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THE USAGE FEATURES OF PROVERBS AND SAYINGS IN DAILY PRESS

Abstract: The use of proverb and sayings as newspaper headlines is learned in the article. The use of unchanged, partly modified and transformational proverbs and sayings is studied. The stylistic features of proverbs and sayings as newspaper headlines are defined.

Key words: Newspaper headline, folklore works, proverbs and sayings, transformation, style.

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Introduction

Proverbs are considered to be our sacred spiritual property, passed from father to son for centuries. The origin of proverbs is closely connected with the times of appearance, formation and development of our national mind [1].

The task of proverbs in our national center is to encourage the members of any social stratum to unite, to call them to live in peace, to form a sense of loyalty to the motherland, the fatherland, to explain the importance of acquire the profession, to provide the effectiveness of public traditions, the most important one, the ability to distinguish the good and evil, to cultivate consciousness [2].

One of the important differences of the daily press is the use of proverbs by the authors in the daily press as the subject of the article [3].

As the subject of the article, the use of proverbs, phraseology, and words of wisdom expressed by great thinkers and well-known orators enhance the thematic emotional-expressive effect [4].

The latest issues of Erkin Karakalpakstan, Karakalpakstan Jaslari, and Jetkinshek are full of proverbial themes. Among Turkic nations Karakalpak people are rich in folklore, especially proverbs, in recent years the publication of 100 volumes of "Karakalpak folklore", giving the proverbs in the 4

volumes 88,89,90,91st are proof of this. Proverbs have been passed down from people to people, from generation to generation from ancient times and become sharp. They reflect the wisdom of the Karakalpaks, their life experience and national values. The main reason of frequent use of proverbs as the theme of newspaper articles is probably connected with this.

We study the proverbs used as the title of newspaper articles dividing into three groups:

1) Proverbs that are fully used in the left form, without changes, as they are used in the spoken language of the people [5]: Ustazi jaksinin' ustami jaksi. (Having a good teacher is having everything). (G.Aminova «KJ», 18.05.2017), Jerge itibar-elge itibar. (Attention to land is attention to country). (E.Ermanov, "EK", 19.03.2015), Bir kempir bir kempirdi biykesh depti. (An old woman called an old woman as sister-in-law). (O'.O'teuliev «EK», 07.04.2015), «Erte ekken-erte oradi» (The earlier one plants, the earlier he gathers). (E.Ermanov «KJ», 13.06.2015), Oylanbastin' tübi oyran. (doing without thinking is damage). (O .Satbaev «EK», 21.11.2015), ku'lse du'nya ku'ledi vamasa kompaniyasinin' kayirli isleri. (If baby smiles, world smiles or goodness of Ucell). (S.Janiev, 10.12.2015), Kizbala eldin' ko'rki. (Girl is the beauty of a nation).



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(T.Jarimbetov «EK», 04.02.2017), Kiz o'sse eldin' ko'rki. (The girl grows up, she's nation's beaty). (O.Oteuliev «EK», 06.02.2014), Min' kosshidan bir basshi (a boss is better than a thousand assistent) (E.Ermanov «EK», 15.04.2014), Ustazi kushlinin ustami kushli. (Having best teacher is having best thing) (E.Ermanov «EK», 31.10.2015), «Uyleniw ansat-uy boliw kiyin" (to marry is easy, but to have a family is hard). (A. Orazov «EK», 17.04.2014). Ananin suti pal, balanin tili pal (Mother's milk ishoney, baby's language is honey). (O.O'teuliev «EK», 03.05.2014), Suw ko'rmey etik sheshpe (Don't put off the boot without seeing water). (Z. Erekeeva «EK», 22.05.2014), "Kollasip ko'tergen juk jen'il. (The load which carried with help is light" (S.Janiev «EK», 29.05.2014), Jalgiz attin shani shikpas (a lone horse can't make dirt) (S.Janiev, «EK», 1 9.06.2014), At tuyag'in tay basar (After horse comes colt). 29.09.2014), (E.Ermanov, «EK», Saqlansan saqlayman degen (I will care if you care yourself) (A.Khojanazarov, «EK», 15.02.2014), Qis gamindi kör.(Care about winter in (B.Bekmuratov, «KJ», 07.08.2014), Qizim sagan aytaman... (Daughter I tell you)(J.Embergenova, «KJ», 17.01.2015), Juzden juyrik minnan tulpar. (B.Sultamuratov, «KJ», 03.04.2014), Akege karap ul o'ser (Looking at the father, son grows up) (G.Aminova, «KJ», 04.12.2014), Akege karap ul o'ser (Looking at the Father, son grows (B.Sultamuratov, 11.01.2018), In the above examples, that journalists G.Aminova B.Sultamuratov put the same theme in their articles as "Akege karap ul o'ser". . While G. Aminova titled her article "Ustazi jaksinin ustami jaksi", E. Ermanov put the second version of this proverb "Ustazi kushlinin ustami kushli". T.Jarimbetova called her article "Kiz bala eldin ko'rki", and O.Oteuliev used the second version of this proverb "Kiz osse eldin korki".

