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OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2021 Issue: 11 Volume: 103

Published: 10.11.2021 <http://T-Science.org>

QR – Issue



QR – Article



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NEWSPAPER TEXT: METAPHOR AS A MEANS OF EXPRESSION

Abstract: *The journalist reflects public life in all the variety of its manifestations. According to the researcher, the type of publication is the form of this or that display. The nature of newspaper text implies communication with the reader and is the result of a complex language game. The journalist builds any text, focusing on the image of the addressee-reader, and this image allows you to select neutral and emotionally colored, literary and vernacular language means, in accordance with the type of speech that is characteristic and understandable to the addressee-reader. In many respects, the choice of language material for publication is also dictated by the fact that the author-journalist seeks to stand out, to pay attention to his texts, to be remembered by the reader with a unique style and unusual ways of presenting the material.*

Key words: *metaphor, media text, public speech, journalism.*

Language: English

Citation: Toleubaeva, A. O. (2021). Newspaper text: metaphor as a means of expression. *ISJ Theoretical & Applied Science*, 11 (103), 376-378.

Soi: <http://s-o-i.org/1.1/TAS-11-103-31> **Doi:**  <https://dx.doi.org/10.15863/TAS.2021.11.103.31>

Scopus ASCC: 1203.

Introduction

The mass media are the most important factor in the formation of public opinion in modern society, affecting all spheres of its life. A partial synonym for the concept of mass media is the term press, as the most basic, widespread and historically the earliest type of mass media. The media have a significant impact on the culture of society, and the study of the means of lexical expression used in newspaper and magazine texts is especially important. The functional style, corresponding to the language of the press, is the journalistic functional style.

«Language, giving the opportunity to express infinitely many conceivable contents, cannot fulfill this role without interpretation» [1]. Consequently, the modification of a well-known expression is a natural process that is inherent both in expressions fixed in a language and in speech means that are new to it.

Being a special area of professional activity, modern journalism uses a wide range of means of linguistic expression. In newspaper and magazine materials written on the economic theme, traditional methods of journalistic creativity are combined with new, modern ones. The clarity, accessibility and information content of published articles directly depends on how well the author manages to maintain

a balance between scientific and journalistic nature, how accurately he chooses the means speech expressiveness and the surrounding context.

In any media verbal text, along with the norms of universal language, it is also required to follow the norms of literary style, which is a manifestation of it. Within the framework of this method, oral communication is carried out in formal situations. The use of visual aids depends on the characteristics of the press language genre. They help to move away from standardization in a language and make press language more effective [2].

Newspaper-speech standardization has a social communicative and evaluative direction, artistic-speech standardization has an individual-communicative direction. The newspaper relies on a standard that is openly used many times, based on propaganda, evaluation feature and in most cases, emotional impact [2].

Metaphors in the language of print media are an integral and vivid element of the system of speech impact technologies. It is the language of the press that is taken for research, because the metaphor and, in general, the technologies of speech influence are most used and effective precisely in the language of the print media.

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The technologies of speech influence in the press today are so developed that they can really and significantly influence the behavior of the masses, the outcome of elections, the popularity of this or that product, politician or political project. The journalistic model as an independent structure began to form about half a century ago [2]. J. Mistrik names writing, monologue, publicity and conceptualism as the main features of his journalistic style [3]. J. Findra also includes formality, remoteness of the addressee and communicative function in this list [4]. The emergence of journalistic style is also due to the development of the media, which are intermediaries in the transfer of information to the addressee. Thanks to the development of electronic media, a significant part of journalistic texts is oral and dialogical in nature [5].

Here it is necessary to take into account the characteristic features of the journalistic style of the newspaper text. A characteristic feature of journalism is also that it affects not one person, but the masses, society as a whole and its individual social groups. In the journalistic style, the author's individuality is manifested much stronger than in the scientific, official-business style. However, in this case, the author manifests himself not only as a specific person (with his own unique characteristics), but also as a representative of society, an exponent of certain social ideas, interests, etc.

