

## PECULIARITIES OF IDIOMATIC EXPRESSIONS IN ENGLISH AND UZBEK LANGUAGES BASED ON MASS MEDIA

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**Abstract.** This thesis explores the peculiarities of idiomatic expressions in English and Uzbek languages with a focus on their usage in mass media. It analyzes the theoretical background of idioms, their applications in mass media, and provides a comparative analysis of idiomatic expressions in English and Uzbek newspapers.

**Keywords:** idiomatic expressions, mass media, english, uzbek, cultural context, phraseological units.

**Аннотация:** Данный тезис исследует особенности идиоматических выражений в английском и узбекском языках с акцентом на их использование в средствах массовой информации. В работе анализируются теоретические основы идиом, их применение в массовых медиа, а также проводится сравнительный анализ идиоматических выражений в английских и узбекских газетах.

**Ключевые слова:** идиоматические выражения, средства массовой информации, английский, узбекский, культурный контекст, фразеологизмы.

**Annotatsiya:** Ushbu tezis ingliz va o'zbek tillaridagi idiomatik iboralarning o'ziga xos xususiyatlarini, shuningdek, ularning ommaviy axborot vositalarida qo'llanilishini o'rganadi. Tadqiqotda idiomalarning nazariy asoslari, ularning OAVdagi qo'llanilishi va ingliz hamda o'zbek gazetalaridagi idiomatik iboralar qiyosiy tahlil qilinadi.

**Kalit so'zlar:** idiomatik ifodalar, ommaviy axborot vositalari, ingliz tili, o'zbek tili, madaniy kontekst, frazeologik birliklar.

Idioms are an essential element of language, representing a blend of cultural identity and linguistic creativity. They often consist of figurative meanings that go beyond their literal interpretations, making them powerful tools in communication. In mass media, idioms enhance the readability of texts, create emotional resonance, and attract readers. English and Uzbek languages both have rich idiomatic traditions, but their usage in mass media reflects unique linguistic and cultural traits. This work

examines the theoretical foundation of idioms, their stylistic applications, and comparative aspects in mass media texts.

Idioms are categorized as phraseological units, defined as fixed expressions with non-literal meanings. In English, idioms are often classified into collocations, phrasal verbs, and sayings. Uzbek linguists, on the other hand, emphasize proverbs, colloquial idioms, and culturally specific phrases.

Idioms in English mass media are widely used in journalism, television, and online platforms to add stylistic flair, attract readership, and convey deeper meanings. These expressions are frequently employed in political discourse, business reporting, and headline creation, shaping the way information is presented to the audience.

**Linguistic features** of English idioms in media often derive from historical, economic, and technological contexts, making them highly adaptable to modern mass communication.

Metaphoric and figurative nature – idioms such as *“jump on the bandwagon”* (to follow a trend) rely on metaphorical associations that enhance their impact.

Conciseness and memorability – expressions like *“a ticking time bomb”* quickly convey urgency and drama.

Versatility in media usage – many idioms function effectively in both formal and informal news styles, ensuring broad applicability.

Idioms in **political and economic discourse**. Journalists and analysts use idiomatic expressions to frame political and economic discussions, often adding nuance to complex issues.

*“The ball is in your court”* – highlighting responsibility in diplomatic negotiations.

*“A golden handshake”* – describing a financial incentive for executives to leave a company.

These expressions influence how audiences interpret news stories, shaping public opinions and perceptions.

Idioms in **headlines and entertainment media**.

News outlets use idioms in headlines to create intrigue and engagement.

*“On thin ice: Government faces new crisis”*

*“Bringing home the bacon: Economy shows signs of recovery”*

In entertainment media, idioms enhance storytelling and audience connection, making narratives more relatable and compelling.

The characteristics of idiomatic expressions in Uzbek mass media. Uzbek idioms, deeply rooted in historical traditions and cultural identity, play a crucial role in

media language. They enrich news reporting, add depth to journalistic narratives, and reflect societal values.

**Distinctive features** of Uzbek idioms in media. Uzbek idiomatic expressions are characterized by:

Imagery tied to rural and historical settings – many idioms originate from agricultural life, such as “*suvga sochgan tuzday yo 'qolmoq*” (to disappear completely).

Moral and ethical connotations – idioms often carry lessons, such as “*devorning ham qulog' i bor*” (walls have ears) highlighting caution in speech.

Contextual adaptability – expressions like “*qil ustida turgan masala*” (an issue balanced on a thread) effectively convey urgency in political discussions.

Idioms in **political and economic** reporting. Uzbek media frequently employs idioms to discuss political affairs and economic changes, offering readers a familiar linguistic framework:

“*Tog' ni talqon qilmoq*” – representing overcoming major difficulties.

“*Qo' ldan chiqarmoq*” – indicating a lost financial opportunity.

These idioms provide clarity and cultural resonance in media narratives, making them more impactful.

Usage of idioms in headlines and media commentary. Uzbek newspapers and digital media utilize idiomatic expressions in headlines to attract readers and add stylistic effectiveness:

“*Zar qadrini zargar bilar*” – highlighting the value of expertise.

These idioms contribute to the expressiveness and memorability of news articles, reinforcing cultural identity in media communication.

Idiomatic expressions serve multiple linguistic and communicative functions in mass media, including:

- enhancing expressiveness – idioms add color and emotional depth to media discourse, making content more engaging;
- simplifying complex topics – they break down intricate political, economic, and social matters into easily understood concepts;
- influencing public opinion – through metaphorical language, idioms frame narratives in ways that guide audience interpretation;
- strengthening cultural identity – they reflect national traditions and values, reinforcing cultural continuity in media representation;
- attracting reader attention – used in headlines and advertisements, idioms make content more appealing and memorable

These functions underscore the significance of idiomatic expressions in shaping media communication strategies.

Idioms and their cultural nuances are discussed in-depth by Kunin in his classification of English phraseological units. [30-35]

Analysis of Uzbek idioms in mass media is elaborated in Tursunova's work on cultural aspects of idiomatic translation. [78-90]

A comparative study reveals linguistic and cultural variations in idiomatic usage. English mass media often employs idioms for brevity and universal appeal, reflecting the global reach of the language. In contrast, Uzbek idioms in mass media are more culturally grounded, preserving local traditions and values.

Moreover, English idioms often adapt to modern themes, as seen in technological contexts like "*a click away*". In contrast, Uzbek mass media retains idioms rooted in traditional settings, such as "*Ko'rpaga qarab oyoq uzatmoq*" (to live within one's means).

Comparative analysis of idioms is explored in Khudayberganov's study on English and Uzbek phraseology. [112-125]

Idiomatic expressions in English and Uzbek Mass Media highlight the interplay between language and culture. While both languages use idioms to enhance communication, their forms and functions reflect distinct cultural identities. English idioms often prioritize conciseness and global comprehensibility, whereas Uzbek idioms emphasize cultural preservation and local resonance. This study underscores the importance of idioms as both linguistic tools and cultural artifacts, offering insights into their role in bridging linguistic diversity. Future research could expand on idiomatic usage in digital media platforms, exploring how cultural and linguistic adaptations evolve in the era of globalization.

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