2) Some of the proverbs used as newspaper topics were abbreviated and used its equivalent or word combination. [6]. Journalists use a equivalent of proverbs and sayings related to the purpose of the article: "Oynaklagan " (Q. Bayniyazov, "EK", 04.01.2014), Jas kelse iske... (A.Orazov, "EK", 05.11.2015), Jaksinin jaksiligin ayt... (Tell the goodness of the good)... (S.Janiev, « EK », 03.03.2018), Bolar bala bes jasinan... (S.Janiev, « EK », 24.08.2017), Jas kelse iske... (E.Ermanov, «EK», 06.02.2014), «Kishkene demen bizdi ... (S.Janiev, « EK », 24.06.2014), Napsi degen baledur... (Q.Bayniyazov, « EK », 17.07.2014), «Jer sursen, guz sur... (A. Orazov, «EK», 19.11.2016), Ertegim erte boldi (My story was early) (A.Turekeeva, «KJ», 21.01.2016), «Kizim sagan aytaman (My daughter, I tell you) (J. Embergenov, «KJ», 26.02.2015). In these examples, the first word "Oynaklagan" of the proverb "Oynaklagan ot basar (A playful one gets trouble)" is taken as the subject of K. Bainiyazov's article. The theme is intriguing, short and mysterious [7]. The

reader hurries to read this humysterious story in the article. The theme of the article by A. Orazov and E. Ermanov is formed by the first part of the proverb "Jas kelse iske, garri kelse aska". In the following examples, jaksinin jaksiligin ayt, iymani tassin (tell the goodness of the good, iman overruns), bolar bala bes jasinan belgili (The children are known from the age of five), kishkene demen bizdi, ko'terip uramiz sizdi (Don't call us small, we will pick you up), Na'psi degen baledur, turli otka soladur (Lust is a illness, it will set you on fire), jer sursen, guz sur, guz surmesen juz sur (If you plow the land, plow it in autumn, if not, plow hundred times), "Kizim sagan aytaman, kelinim sen tinla (I'll tell you my daughter, listen my daughterin-law)", theme is formed by taking the first part of the proverb. The lines "Ertegim erte boldi, kulagi kelte boldi (My fairy tale was early, its ears were short)" are formed on a row of poems from the genre of false poetry of Karakalpak folklore [8].

3) The third type of proverbs listed as newspaper topics is the proverbs used by the authors to adapt or transform the proverbs to suit the purpose of the article. Khakiykatlik iyilgeni menen sinbaydi. (O.Oteuliev, "EK", 03.03.2015), Julpis tawekelshiden korkadi. (E.Ermanov, «EK», 30.06.2016), Uyrengen adip... (O.Bayniyazov, «EK», 14.03.2015), Qalauin tapganga jauin bane emes (O.Revmov, «EK», 21.05.2015), "Eldin atin shigargan er, Kegevlide Janabay paluan Saparovtin esteligine bagishlangan respublikalik ashik turnir bolip otti. (The republican open tournament dedicated to the memory of Zhanabay Paluan Saparov who spread his country's name was held in Kegeyli) (S.Janiev," EK 18.08.2015), Kimdi izlesen pakhtazardan tabiladi (Whoever you look for is found in the cotton field) (O.Oteuliev, "EK", 24.09.2015"), Paluan gureste belli (palvan is famous in wrestling), (E.Ermanov, «EK», 01.11.2015), Chumanayda bir shanarak bar. (there is a family in CHumanay) (S.Janiev, «EK», 18.03.2017), Mal da, tauikta bakkanga pitedi. (Q.Reymov, «EQ», 22.04 .2017), Muzey ele zor boladi (The museum will (P.Khojamuratova, «EK», 27.05.2014), Biltirgidan biyil jaksi (This year is better than last (K.Reymov, «EK», 20.09.2014), khakisinan korikpagannan korik (It is better to be afraid of people who isn't afraid of people's rights), (P.Khojamuratova, «EK», 25.12.2014), Dart berse dauasin kosa bergen (O.Oteuliev, «EK», 11.10.2016), Kirik tuye kotere almagan dasturler yamasa tez-tez janaratugin kadeler hakkinda (traditions which even forty camels could not carry, or often updated rules), (A.Turekeeva, 17.01, «KJ» .2015), Densaulik biybaha baylik (Health is a priceless treasure), (B.Bekmuratov, «EK», 12.03.2016), Auizbirshilik-bereket shakirar (J.Embergenov, «KJ», 25.02.2016), «Balanin jati bolmaydi yamasa bugingi balalar kimlerge eliklep osip atir? (There's no strange child or whom today's children imitate?), (J.Embergenova, 26.05.2016), Siylasan siy korersen (If you respect, you



