

A Comparative Analysis of Pragmatic Presupposition in English And Uzbek Internet Newspaper Headlines

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Abstract: Pragmatic presupposition is information that is not explicitly stated in a sentence or informational text but is assumed to be known in advance by the participants of the communication. The correct interpretation of presuppositional meaning depends on the reader's overall level of knowledge and the context. If there is a shared body of knowledge between the reader and the author, the pragmatic presupposition is understood correctly in communication. The Russian linguists states that "the effectiveness of speech influence conveyed through the headline depends on the compatibility of the author's and the reader's worldviews as well as semantic-pragmatic presuppositions." A linguist studies the use of stylistic units in newspaper headlines, and his analysis shows that allusion and metaphor are the main tools that create pragmatic presupposition.

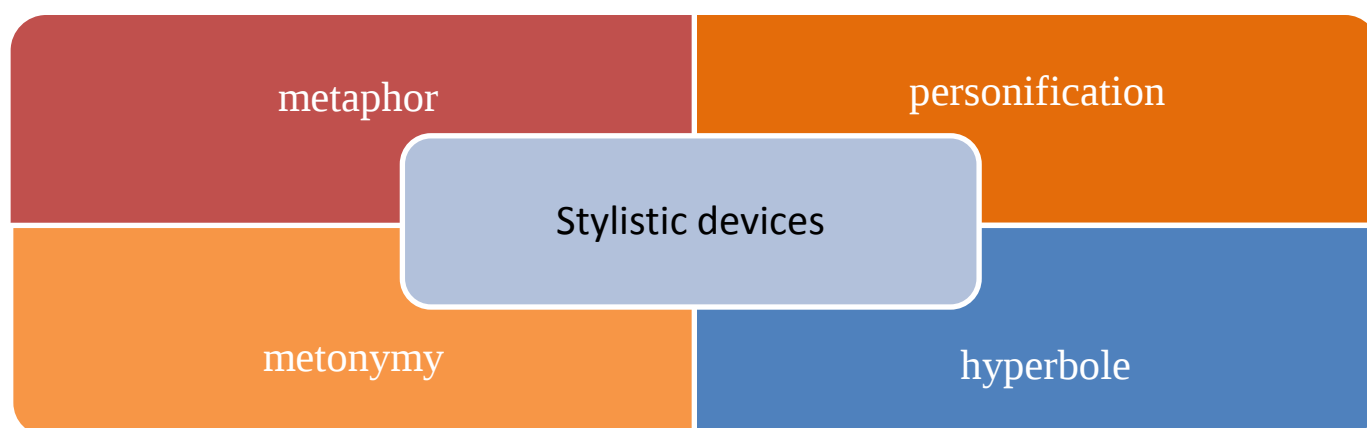
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Introduction: English linguist R. Fowler also studies the role of stylistic devices in newspaper headlines and the presuppositional meanings understood through them and includes metaphor, nomination, transformation, and evaluative vocabulary among the most commonly used stylistic units. T.A. van Dijk defines headlines as "the macrostructural appearance of news texts" and proves with analyses that ellipsis, metaphor, and generalizing nominations frequently occur in headlines, revealing hidden meanings through them. K. Molek-Kozakovska identifies that the use of metaphor and hyperbole in English internet newspapers, particularly in Daily Mail publications, is at a high level, explaining this as one of the ways to attract the audience's attention. In Russian linguistics, I.V. Arnold studies the newspaper style within the framework of classical stylistics. According to him, although newspaper headlines are given in a short form, they convey a broad semantic meaning. The scholar explains the

functions of expressive means that create this semantic meaning and frequently occur in journalistic texts and headlines, particularly units such as metaphor, ellipsis, and irony. While metaphor and irony subtly express an evaluative attitude in the headline, ellipsis, along with shortening the information, requires interpretation from the reader. T.V. Vasilieva places special emphasis on imagery, which is considered one of the distinctive features of newspaper headlines. According to her, a headline is primarily, of course, a linguistic unit, and at the same time, it is a semiotic phenomenon that evokes visual and figurative associations in the reader's mind. The scholar emphasizes that the information presented in headlines through metaphor, allusion, and evaluative units takes the form of a 'picture.' Studying the research of the aforementioned scholars, we analyzed the stylistic devices used in English and Uzbek online newspaper headlines and the presuppositional meanings understood through them. The result of our

observations showed that the presuppositional meanings within the four most frequently used stylistic

devices in newspaper headlines of the compared languages were identified.



