

Pragmatic Connotations of Affixation in French Media Headlines and Their Translation into Uzbek Through Neutral and Expressive Strategies

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Abstract: This article examines the translation of French mass-media headlines into Uzbek, focusing on pragmatic connotations expressed through lexical choice, derivation and affixation. It compares neutral and expressive headline models in French and Uzbek newspapers, magazines and online media. Special attention is given to French prefixes such as hyper-, ultra-, sur-, re-, anti-, pro- and Uzbek suffixes, particles and discourse markers such as -chi, -lik, -siz, -dor, -ona, -cha, -gina. The study argues that headline translation requires preserving not only information, but also evaluative force, cultural expectation and reader impact. It proposes a functional-pragmatic approach based on neutralization, compensation, modulation and affixal recategorization.

Keywords: Media translation, French-Uzbek translation, pragmatic connotation, affixation, headlines, newspaper discourse, journalistic style, Uzbek media, French press, expressive lexis.

Introduction: The headline is one of the most compressed and pragmatically active forms of mass-media discourse. It informs, classifies, evaluates and invites the reader to enter the text. In the digital environment, the headline also performs an economic function: it competes for attention in a feed where news, advertising, entertainment and political discourse coexist. In translation from French into Uzbek, this function becomes especially complex because the headline is not merely a short sentence; it is a cultural signal. It must sound like news, but it must also create the expected degree of urgency, credibility, irony or emotional tension for another readership [1; 2].

French and Uzbek media cultures share the general journalistic need to attract attention, yet they often differ in the linguistic mechanisms used to achieve this effect. French media frequently exploit nominalization, metaphor, intertextuality, condensed syntax, evaluative prefixes, political labels and short ironic turns. Uzbek media, especially online platforms, often

prefer verbal clarity, explicit naming of actors, socially oriented framing and evaluative suffixes or discourse particles that can make a title more direct and accessible. These differences are not absolute, but they show recurrent tendencies in headline construction.

The relevance of this topic is connected with the growing role of French-language news translation in Uzbekistan, the expansion of digital media and the need for culturally accurate translation strategies. For students and researchers of French philology, headline translation offers a useful laboratory: a single word may contain a political position, a social stereotype or an emotional evaluation. This is why the topic can be connected directly with the study of pragmatic connotations in affixation. Affixes are not only grammatical elements; in media discourse they can become pragmatic tools that intensify, depreciate, dramatize or classify an event [3; 4].

The aim of the article is to analyze how neutral and expressive headline strategies operate in French and Uzbek media and how they affect translation choices.

The article compares popular and less mainstream French and Uzbek outlets, identifies the pragmatic role of affixation in headlines and proposes solutions for translating expressive headline language without distorting either factual meaning or cultural tone.

METHODS

The research uses a qualitative comparative method combining media discourse analysis, functional-pragmatic translation analysis and morphopragmatic observation. The object of study is the headline as a compact media text, while the subject is the transfer of pragmatic connotations from French into Uzbek, especially those connected with affixation and derivational morphology.

The empirical material covers three groups of French media: mainstream newspapers and digital platforms such as *Le Monde*, *Le Figaro*, *Libération*, *Le Parisien* and *20 Minutes*; weekly and opinion magazines such as *L'Obs*, *Le Point*, *L'Express*, *Marianne* and *Valeurs actuelles* [5]; and more specialized or less mainstream outlets such as *Mediapart*, *Politis*, *Society* and *Courrier international*.

The Uzbek material includes influential online platforms such as *Kun.uz*, *Daryo.uz* and *Gazeta.uz* [6], more emotionally direct digital media such as *Qalampir.uz* and *Xabar.uz*, official or institutional sources such as *UzA*, *Yangi O'zbekiston* and *Xalq so'zi*, and specialized or urban-oriented platforms such as *Anhor.uz*, *Spot.uz* and *Review.uz*.

The analysis includes headline classification, identification of lexical and derivational markers, comparison of neutral and expressive strategies, examination of French-Uzbek translation shifts and formulation of translation solutions. The study is interpretative rather than statistical: it aims to describe recurrent pragmatic mechanisms and propose a practical model for translators and researchers. The main criteria are informational density, emotional intensity, ideological marking, grammatical compression, affixal pragmatics, cultural acceptability and target-reader effect. These criteria help determine whether a headline should remain neutral or preserve its expressive function.

French media headlines are usually based on compression, ellipsis, nominal groups, apposition and compact evaluative vocabulary. Affixation is central to

this problem. French prefixes such as “hyper-”, “ultra-”, “super-”, “méga-”, “sur-”, “sous-”, “anti-”, “pro-”, “néo-” and “re-” create intensity, ideological position, opposition, renewal or repetition. Suffixes such as “-iste”, “-isme” and sometimes “-ard” classify people, ideas and social attitudes. Words such as “ultra-riche”, “anti-migrants”, “climatosceptique”, “macronisme”, “complotiste” or “réindustrialisation” contain not only information, but also pragmatic evaluation.

Thus, the translation of French media headlines into Uzbek requires more than lexical equivalence. The translator must choose between borrowing, neutralization, modulation, explanation or compensation. The main task is to preserve the communicative effect of the headline: its informational density, emotional intensity, ideological orientation and impact on the target reader. This directly connects media translation with the broader study of pragmatic connotations in affixation.

