

VIOLATIONS OF SPEECH CULTURE IN MASS MEDIA AND THEIR CAUSES

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Annotation: This article analyzes speech culture violations in mass media and the underlying causes of these disruptions. Factors contributing to the deterioration of speech culture include personal habits, uncultured portrayals, fast-paced and sensational materials, as well as technological influences. The article also provides recommendations for preserving speech culture and improving the quality of audience communication.

Keywords: Speech culture; Mass media; Speech disorders; Social media; Information dissemination.

Introduction Mass media plays a significant role in the dissemination of information in today's society. Millions of people receive various messages every day through television, radio, the Internet, and social networks. Speech culture is the art of expressing words correctly, clearly, and in accordance with cultural norms. However, in practice, the culture of speech is often not maintained in television programs, blog posts, or on social media. For example, some news is presented in a sensational manner, using words sharply or incorrectly. Sometimes journalists and bloggers prioritize speed over accuracy, ignoring grammatical and lexical mistakes. This can lead the audience to form incorrect perceptions, the spread of uncultured language, or the expansion of inaccurate expressions. At the same time, violations of speech culture are becoming increasingly noticeable. Sometimes speech is expressed incorrectly, harshly, or in an uncultured manner, which can create misunderstandings among listeners and viewers.

Main Part

Today, the dissemination of information is developing very rapidly. Television programs, online news, and social networks strive to attract the audience as quickly as possible. Therefore, news headlines are often sharp, exciting, or sensational. For example, phrases like "Such-and-such event occurred in a terrible way" or "Shock! An unexpected incident happened" are frequently seen in news headlines. The main problem with this approach is that the cultural aspects of speech are violated. People perceive the news only through dramatic words, and the essence of the event is often not fully understood. Some viewers or readers form incorrect perceptions, and these ideas can even spread widely within society. In small towns or rural areas, people tend to trust television and social networks and accept urgent, sensational news without full verification. Since speed and sensationalism are aimed at capturing audience interest, journalists sometimes use words incorrectly to create a dramatic effect. This not only causes cultural harm but also affects the quality of information.

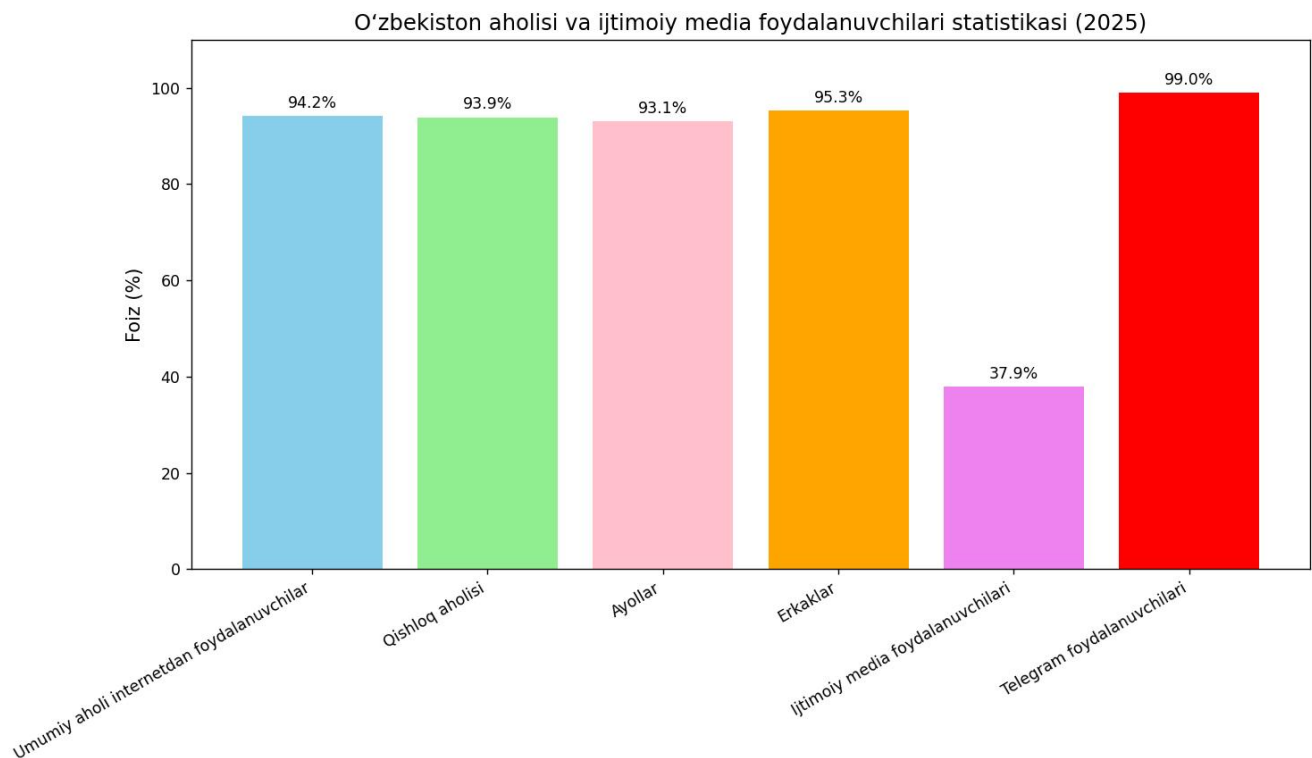
Some journalists or bloggers do not prepare their speech before going on air or posting online. They speak without thinking, pay insufficient attention to word choice, and make mistakes in sentence construction. This leads to a violation of speech culture. For example, such cases are common in local radio shows in smaller regions of Uzbekistan. Incorrect sentence structure, improper word usage, or mismatched intonation creates discomfort and misunderstanding for the listener. Additionally, sometimes journalists or bloggers go on air without preparation due

to stress or lack of time. During live broadcasts on city or village radio shows that last for hours, mistakes naturally occur when news must be delivered without careful consideration. As a result, the audience receives incorrect impressions, the tone and quality of speech decline, and this creates difficulties in understanding speech culture for listeners or readers.

