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APPROPRIATE USE OF TEMPLATE COMPOUNDS IN MEDIA TEXT

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ABSTRACT

The article talks about the use of clichés in newspapers and magazines and their influence on the article's content. Examples prove the information.

KEYWORDS

Cliché, illustration, certain word combinations, particular moving word.

INTRODUCTION

In all areas of the media, some stereotypes are characteristic of style, words, sentences, and texts (Lijun Guo, 2014). Naturally, some do not have such sentences. It is essential to pay attention to each word and use synonyms and polysemantic words to ensure the uniqueness of the media text (Cuddy A. and et al., 2009). However, protecting the text from tautology and stereotype patterns is more complex and vital. This is one of the sources demonstrating the skills of

writers, reporters, and journalists. Here, we will pay attention to the many repetitive and touching words in press materials, such as cliches.

In scientific literature, we find the following provisions on cliches:

A cliché is a printed form intended for printing an illustration (picture, reproduction, sometimes text);

Clichés are hackneyed phrases and ready-made thought patterns (Khakieva Z. and et. al., 2023).

Cliché words appear in an article in different forms, such as a word or phrase or a sentence. But if we repeatedly use the same word in the article, if we use the same phrases and sentences, this will lower the level of the article, and vice versa. If we use synonymous words and phrases, it will be a noteworthy article. Such articles attract readers (Basovskaya E., 2020).

METHODS AND RESULTS

Each professional field corresponds to a particular specialty, and a fund of clichés of linguistic units is formed. Linguistic clichés include standardized linguistic units and demonstrate stable reproducibility of collective, historically established, and fixed skills of use in public language practice. In this work, contextual clichés of business speech include standardized linguistic units, which reveal collective skills of using a consistently repeated language and show the individual speech skills of a specific linguistic personality.

Analysis of the domestic press shows that a dictionary of clichés has been formed, which journalists use more than the norm, and in some cases entirely inappropriately, but automatically. However, this is not a dead end. There is a potential for improvement, and

with awareness and effort, we can elevate the quality of media content.

These include “reform,” (“islohot”) “event,” (“tadbir”) “modernization,” (“modernizatsiya”) and “reconstruction” (“rekonstruksiya”). If we look at the example of a separate issue of the newspaper “Folk words” (“Khalk so‘zi”) (30.09.2015) (Khalk Suzi, 2015), “our country” (“mamlakatimiz”) (although there are many other synonyms for this word) 22 times, “field” (“soha”) 18 times, the adjective “quickly”, “consistent” (“jadal”, “izchil”) was used ten times. In total, the combination “implemented reforms” (“amalga oshirilayotgan islohotlar”) is mentioned 11 times. It seems that not only words but also individual phrases have become clichés. In particular, such phrases as “necessary measures,” (“zarur chora-tadbirlar”) “large-scale reforms,” (“keng ko‘lamli islohotlar”) “consistent work,” (“izchil ishlar”) “detailed information,” (“batafsil ma‘lumotlar”), “expensive gifts,” (“qimmatbaho sovg‘alar”) and “interesting lectures” (“qiziqarli ma‘ruzalar”) are so common that they have lost their impressive appeal and charm. Also, journalists insert such sentences as “large-scale reforms are being implemented,” (“keng ko‘lamli islohotlar amalga oshirilmoqda”) “consistent work is being carried out,” (“izchil ishlar olib borilyapti”) “attention is paid,” (“e‘tibor qaratib kelinmoqda”) and “high efficiency is being achieved” (“yuqori samaradorlikka

erishilmoqda”) into finished articles (sof.uz, 2023). However, dozens of synonymous variants of the above words and phrases exist. The use of clichés leads to the repetition of the same phrases in the national press: “Measures consistently implemented in all areas yield high results” (Khurriyat, Newspaper, 2015).

“Consequently, thanks to consistently implemented reforms, high efficiency is achieved in all areas”(“Binobarin, izchil amalga oshirilayotgan islohotlar tufayli barcha sohalarda yuqori samaradorlikka erishilyapti”) (Family and Society, Newspaper, 2015).

As we can see, the structure and vocabulary of the two sentences are the same. It is a pity that such a situation is observed between the two publications mentioned above and on a scale of the entire press.

Failure to use synonyms will lead to multiple repetitions of a particular word, and ultimately, the internal vocabulary of the article will remain the same. For example, in the article “Do not Waste Time” (“Vaqtini behuda o’tkazmang”) (Khurriyat, Newspaper, 2015) published in the Khurriyat newspaper, the word “time” (“vaqt”) was repeated 12 times.

