

# Stylistic And Pragmatic Functions Of Clichés In English And Uzbek News Discourse

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## Abstract

This paper investigates the stylistic and pragmatic roles that clichés play in English and Uzbek news discourse. Clichés, while often criticized as overused or unimaginative, serve functional purposes in journalistic communication such as simplifying complex issues, conveying shared values, and reinforcing ideological perspectives. Through a comparative analysis of English and Uzbek news articles, this study reveals both universal and culturally specific uses of clichéd language. The findings highlight the impact of clichés on discourse tone, reader engagement, and message framing.

**Keywords:** clichés, stylistics, pragmatics, news discourse, media language, English, Uzbek, journalistic language.

**Introduction.** In journalistic writing, clichés are frequently employed despite their reputation for lacking originality. These fixed or formulaic expressions often appear in headlines, editorials, and reports. While they may be seen as stylistically weak, they serve important pragmatic and stylistic functions, especially in news discourse.

This paper explores how English and Uzbek media utilize clichés and investigates their communicative purpose, stylistic effect, and cultural significance. The cross-linguistic and cross-cultural dimension of this topic makes it relevant to media linguists, translators, and language educators.

*Theoretical Background. Definition and Characteristics of Clichés.* Clichés are fixed, conventionalized expressions that are widely recognized by speakers of a language. Examples include:

- English: at the end of the day, only time will tell, the calm before the storm
- Uzbek: muammo ildiziga tushish, vaqt ko'rsatadi, bardavom bo'lgan masala

These phrases often originate from common cultural experiences, metaphors, or historical references, and persist in media due to their familiarity and ease of recognition.

*Stylistic and Pragmatic Approaches.* Stylistic function: In journalism, clichés can set tone, create rhythm, or add authority to a statement.

- Pragmatic function: They help frame meaning, reduce cognitive effort, and appeal to shared knowledge or assumptions within a cultural context.

**Methodology.** The study analyzes 120 news articles (60 in English from BBC, The Guardian, CNN; 60 in Uzbek from Kun.uz, Daryo.uz, Gazeta.uz). Articles were selected from topics related to politics, economics, and society. The analysis focused on:

- Identification and frequency of clichés
- Their grammatical form (noun phrases, idioms, clauses)
- Their stylistic role (e.g., dramatic, persuasive)
- Their pragmatic function in context

**Results.** Types and Frequency of Clichés. In both English and Uzbek, clichés appear most frequently in:

- Headlines
- Editorials or opinion pieces
- Political and crisis reporting

Examples from English headlines:

- Back to square one in Brexit talks
- The economy is walking a tightrope

Examples from Uzbek headlines:

- Iqtisodiyot o'zgarish yoqasida turibdi (The economy is on the edge of change)

- Muammo ildiziga tushish vaqti keldi (It's time to get to the root of the problem)

Observation: Uzbek headlines tend to use metaphors tied to agriculture, family, or traditional culture, whereas English uses sports, war, or business metaphors.

**Discussion.** Stylistic Functions. Clichés in both languages perform various stylistic roles:

- Simplification: They condense complex issues into digestible phrases.

- English: War on drugs, game-changer

- Uzbek: doimiy muammo, yagona yechim yo‘q

- Dramatization: They heighten the emotional tone.

- English: A ticking time bomb, on the brink of collapse

- Uzbek: jiddiy ogohlantirish qo‘ng‘irog‘i chalindi (a serious warning bell was sounded)

- Identity and genre marking: Use of clichés signals journalistic style, especially in headlines or opinion sections.

Pragmatic Functions.

- Shared Knowledge and Contextual Economy:

Clichés enable quick understanding, relying on shared cultural or social assumptions.

- English: Rome wasn't built in a day (implies patience and gradual progress)

- Uzbek: sabrsizlik bilan kutilgan (long-awaited, implying public anticipation)

- Ideological Framing:

Clichés are often used to subtly convey bias or alignment.

- English: Taxpayers' money wasted (frames inefficiency negatively)

- Persuasive Power:

Politicians and media often use clichés to justify actions or align with public sentiment.

- English: doing the right thing, history will judge

- Uzbek: xalq ishonchini oqlash kerak (we must justify the people's trust)

*Cross-Cultural Differences.* While both languages make use of clichés, the cultural context significantly affects their form and impact:

- English journalism favors concise, metaphor-heavy clichés, often rooted in sports, war, or economic domains.

- Uzbek journalism tends to favor respectful, culturally grounded clichés, often drawing from collective values, traditions, and social unity.

English allows for irony or skepticism through clichés (e.g., too little, too late), while Uzbek tends to avoid irony in serious news, maintaining a formal and respectful tone.

*Implications.* For Translators and Interpreters. Clichés are culturally loaded and often untranslatable word-for-word. A successful translation requires:

- Cultural equivalence (not literal meaning)

- Sensitivity to tone and context

For Journalism and Media Literacy. Understanding clichés helps:

- Readers identify subtle biases and assumptions

- Writers use clichés responsibly to avoid oversimplification or stereotyping

For Language Education. Cliché analysis can be a tool for teaching:

- Idioms and fixed expressions

- Media discourse awareness

- Cross-cultural pragmatics

**Conclusion.** Clichés in English and Uzbek news discourse are more than stylistic ornaments; they play essential pragmatic roles in simplifying, dramatizing, and framing news content. While there are universal similarities in their use, cultural values and linguistic traditions shape how and why these clichés are used. Journalists, translators, and language educators must be aware of both the power and limitations of clichéd language in shaping public discourse.

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