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will be also respected), (E.Ermanov, «KJ», 26.06.2017), Oysiz istin oyrani (Z.Isakova, «KJ», 14.12.2017), The theme of O.Oteuliev's article is a transformed version of the proverb, "Hakiykatlik iyeledi birak sinbaydi (Truth is good, but it is not broken). Ermanov cited the proverb "Kudayda tauekelshiden korkadi (God is afraid of risk)" in the title of the article [9].

K.Bayniyazov put the title by taking the first two words of the proverb "Uyrengen adet kalama, kotere berme mushindi (Learned a habit, do not lift fist)". Konisbay Reymov changed the proverb "Kalauin tapsan kar janar (If you find possibility, snow will burn)" and changed the title of article to "Kalauin tapkanga jauin bane emes". S. Janiev used the proverb "Eldin atin er shigaradi" in the form of "Eldin atin shigargan er". It won't be wrong to say that O. Oteuliev is the master of the most ingenious word game on putting the title among the journalists. He captioned one of his articles, "Kimdi izlesen pakhtazardan tabiladi (Whoever you look for, he finds in the cotton fields)" [10]. We remember the theme of the article "Adam bilmes akbaslikta jatirman, meni izlesen ... tabasan" in the folk tales, he used skillfully the proverb "Dart bergen kuday shipasinda beredi" according to the purpose of the article. E.Ermanov in his article "Paluan gureste belli" used the proverb by transformation "Martler maydanda sinaladi (heroes are examined in the field)". S. Janiev called one of his articles "Shomanayda bir shanarak bar". These rows are remembered about Sergei Esenin's poem "Khorasanda bir daruaza bar (There is a Gate in Khorasan)." In his article "Mal da, tauik ta bakkanga pitedi" K. Reymov added the word "tauik (chicken)" to the Karakalpak proverb "Mal bakkanga pitedi" and managed to enhance the emotional-expressiveness of the title. It is clear that P.Khojamuratova in her article "Muzey ele zor boladi" took the poem row of I.Yusupov's "Bul jer ele zor boladi (This place will be the best)" as a basis." Therefore, Konisbay Reymov seems to have taken the lead the poem rows of Berdak "Biltirgidan biyil jaman, kalay-kalay boldi zaman (This year is worse than last year, what kind of time is

this)" in putting the title of his article "This year is than last year." The theme P.Khojamuratova's article "Kisi hakisinan korikpagannan korik (Fear a man who doesn't fear the human's right)" is formed from the transformation of the proverb "Kudaydan korikpagannan korik (Fear a man who doesn't fear from God)." The title of A. Turekeeva's article "Kirik tuye kotere almagan dasturler (Traditions that cannot bear forty camels...)" is placed on the basis of the Karakalpak proverb "Kizdin nazi kirik tuyege juk boladi (A girl's tenderness can be loaded on forty camels)". The title of B. Bekmuratov's article "Densaulik biybaha baylik" is a modified version of the proverb " Densaulik teren baylik ". The title of J. Embergenova's article "auizbirshilik - bereket shakirar" is a transformed version of the proverb "Bereket - auizbirshilikte". Also, the title of this journalist's article, "Balanin jati bolmaydi yamasa bugingi balalar kimlerge eliklep osip atir" is a transformed version of the saying, "Jaksinin jati bolmaydi." The theme of E. Ermanov's article "Siylasan siy ko'resen" is based on the proverb "Siylagandi siy bilmes, siypagandi eshek bilmes". The article of Z.Isakova "Oysiz istin' oyrani" is put by transformation of the proverb in Karakalpak language "Oylanbastin' tubi oyran".

Conclusions.

In short, the main purpose of the topic is to arouse the interest of the reader to read the material presented in the article. It should also briefly reflect the content of the material in a way that retains the theme's sharpness and ease of perception. One of the most important issues in today's press is to put the title on newspaper articles. In turn, the good topics chosen by the masterpiece are the reasons of the readers' interest in the article and suddenly sparkle and lead to the rapid reading of the article. The use of proverbs as the theme of the article sharpens the emotional-expressive effect of the topic, illustrates, and quickly attracts the reader's attention.

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