC STYLE*Kayumova Visolaxon Ozodjon kizi*

Abstract: This article explores the role, linguistic nature, and functional characteristics of similes in Uzbek publicistic texts. The author approaches the simile not merely as a figure of speech, but as a significant linguoculturological unit that reflects national-cultural values and enhances impact within mass communication. The study analyzes the functions of similes in the publicistic style, such as creating imagery in the reader's mind, forming evaluative attitudes, and conveying information concisely and expressively. Furthermore, the importance of similes in expressing national mentality and cultural codes is illustrated through examples.

Keywords: publicistic style, simile, linguoculturology, national-cultural code, discourse, imagery, expressiveness, evaluative attitude.

Annotatsiya: Ushbu maqolada o'xshatishning o'zbek publitsistik matnlaridagi o'rni, lingvistik tabiati va funksional xususiyatlari tadqiq etilgan. O'xshatishlarga nafaqat badiiy tasvir vositasi, balki milliy-madaniy qadriyatlarni aks ettiruvchi va ommaviy kommunikatsiya jarayonida ta'sirchanlikni oshiruvchi muhim lingvokulturologik birlik sifatida yondashgan. Maqolada publitsistik uslubda qo'llaniladigan o'xshatishlarning o'quvchi ongida obrazli tasavvur uyg'otish, baholovchi munosabatni shakllantirish hamda axborotni lo'nda va ekspressiv yetkazishdagi vazifalari tahlil qilingan. Shuningdek, o'xshatishlarning milliy mentalitet va madaniy kodlarni ifodalashdagi ahamiyati misollar yordamida yoritib berilgan.

Kalit so'zlar: publitsistik uslub, o'xshatish, lingvokulturologiya, milliy-madaniy kod, diskurs, obrazlilik, ekspressivlik, baholovchi munosabat.

Аннотация: В данной статье рассматриваются роль, лингвистическая природа и функциональные особенности сравнения в узбекских публицистических текстах. Автор подходит к сравнению не только как к средству художественной выразительности, но и как к важной лингвокультурологической единице, отражающей национально-культурные ценности и повышающей эффективность воздействия в процессе массовой коммуникации. В статье анализируются функции сравнений в публицистическом стиле: создание образных представлений в сознании читателя, формирование оценочного отношения, а также краткая и экспрессивная передача информации. Кроме того, на примерах раскрывается значение сравнений в выражении национального менталитета и культурных кодов.

Ключевые слова: публицистический стиль, сравнение, лингвокультурология, национально-культурный код, дискурс, образность, экспрессивность, оценочное отношение.

Introduction.

Among the possibilities of language for creating images, simile stands out as a universal figurative tool. In Uzbek literary studies, stylistics and linguoculturology, similes are interpreted as the main source of textual imagery. If in literary texts similes are one of the main means of creating images, in journalistic texts they play an important role in increasing the impact of the content, attracting the reader's attention and conveying a certain evaluative attitude. The use of similes in journalistic discourse is of particular importance, since the

process of mass communication requires not only the transmission of information, but also a quick, clear and figurative impact on the audience's consciousness. This article examines the linguistic nature of similes, their national-cultural content and their place in journalistic speech based on a linguoculturological approach.

Main part.

Simile is a comparison of one object or phenomenon with another object or phenomenon based on a similar sign. In simile, lexical units that represent objects and phenomena are compared with their true meaning (Mukarramov, p. 6). From a linguistic point of view, it is considered as a semantic, syntactic and pragmatic unit.

In Uzbek literature and folklore, similes are a vivid manifestation of the figurative thinking of the people. In linguistics, similes have been widely studied both as a lexical-semantic tool and as a mechanism of artistic depiction. In recent studies, cognitive, linguoculturological, discursive-pragmatic approaches to similes are widely used. These approaches show that similes reflect not only descriptive, but also cultural, national-mythological, psychological content.

