

POLISH AND UZBEK MEDIA LANGUAGES, GENRES; ITS FEATURES, SIMILARITIES AND DIFFERENCES

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Annotation: In this article, we describe the development, history, similarities and differences of the media language in Poland and Uzbekistan. Nowadays, technologies are developing rapidly, so the development of media education is also a natural situation.

Keywords: media linguistics, media language, media discourse, media text, mass media, mass, integration.

INTRODUCTION: Media as an independent direction in modern linguistics the formation and development of linguistics, also in terms of linguistics, information related to technologies and socio-cultural spheres of social life depends on a number of factors. The power of the mass media public environment considered, especially media language is studied as a tool with social power bride. Language is a transparent phenomenon. Media often demand neutrality, thus it creates an environment for the reflection of public opinion and the opinion of the creators of news and reflects reasoning and evidence.

Nowadays, mass media or news text is social is one of the topical issues of linguistics and translation studies. In people's lives increasingly important, media review and need to learn. In his book *Media Discourse*, Norman Fairclough describes media studies as a dynamic field of public information as a language of tools has united a wide range of works.

MATERIALS AND DISCUSSION: Today, the mass media not only affect the life of society, people's minds and at a time when it has a great influence on its ideas, but also on the national language and culture, through the mass media. It is very important to accurately and quickly translate the given information and deliver it to people is an important issue. [2.82] One of the important features of media texts in almost all genres one is the combination of message and effect elements they contain. Mass media, its main function is to transmit information, but it is rarely neutral, that is, it is neutral from the elements of influence on listeners and readers. In many cases, the transfer of information directly or together with language and speech techniques comes in disguise. [1.108] This is the listener and readers to the transmitted information and message known as a means of attracting attention or encouraging a point of view expressed in a message forces to be affected. A real professional translator in his translation is the information itself and should perceive the proportions of the media and convey them adequately. Public information Linguistic and stylistic features of the language of the tool, its generality is functional. Among the features that distinguish it from the language of style, the tools used are stable and clichéd most of its expressions, various journalistic patterns, lexicalizing metaphors, standard terms and names etc. are highly standardized. Attracting the recipient's attention, expressing a reaction to the transmitted information, examples of language expressiveness as a way of expressing evaluative emphasis, etc. speech clicks and stamps, evaluative epithets, direct appeal to the reader can be excited.

In recent years, the language of the mass media is specific to the author of the material abbreviated used to express attitude (for example, with irony), to create a certain image and stylistic (for example, humor) effect, as well as to surprise readers, one can see the use of sonorous and even colloquial language. Also public the language of the media is hyperbole, lithos, figurative comparisons, metaphors (expanded and changed form, lexicalized), metonymy, paronymic attraction (in advertising texts), allows to use (more often) stylistic devices such as allegories, euphemisms, etc. Of course, it is universal when translating from Uzbek to other language methods is not available. [4.79] But if the translator is prepared for such problems in advance, it is a translation by understanding the essence, content, communicative function and stylistic effect of the text if he knows metaphors and metaphors, irony and main points, he has knowledge about the content of the text and if the knowledge of the Uzbek language is sufficient, the translation will be at a high level. Of course, the translator must have the necessary professional skills and high knowledge of the relevant languages.

The mass media in Poland consist of several different types of communications media including television, radio, cinema, newspapers, magazines, and Internet. During the communist regime in Poland the Stalinist press doctrine dominated and controlled Polish media. The country instituted freedom of press since the fall of communism. The Polish media system's main features are the product of the country's socio-political and economic post-communist transition. These features include: the privatisation of the press sector; the transformation of the state radio and television into public broadcasting services; influx of foreign capital into the media market and European integration of audiovisual media policies. Today the media landscape is very plural but highly polarized along political and ideological divides. [8.91]

Since the fall of Communism, Poland has developed a plural but highly polarized media environment. The media landscape comprises, in addition to the public radio and television broadcasters, a variety of private media outlets, encompassing a broad political spectrum, from socially liberal to ultraconservative. In sector of print media, the newspaper with the largest circulation is *Gazeta Wyborcza*, founded in 1989 ahead of parliamentary elections. It is managed by Adam Michnik, who was a dissident in the Communist-era. The daily has a critical stance towards the Law and Justice Party (PiS) government. The second largest paper is *Rzeczpospolita*, which has a conservative tradition.

The two main business-oriented dailies are *Dziennik Gazeta Prawna* and *Puls Biznesu*: they have a narrow, professional readership and are typically not engaged in the country's political conflict. The two leading tabloids are *Fakt*, owned by the Swiss-German media conglomerate Axel Springer, and *Super Express*, owned by ZPR Media. These tabloids have a remarkable impact on public opinion.

Today, when science and technology are rapidly developing, life is made possible by newspapers and magazines, the Internet, it is hard to imagine without radio and television. Because every change in human life, at first, he gets informed about the news in the material and spiritual spheres through newspapers and magazines

In particular, the scientific and technical progress, which is developing in the following years, and the information data are public improvement of information media, further improvement of their language and style is on the agenda seriously. In this regard, translators also have some responsible tasks. That is, mass media that can write quality and literate articles in newspapers and magazines requires a comprehensive approach to the translation of information from one language to another. [5.27] For example, learning the language of the press has become one of the most important and urgent issues in our time. In particular, in the world science in the study of journalistic style in the 21st century, which is considered the information age great things are being done. Including, Eastern languages are related to the style of the press. Linguistic issues are being deeply researched.

The journalistic style provides readers with the most important and topical issues of the time, delivering to listeners, viewers through newspaper-magazine, radio, television, the public revitalizing, instilling in people's minds what is happening around them, their social serves to form views. Mass media (newspaper-magazine, radio, television): The speech style used in these tools is journalistic style. This important feature of the style is to inform and influence, in which simplicity, impressiveness, intelligibility, strict adherence to the standards of literary language is emphasized. Also this speech style is used in propaganda, i.e. press style is a popular style is considered. [7.49] A special feature of journalistic style is that it is active in certain social issues has signs of relatability, responsiveness, and impressionability. This style of speech is social due to the mobility of issues, words expressing socio-political concepts in it is used more.

Undoubtedly to the production of speech in mass media the concept of media text mentioned in all works devoted to it is an important theoretical component of media linguistics. The essence of the concept can be summarized as follows: traditional in linguistics, the meaning of the text is "a coherent and mutual combination of spoken and written language can be rated as "integrity". In the media text, the person thinks about the world as a real reality and this thinking is characteristic of a person's perception of the world and thinking records in verbal-non-verbal form. This is exactly the case of linguistic units media communication from research based on the principle of "thing in itself". The "base" that made it possible to learn the language as a functional whole from the outside justifies the need to switch to the search for the calculation point. Analysis of linguistic phenomena language only when it is realized in conjunction with extra-linguistic phenomena allows you to clearly define what role it plays in the process of media communication will give.

CONCLUSION: In short, mass media (newspapers, magazines, radio and television) the journalistic speech style, which is considered the language of such as its strict adherence to standards of clarity, precision, expressiveness, and literary language requirements, as well as the implementation of information dissemination, explanation, and promotion activities is distinguished by its tasks and uniqueness.

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