Metaphor, being a stylistic phenomenon, is also a cognitive process characteristic of human thinking. It is a stylistic unit that allows one concept to be explained and conceptualized through another concept. In modern linguistics, metaphor is interpreted as a means that arises from thought and experience, explaining abstract concepts with clear knowledge and sources. In English and Uzbek online newspaper headlines, a metaphor is a stylistic unit aimed at pragmatic and communicative purposes. From a pragmatic perspective, a metaphor in a headline performs functions such as demonstrating impact, expressing an evaluative attitude indirectly, and explaining a specific concept to the reader based on a comprehensible source. From a communicative perspective, metaphors serve to present complex social, political, or economic processes in simple language in a way that is

understandable to the audience.

METHODOLOGY

We can describe newspaper headlines as a distinctive linguistic, pragmatic, and communicative unit because they convey a large amount of information through the smallest language units and also influence the reader. In order to manifest these characteristics, headlines certainly make efficient use of stylistic devices; in particular, metonymy is considered one of the stylistic units frequently used in newspaper language. The use of metonymy in a headline helps to condense it, express a broad concept or an entire event through a single word or phrase, and attract the reader's attention.

Metaphor Used in English and Uzbek Internet Newspaper Headlines

In English

The great vegan slump: Market for plant-based food shrinks nearly £38 million as analysts say meat-free firms are in a "rut"

Why Bruce Lehrmann's lawyer wants to keep his identity a secret as fight to overturn failed case against Ten and Lisa Wilkinson continues

Strictly's Katya Jones pays tribute to "ray of sunshine" Wynne Evans after a "difficult week" as she shares sweet Instagram snaps

When my daughter cut contact with me for four years, I felt my life was over. Here's how we healed our agonizing rift-plus the seven steps that will end even the most bitter family fallout

Village embroiled in nasty parking row as saboteur plants nails and screws in grass verges near a primary school to stop children being dropped off

In Uzbek

Andijonda gazballonlar saqlanayotgan noqonuniy "bunker" topildi

Ko'chmas mulk tilini tushunish nima uchun muhim?

Ta'til ro'zg'or dardidagi o'zbekka orzuligicha qoladimi?

"Oxirigacha" Jo Bayden prezidentlik poygasidan chiqishdan bosh tortdi.

Yulduzlar osmonida portlash: yosh xonandaning klipi internetni larzaga soldi.

The table above contains internet newspaper headlines in the languages being compared that use metaphors, and we present the pragmatic presuppositions conveyed through them:

In English: The great vegan slump: Market for plant-based food shrinks nearly £38 million as analysts say meat-free firms are in a "rut" (Sharp decline in the vegan product market: according to analysts, the market for plant-based foods has shrunk by nearly £38 million, while companies dealing with meat-free products are in a stagnant state). There are three metaphorical expressions in this headline. The metaphorical units such as "slump," "shrinks," and "rut" in the given headline evoke several pragmatic presuppositions: a) there is a problematic situation in the market, as the "slump" metaphor compares the economic state of the market to concepts of physical collapse or sinking; b) the verb "shrinks," indicating the reduction of a physical object, suggests that the contraction of the market volume is not insignificant or unnoticeable but is worthy of attention and concerning; c) the metaphor "in a rut" reflects that companies are stagnant, have stopped developing, and that it is impossible to change the situation in the short term; d) metaphors expressing decline and stagnation logically imply that there was previously a period of growth or success in the market; e) through these metaphorical units, the reader understands that the near future stability or competitiveness of the market is in doubt.

RESULTS

The expression of pragmatic presupposition through stylistic devices in internet newspaper headlines in compared languages shows the connection between language and culture. Stylistic units such as metaphor, metonymy, personification, and hyperbole encourage the reader to presuppose hidden meanings rather than directly state information in the headline. By comparatively analyzing internet newspaper headlines, the features of pragmatic presupposition related to stylistic devices are identified, and their communicative and functional roles are explained. One of the linguistic features of English and Uzbek online newspaper headlines is the use of presuppositional meanings. A presupposition is a meaning that is not directly expressed in speech but is assumed beforehand

through the content of the sentence and considered to exist by the reader. In English headlines, presupposition is mainly manifested through lexical means, grammatical constructions, and cultural units. The presence of such hidden meanings in a headline increases its impact, but when translated into another language, it causes certain problems.