The format of the printed media is also important for the language design of the published materials. Moreover, each edition in one way or another needs the use of means of speech expression.

Among the many tropes used by newspaper journalists, we single out the following, the most common and performing the main functions:

- metaphor and personification - means of lexical expressiveness, built with the involvement of different models, which makes them appropriate in all kinds of economic contexts, where these tropes perform primarily an evaluative and illustrative function;

- epithets included in the text for the purpose of displaying the author's assessment and decorating the text;

- metonymy, in some cases performing an expressive function, stylizing communication with the reader;

- allusion - a figure of speech used both in headings and in the texts of articles, attracting the attention of readers and allowing the author to highlight accents in the text [6].

Metaphor as a term in a newspaper text is designed to convey more accurately the meaning of phenomena, to emphasize a new and important nuance. The newspaper needs it in order to connect the past with the future, old theories with new ones. Among the metaphors in demand in publicistic texts, the researcher identifies the following varieties: linguistic, artistic and scientific metaphors. D. Davidson argues that metaphors mean only that (or no

more), which means the words included in them, taken in their literal meaning. Some authors especially emphasize that metaphor, unlike ordinary word usage, provides insight - it penetrates into the essence of things. But in this case, the metaphor is considered as one of the types of communication, which, like its simpler forms, conveys the truth and lies about the world, although it is recognized that the metaphorical message is unusual, and its meaning is deeper hidden or skillfully veiled [7].

Metaphors in the language of the newspaper are an integral and vivid element of the system of speech impact technologies. It is «the language of the press that is taken for research, because the metaphor and, in general, the technologies of speech impact are most used and effective precisely in the language of the print media» [8]. Of course, the press is not an exclusive area of application of the metaphor - it functions in everyday conversations, and in anecdotes, and in business speech, but according to the number of one-time recipients of one or another type of speech influence of the media (especially television, radio and - more recently - the Internet - editions) leave far behind any other areas of information functioning.

The existence of a scientific, political and economic metaphor in the language of the newspaper can be considered a completely natural phenomenon, since she is responsible for the implementation of the nominative function. Since, «the expressive qualities of such linguistic means are erased or weakened and most often they cannot be considered as the means of expressiveness proper» [10].

The noun «*daftar* - notebook» in newspaper publications on a social topic is important both semantically and expressively, for example, «*temir daftar*» (*iron notebook, iron list - list of people in poverty level*), «*yoshlar daftari*» (*notebook of the youth*), «*ayollar daftari*» (*women notebook*), etc.

A phenomenon, as a direct metaphor, often has an objective nature, i.e. compares the phenomena of the political, economic and social sphere with the usual everyday realities. This technique allows the general reader to better understand the intent of the author of the publication. Direct metaphor often passes into the category of linguistic means devoid of expressiveness. It is also possible to transform such an expression into a terminological metaphor. It depends on the frequency of use and the relevance of a particular expression, especially if this metaphor is easy to understand, reproducible, accurate. Sometimes erased metaphors can turn into speech cliches. For example: «*zangori olov*» (*bluish fire*); «*oq oltin*» (*white gold*); «*qora oltin*» (*black gold*). This occurs when a language medium was used primarily for its expressiveness.

The purpose and format of journalistic creativity are undoubtedly the most important factors that determine the use of certain means of expression in a text. A newspaper article is usually smaller in volume

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than a journal article; more often than not, a journalist cannot devote it entirely to his own idea of the issue under consideration.

Thus, the most characteristic expressive and influencing means for journalistic texts, the choice of certain types of metaphors or comparisons depends not only on the genre, but also on the subject matter of a particular text. The traditional division of journalistic texts into genres without taking into account their subject matter does not describe a

significant part of their semantic and stylistic features. Metaphor as a term in a newspaper text is designed to convey more accurately the meaning of phenomena, to emphasize a new and important nuance. The newspaper needs it in order to connect the past with the future, old theories with new ones. Cognition of the unknown is possible only through the well-known, and an adequate linguistic reflection of this new is possible when using well-known words placed in new contexts.

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