Today, social networks, messengers, and blogs have a significant impact on people's speech. Users often try to write short and quick posts, resulting in speech that is brief, oral, and sometimes unclear. Short posts often contain abbreviations, slang, and emojis, which weaken the norms of speech culture. On platforms like Instagram or Telegram, news and posts tend to use short and simple phrases rather than formal, complete words. Many users perceive this as normal, which leads to a decline in speech culture and less attention to the precise and correct use of words. At the same time, the misuse of words can quickly spread among a wide audience and become habitual. Insufficient preparation in working with speech culture is also considered a major reason. If journalists and mass media employees have not deeply studied the cultural aspects of speech, they may use incorrect expressions on air or when creating texts. At the same time, insufficient attention is paid to style, tone, and sentence structure. In small-town radio shows or blogs, staff often speak quickly during live broadcasts, neglecting grammar and lexical errors. As a result, the audience does not fully understand the culture of speech and sometimes adopts incorrect expressions. Therefore, it is very important to train journalists and bloggers in speech culture and conduct regular training sessions..¹

The use of the Internet among the population of Uzbekistan is steadily increasing. According to data from January to August 2025, approximately 94% of the population accesses the Internet. Internet coverage is also high in rural areas, with 93.9% of residents being online. At the same time, Internet usage among women is 93.1%, while among men it reaches 95.3%.

¹ O'zbekiston Respublikasi Statistika agentligi. Aholining ta'lim darajasi va ma'naviy-ma'rifiy tadbirlarda ishtiroki bo'yicha yillik hisobot 2025. – Toshkent: Statistika agentligi, 2025



Access to mass media in the digital sphere is also steadily expanding. As of October 2025, there are approximately 14.1 million social media users in Uzbekistan, which corresponds to 37.9% of the population. In particular, the Telegram messenger is very widespread — 99% of Internet users regularly use Telegram. Users often write quick and short posts, using abbreviations, slang, and emojis. As a result, the norms of speech culture weaken, and the audience may easily accept uncultured forms of speech. This phenomenon is noticeable not only in texts but also in broadcasts and online news.

A. Nurmonov and M. Hakimov (Scientific works on Linguistics) [Nurmonov A. Fundamentals of Uzbek Linguistics. – Tashkent: University, 2020. – 312 p.] These scholars paid special attention to the norms of literary language, especially issues of word choice, grammatical harmony, and intonation. According to them, today, due to the emphasis on speed in television and the Internet, “the speed of delivery, not the perfection of the word,” has become more important. Therefore, they emphasize that regular training in speech culture is necessary for media employees. In my opinion, what they stated is still relevant today. Many journalists speak on air without even checking the text once before going live.

D. Quronav — “Language of Mass Media” [Quronav D. Language of Mass Media. – Tashkent: Fan, 2019.]

Dilmurod Quronav’s works on media language are very relevant to the topic. He studied modern linguistic changes in journalism, focusing particularly on sensationalism, coarse and overly emotional expressions in headlines, and the disruptive influence of Internet language. According to his analysis, there is a growing trend of “sensational headlines” in television and online publications, where the goal is not the precise meaning of words but to shock or astonish the audience.

N. Mahmudov — scientific articles on language norms [Mahmudov N. Norms of Literary Language. – Tashkent: Alisher Navoi Publishing House, 2018. – 220 p.]

Although Nizomiddin Mahmudov wrote generally about language culture, he also criticizes errors in mass media speech. He points out that in many cases, journalists mix formal and colloquial styles, which “disrupts the harmony of the language.” I find this observation very accurate because, in today’s television programs, formal and everyday language often mix, resulting in inconsistent tone.

Scientific works of the Faculty of Journalism of Uzbekistan

In recent years, scholars from Tashkent State University of Oriental Studies and the Uzbekistan University of Journalism and Mass Communications have published various articles about speech violations in mass media. They particularly note:

excessive use of Russian or compound words, Internet slang, and inappropriate metaphors

problems with incorrect pronunciation.

Their general opinion is that “as control over media language weakens, the overall quality of speech in society also declines.”

From studying the literature, I noticed that all scholars agree on several points:

Speed leads to a decline in speech quality.

Internet language changes journalistic style and violates norms.

Regular training in language culture is necessary for media professionals.

When audiences hear mistakes frequently, they begin to perceive them as normal.

For these reasons, almost all the literature emphasizes that strict standards of speech culture should exist in mass media.

Conclusion Violations of speech culture in mass media are very common today. The main reasons for this are the rapid delivery of information, sensationalism, unprepared speech, and the excessive spread of Internet language. Statistical data also show that nearly 94% of the population uses the Internet, and Telegram is used by 99% of users. Therefore, the greatest impact is manifested precisely on these platforms. In my opinion, to improve the situation, media professionals should take language culture more seriously, pre-broadcast checks should be strengthened, and regular training sessions should be organized for journalists. This is because the language of the media reflects the language of society. When it is of high quality, the speech of people also improves.

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