The publicistic style is one of the most active and dynamic layers of the modern language system, its main task is to inform the public about a certain social, political or cultural issue, influence it and direct it to a certain position. The communicative essence of the journalistic language is to convey information, arouse discussion, and form an emotional attitude in the reader or listener. Therefore, in this style, functional features such as logic, accuracy, brevity are combined with elements of expressiveness, expressiveness, and imagery.

Journalistic texts actively use all levels of language tools in accordance with the conditions of mass communication: lexical, grammatical, phonetic, and stylistic layers serve the functional direction of this style. In particular, the use of such artistic means as socio-political terms, evaluative words, metaphor, simile, allegory, and personification in journalistic speech enhances the content and gives the text expressiveness.

The stylistic features of the journalistic style are explained by the fact that it is aimed at forming a certain image, attitude, and assessment in the reader's mind. Therefore, it is natural that it has a high emotional-expressive coloring and a frequent occurrence of figurative expression. The power of the text is enhanced precisely through these stylistic means, the reader's perception and emotions are actively influenced.

The art of any propagandist and agitator is to be able to influence the audience at the highest level, to explain the truth known to people more clearly, more impressively and more convincingly (Sultonsaidova, p. 27). The role of similes in this regard is incomparable. In publicistic speech, similes often serve to increase the effectiveness of information, to quickly attract the reader to the essence of the problem, to convey meaning and content in a simple, folk and figurative form. In this sense, similes are manifested as a means of determining not only the stylistic, but also the communicative effectiveness of the publicistic text.

Linguoculturology is a field of science that studies the reflection of national culture in language, the manifestation of cultural ideas, values and mental stereotypes through language units. According to this approach, language is considered not only as a means of communication, but also as an important component of national culture, a code that transmits spiritual experience from generation to generation. When analogies are analyzed linguoculturologically, they appear as cultural signs that reflect the worldview, traditions, values, and attitude of the people to natural and social phenomena. For example, in the Uzbek language Similes such as “as hardworking as a bee”, “as sweet as a nightingale”, “as agile as a swallow” indicate the

people's closeness to nature and the transfer of images inherent in their value system to the language.

The linguo-cultural interpretation of similes used in journalistic texts is significant in that it reveals the author's cultural identity, attitude to national values, and assessment of events in society. Through these means, the journalist conveys not only information to his reader, but also cultural meaning and national connotations. Thus, similes actively function as a cultural code in journalistic speech and provide the text with national diversity.

In journalistic texts, similes perform the following functions:

1. Creating imagery - showing the topic in a lively, imaginative way.

Example: "Our economy is flying like a swallow towards a new era."

2. Conveying an evaluative attitude - subtly expressing the author's position.

Example: "This process was as if long-term negotiations had come to light."

3. Attracting attention - enhances the relevance of the news or idea.

Example: "The flow of information is rushing like a flood."

4. Expressing national and cultural content - conveys the idea faster through images familiar to the reader.

Example: "Our hardworking people are as diligent as bees."

Unlike literary similes, publicistic similes are concise, clear, understandable to the general public, emotionally expressive, and quickly perceived. In articles, reports, or analytical materials, the priority is not excessive artistry, but a lively and impressive expression of thought. Similes are a linguistic unit that occupies a central place in the figurative system of the language, and their semantic, stylistic, cognitive, and pragmatic capabilities are manifested differently in different discourses. In the journalistic style, similes increase the impact of the text, activate the reader's perception, gently express the author's assessment, and activate national and cultural codes.

The main essence of journalistic similes is to create a concise but deeply meaningful image that quickly reaches a wide audience. Therefore, they do not lose their relevance in modern media language.

Conclusion

Similarities are an important linguistic tool that expresses the figurative possibilities of language, and they are a meaningful unity both semantically and stylistically, and in terms of the cultural and spiritual layer. In the journalistic style, the use of similes increases the expressiveness of the text, activates the reader's imagination, and subtly reveals the author's position. Journalistic similes are of particular importance in the modern information space as an effective means of quickly conveying national cultural codes to the public.

References:

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