The translation process requires not only ensuring grammatical and lexical correspondence between two languages but also conveying pragmatic and cultural meanings. Therefore, translating presuppositional meanings present in English newspaper headlines into Uzbek creates specific problems. Indeed, English and Uzbek belong to different language families, and their syntactic structures and communicative and pragmatic purposes, as well as styles in mass media, differ from each other. In English, newspaper headlines are mostly presented in a verb-less, abbreviated form or in the form of a question, requiring the reader to have certain pragmatic knowledge within the subject field, whereas in Uzbek, headlines are relatively explicit, explanatory, and given in full content. These differences lead to the loss, misinterpretation, or weakening of presuppositional meanings in translation.

DISCUSSION

The comparative analysis of pragmatic presupposition in English and Uzbek internet newspaper headlines reveals both universal and culture-specific features of media discourse. The findings demonstrate that headlines in both languages actively employ presupposition as a pragmatic strategy to attract readers' attention, create implicit meanings, and influence audience interpretation. However, the linguistic realization and communicative functions of presupposition differ according to cultural background, journalistic traditions, and language structure.

The study shows that English internet newspaper headlines tend to use concise and implicit forms of presupposition. English headlines frequently rely on lexical triggers such as factive verbs, definite descriptions, and change-of-state verbs to convey hidden assumptions. This indirect style allows journalists to present information briefly while encouraging readers to infer additional meanings. In many cases, English headlines create curiosity and suspense, which increases readers' engagement with

online news content. Such headlines often depend on the readers' background knowledge and awareness of current social or political events.

In contrast, Uzbek internet newspaper headlines demonstrate a relatively more explicit and explanatory style of presupposition. Uzbek headlines commonly include contextual details, evaluative expressions, and culturally familiar references that guide readers toward a specific interpretation. This reflects the communicative norms of Uzbek media discourse, where clarity and social orientation are highly valued. The analysis also indicates that Uzbek headlines frequently use pragmatic presupposition to emphasize national identity, moral values, and collective social concerns. As a result, presupposition in Uzbek headlines often performs not only an informative function but also an educational and persuasive role.

Another important observation is that both English and Uzbek headlines use presupposition as a tool of ideological influence. Through implicit assumptions, journalists can shape readers' attitudes toward political figures, economic issues, or social problems without expressing opinions directly. This confirms that pragmatic presupposition is closely connected with media manipulation and discourse strategies in digital journalism.

Overall, the comparative analysis highlights that pragmatic presupposition is an essential component of internet newspaper headlines in both English and Uzbek languages. Despite structural and stylistic differences, headlines in both languages aim to maximize communicative effectiveness and reader impact through implied meaning. The study contributes to the broader understanding of pragmatics, media linguistics, and intercultural communication by demonstrating how presupposition functions differently across linguistic and cultural contexts.

CONCLUSION

During the development of linguistics, primarily, the linguistic aspects of language, that is, its grammar, lexicon, and stylistic features, were considered the main object of study. These include the external structure of language, linguistic units, and the syntactic and semantic relations among them. Later, linguists realized that it is not sufficient to study language solely

based on linguistic factors; in its evolution, extralinguistic influences, that is, the role of language in social, cultural, psychological, and communicative contexts, are important. Thus, in modern linguistics, new directions such as pragmatics, sociolinguistics, and linguocultural studies have emerged. After pragmatics began to be studied as a separate branch of linguistics, linguists started to express their scientific views and opinions on issues such as the communicative functions and purposes of language, its contextual meanings, implicit meaning, and the expression of connotations. Since language is constantly developing and changing, naturally, its pragmatic aspects will also continue to be studied. One of the pragmatic aspects of language is the concept of presupposition. This phenomenon was initially studied within the fields of logic and philosophy, which is why this concept was first used by the German philosopher G. Frege in 1892. In his work "Der Gedanke: Eine Logische Untersuchung" (The Thought: A Logical Investigation), while analyzing the meaning of a sentence, he acknowledges that along with its explicit meaning, there is also a hidden meaning perceived by the speaker and the listener, which he calls the presuppositional meaning. From the definitions of presupposition given by philosophers, it is understood that it was studied as a semantic phenomenon; that is, it was considered a logical condition of the sentence's content. Among linguists, presupposition has been studied as a pragmatic phenomenon, and the American linguist R. Stalnaker, in his work 'Pragmatics: Synthese,' was among the first to examine it within the scope of pragmatics and defines it as "the set of knowledge that is common to the participants in a conversation." Indeed, in order to fully understand the content and essence of any communication, it is necessary first to perceive its presuppositional meanings. The formation of sufficient understanding between the speaker and the listener regarding the topic being discussed is, of course, one of the means that ensures the successful course of communication.

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