It is safe to say that using the same clichés, especially in official communications, is always a necessary way out of a difficult situation. For example, in the article “Smart mothers raise the Nation” of the newspaper “Literature and Art of Uzbekistan” (Literature and Art

of Uzbekistan, Newspaper, 2023) such clichés have become convenient for everyone: “Government agencies are especially interested in supporting entrepreneurs' initiatives to implement alternative energy projects,” (“Hukumat idoralari tadbirkorlarning muqobil energetika loyihalarini amalga oshirish borasidagi tashabbuslarini qo’llab-quvvatlashga alohida e’tibor qaratadi”) or “During a meeting with representatives of the public, the president touched upon issues of preschool and school education,” (“Jamoatchilik vakillari bilan uchrashuvda Prezident maktabgacha va maktab ta’limi masalalariga ham alohida to’xtaldi”). Words such as “during the visit,” (“tashrif davomida”) “famous,” (“ma’lumki”) and “provision” (“ta’minlash”) are used excessively. Instead of these words, it is necessary to use their synonyms. “Consequently, thanks to consistently implemented reforms, high efficiency is achieved in all areas” (Family and Society, Newspaper, 2015), such a situation is rare not only in formal-style articles but also in scientific and artistic styles. Also, in the article by Almaz Ulvi, “Poetry is the string of the soul,” (Literature and Art of Uzbekistan, Newspaper, 2023), rude words are used. However, this word is widely used in all artistic styles, for example: “Are these heartbreaking poems about a mother or a cry for a mother?” (“Yurakni o’rtaydigan bu misralar onani qo’msashmi yoki ona uchun nolami?!”) (Almaz Ulvi, 2023). In this sentence, the sample “lines that touch the heart” (“yurakni o’rtaydigan misralar”) is always

used to evaluate the poem's verses. Whatever the poem, we are used to writing it in such a way that it touches the heart. The following points are found in most articles related to literary criticism. To start analyzing the work, let us read the following short analysis from the article by Yuldosh Solizhanov, "The Artistic World of Isajon Sultan," in the 11th issue of 2023, "Eastern Star" magazine. Almost all writers and literary critics express similar opinions in literary analysis. For example, "When we start reading the works of Isajon Sultan, we immediately see very familiar colorful scenes and people before our eyes. We hear strange melodies, the rustling of trees, the chirping of birds, the rustling of grass, the roar of the wind, the rain, the barking of dogs, and the bleating of sheep. We share in it the thoughts, fate and destiny, pain and grief, joy and happiness of each character, and without realizing it, we are shocked. Nowadays, the level of newspapers and magazines has somewhat declined, social networks have taken their place, and reading electronic versions of newspapers and magazines is becoming a tradition" (Solizhanov Y., 2023).

Moreover, if we say that a social network "gives the opportunity" to be the first to deliver news or messages quickly, we will be mistaken. Social networks, whose purpose is to convey information to the public, create normative errors quickly. This causes many errors. Telegram, Instagram, Facebook, and

other leading networks have decreased the number of subscribers to today's newspapers and magazines. Reading newspapers remained in the upper classes of the population. Young people prefer to receive information through social networks. However, it is a pity that social networks make many mistakes to be first.

Information sites such as "Kun.uz," "Qalampir.uz," "Daryo.uz," and many other social networks transmit their messages by making mistakes in the text, starting with the title. It has become a tradition to use trendy words to attract an audience.

Of course, the most important thing for such online newsletters is using interrogative sentences when choosing a name. Because no one cares about mistakes and rudeness here, the goal is to attract and increase the audience. Naturally, such mistakes and stupidities negatively affect the development of our language, and as a result, illiteracy may arise.

For example, the site "Qalampir.uz" published an article under the title "They say that an 11th-grade student in Tashkent threw himself from the 3rd floor" (Qalampir.uz, 2023). While reading the article, the reader can see that this message has yet to receive official confirmation. Also: "Information has appeared on social networks that an 11th-grade student threw himself from the third floor of a school in Tashkent. Press Secretary of the Prosecutor General's Office

Hayat Shamsitdinov reported that this situation is being investigated". The same cliches are used (although we ignore them) that are typical for this site, for example, "spreading news." Another example is "What initiative did Uzbekistan show at the fourth meeting of ministers of Afghanistan's neighboring countries?" (Qalampir.uz, 2023) In the sentence, as always, interrogative sentences are given with particular touching words.

CONCLUSION

The conclusion is this: every article in the press is subject to editing, but we should not limit the capabilities of our language with the hope of editing. After all, if we do our job well and without flaws, there will be no need for careful editing. Taking this into account, the following suggestions and recommendations can be made.

First, it is necessary to introduce a network of disciplines related to editing in all institutes and universities that train representatives of literature, journalists, and philologists. Second, it is necessary to increase the number of open classes, artistic and literary evenings, and scientific and practical seminars with the participation of teachers who have left a huge mark on the art of Uzbek grammar, editing, and translation.

Thirdly, including a simplified scientific network with editing elements in school textbooks is necessary. For

example, in native language textbooks, not only the rules of spelling, grammar, and punctuation of the Uzbek language are included, but also a number of exercises that improve knowledge of the correct use of words and stereotypical expressions—avoiding cliches, rationally using synonyms and homonyms, and increasing the number of open lessons.

Fourthly, "We are supporters of correct writing!" Under this motto, we propose to develop and popularize the concept of competitions of various levels for journalists, teachers, students, and schoolchildren.

Fifthly, it is necessary to popularize in social networks the issue of financial support for the work of various bloggers and authors dedicated to the rules of correct writing, spelling, and grammar of the Uzbek language. We believe that by carrying out such worthy and practical activities, it is possible to prevent the existing shortcomings in the field of the Uzbek language and contribute to its development.

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