Uzbek media headlines combine informational clarity with increasing digital competitiveness. In traditional and official outlets such as *UzA*, *Yangi O'zbekiston* and *Xalq so'zi*, the headline often emphasizes institutional actors, development, decisions, reforms, meetings and public significance. The style is relatively neutral and formal. It usually avoids excessive irony and prefers socially legitimate vocabulary such as *islohot*, *taraqqiyot*, *hamkorlik*, *imkoniyat*, *dolzarb masala*, *vazifa*, *farmon* or *qaror*. When translating French expressive headlines into this register, the translator may have to reduce metaphor and replace it with clear institutional wording.

French and Uzbek media headlines and pragmatic connotation

The comparison between French and Uzbek headline cultures can be organized around four oppositions: compression versus explicitness, irony versus clarity, ideological labeling versus social positioning, and derivational intensification versus syntactic explanation. These oppositions are tendencies, not rigid rules. Both cultures have neutral, expressive, analytical and sensational headline types. However, the frequency and acceptability of certain devices differ.

French headlines often rely on nominal structures: *Crise politique*, *Bras de fer à Matignon*, *Le retour de l'inflation*, *Ultra-droite: la stratégie de la visibilité*. Such

titles are short and dense. Uzbek headlines often prefer a clearer verbal or explanatory form: Siyosiy inqiroz kuchaymoqda, Hukumat va muxolifat o'rtasida bahs, Inflyatsiya yana oshdi, O'ta o'ng kuchlar qanday ko'rinishga chiqmoqda? The Uzbek versions may need verbs or explanatory additions to sound natural. In neutral French outlets, the title may be restrained but semantically dense. In neutral Uzbek outlets, the title

may be longer but more transparent. In expressive French outlets, the title may be metaphorical or provocative. In expressive Uzbek online media, the title may become more direct, sometimes using stronger evaluative adjectives or consequences for ordinary readers. This is why translation should be guided by function rather than word-for-word equivalence [12].

Table 1. Comparative headline tendencies in French and Uzbek media

Aspect	French media tendency	Uzbek media tendency	Translation implication
Syntax	Nominalization, ellipsis, apposition, colon structures	More frequent explicit actor/event/result framing	Add verbs or explanatory links when needed
Expressiveness	Irony, metaphor, ideological labels, wordplay	Direct evaluation, social consequence, quotation framing	Preserve pragmatic effect, not always form
Affixation	hyper-, ultra-, sur-, anti-, pro-, néo-, re-, -iste, -isme	-chi, -lik, -siz, -dor, -ona, -cha, -gina; particles and compounds	Choose borrowing, native derivation or paraphrase
Audience appeal	Interpretative promise and cultural allusion	Clarity, relevance, practical consequence	Adapt to target outlet and readership
Risk	Over-interpretation, ideological loading	Excessive simplification or emotional escalation	Balance factual accuracy with pragmatic force

The table shows that the main translation problem is not lexical substitution but pragmatic calibration. When a French headline uses ultra- or hyper-, Uzbek may translate it with o'ta, haddan tashqari, juda, keskin or a phrase such as nihoyatda kuchli. However, these options do not have the same style. O'ta is concise and journalistic; haddan tashqari is more explicit and evaluative; juda may be too ordinary; keskin adds conflict; nihoyatda kuchli may be heavy for a headline.

Similarly, French anti- can be translated by anti-, qarshi, -ga qarshi, muxolif or tanqidiy depending on context. Anti-réforme may be islohotga qarshi, islohotga muxolif or islohotni tanqid qiluvchi. Each version chooses a different degree of conflict. Pro-européen may become yevropaparast, Yevropa tarafdori or Yevropa integratsiyasini qo'llab-quvvatlovchi. The suffix -parast can sound ideological or even negative in some contexts, while tarafdori is more neutral.

The French suffixes -iste and -isme are especially difficult. Macroniste, souverainiste, écologiste, complotiste and climatosceptique are not equal in tone. Some are neutral political labels, others are polemical or stigmatizing. Uzbek can use -chi, -parast, tarafdor, oqim, qarash, g'oya or descriptive clauses. For

example, complotiste is rarely best translated as fitnachi in a formal headline, because fitnachi may suggest an actual conspirator rather than a person who believes conspiracy theories. A more accurate version may be konspirologik qarashlar tarafdori or fitna nazariyalariga ishonuvchi shaxs, depending on space and register.

This comparison demonstrates that affixes in headlines function as compact pragmatic devices. They recategorize the event: a crisis becomes hypercrisis, a reform becomes anti-reform conflict, a political tendency becomes -ism, a person becomes -ist. In Uzbek, the same recategorization may occur through suffixes, compounds, particles or syntactic reformulation. Thus, the translator performs not only interlingual transfer but also pragmatic recategorization.

CONCLUSION

The translation of French media headlines into Uzbek is a pragmatic process that requires attention to genre, audience, cultural context and morphological connotation. A headline does not only inform; it also attracts, evaluates and positions the reader. The comparison shows that French headlines often rely on

compression, nominalization, irony and ideological labels, while Uzbek headlines tend to prefer explicitness, actor-centered clarity and direct explanation. Expressive Uzbek digital media increasingly use emotional forms, whereas official outlets remain more restrained.

Affixation plays an important role in this process. French prefixes such as “hyper-”, “ultra-”, “sur-”, “anti-”, “pro-”, “néo-” and “re-”, as well as suffixes such as “-iste” and “-isme”, may intensify, classify or evaluate meaning. Uzbek suffixes such as “-chi”, “-lik”, “-siz”, “-dor”, “-ona”, “-cha” and “-gina” can create similar pragmatic effects, but direct equivalence is rarely possible. Therefore, translators should use a functional-pragmatic model based on borrowing, paraphrase, modulation, compensation or neutralization. This approach shows how small morphological elements influence media meaning and supports further research in translation studies, comparative media linguistics and morphopragmatics.

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