

THE ROLE OF PHRASEOLOGICAL UNITS IN POLITICAL MEDIA TEXTS

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Annotatsiya: Siyosiy nutq sohasida til fikrlarni etkazish, hikoyalarni shakllantirish va jamoatchilik fikriga ta'sir qilish uchun kuchli vosita bo'lib xizmat qiladi. Shu nuqtai nazardan, frazeologik birliklar siyosiy media matnlarida murakkab tushunchalarni qamrab olish, ritorik ta'sir yaratish va o'ziga xos mafkuralarni kuchaytirish orqali muhim o'rin tutadi. Ushbu maqola siyosiy muloqotda frazeologik birliklarning ahamiyatini o'rganadi, ularning gazeta va jurnallarda qo'llanilishini ta'kidlaydi, bu lingvistik vositalar ishonarli xabarlar yaratish va siyosiy kun tartibini tarqatishga qanday hissa qo'shishini ko'rsatadi.

Kalit so'zlar: frazeologik birliklar, siyosiy media matnlari, siyosiy muloqot, siyosiy nutq.

Annotation: In the realm of political discourse, language serves as a powerful tool for conveying ideas, shaping narratives, and influencing public opinion. Within this context, phraseological units play a significant role in political media texts by encapsulating complex concepts, creating rhetorical impact, and reinforcing specific ideologies. This article explores the importance of phraseological units in political communication, highlighting their usage in newspapers and journals to illustrate how these linguistic devices contribute to the construction of persuasive messages and the dissemination of political agendas.

Keywords: phraseological units, political media texts, political communication, political discourse.

Аннотация: В сфере политического дискурса язык служит мощным инструментом передачи идей, формирования повествований и влияния на общественное мнение. В этом контексте фразеологизмы играют важную роль в политических медиатекстах, инкапсулируя сложные концепции, создавая риторическое воздействие и усиливая конкретные идеологии. В этой статье исследуется важность фразеологизмов в политической коммуникации, подчеркивается их использование в газетах и журналах, чтобы проиллюстрировать, как эти лингвистические устройства способствуют построению убедительных сообщений и распространению политических программ.

Ключевые слова: фразеологизмы, политические медиатексты, политическая коммуникация, политический дискурс.

Phraseological units, also known as multi-word expressions or phrasemes, are recurring combinations of words that carry a specific meaning beyond the sum of their individual parts. These linguistic units can range from idioms and collocations to proverbs and set phrases. In the

context of political discourse, phraseological units serve as concise and memorable ways to convey key ideas, evoke emotional responses, and appeal to the values and beliefs of the audience.

Role of Phraseological Units in Political Media Texts

Phraseological units play a crucial role in political media texts by encapsulating complex ideas in a concise and memorable manner. These expressions often carry connotations, evoke emotions, and shape the narrative presented to the audience. By using familiar and impactful language, politicians, journalists, and opinion-makers can effectively communicate their messages, influence public perception, and mobilize support for particular policies or positions.

Comparative Analysis of Phraseological Units in Political Media Texts:

To better understand the impact of phraseological units, let's compare their usage in two different political articles. The first article, from a conservative-leaning newspaper, emphasizes themes of tradition, security, and stability. It frequently employs phrases like "defending our values" and "upholding the status quo." These expressions aim to resonate with readers who prioritize continuity and order in society.

In contrast, a liberal-leaning journal uses phraseological units that emphasize change, progress, and inclusivity. Terms such as "embracing diversity" and "pushing for reform" are frequently found in this publication. By choosing these specific phrases, the journal seeks to appeal to a more progressive audience and advocate for social transformation.

Materials and methods

The research body contains 4 phraseological units selected from English Internet sources as The Times, The Guardian, The Telegraph, The New-York Times, The Independent, USA today and etc. Comparative discourse analysis implemented in the research helped to demonstrate the phraseology of political texts and identify general characteristics of the use of political phraseological units in two genetically non-relative languages.

Examples of Phraseological Units in Political Articles

1. "Turning a blind eye": This phraseological unit is commonly used in political articles to describe the act of ignoring or overlooking a situation, often with negative consequences. For example, "The government is accused of turning a blind eye to corruption within its ranks."
2. "The last straw": This expression signifies a final, often intolerable, event that leads to a significant or decisive action. In a political context, it could be used to describe a triggering event that prompts a change in policy or leadership. For instance, "The recent budget cuts were the last straw for many voters, leading to widespread protests."
3. "Hardline stance": This phrase is employed to describe a strict or inflexible position on a particular issue, typically adopted by politicians or governments. An example in a political article could be, "The President's hardline stance on immigration has sparked debate and controversy."
4. "Political hot potato": This phraseological unit refers to a sensitive or controversial issue that is difficult to handle and frequently passed from one individual or group to another. For instance, "The question of climate change has become a political hot potato, with both parties hesitant to take a definitive stance."

In the context of political communication, phraseological units serve multiple functions:

1. Rhetorical Impact: Phraseological units can add rhetorical flair to political speeches, articles, and debates. They help capture the attention of the audience, emphasize key points, and create memorable verbal imagery that resonates with the public.
2. Ideological Signalling: Certain phraseological units carry ideological connotations and reflect the values, beliefs, or positions of a particular political group or movement. By using these

expressions, speakers can signal their alignment with specific ideologies and appeal to like-minded individuals.

3. Emotional Appeal: Phraseological units often evoke emotions and sentiments in the audience, eliciting empathy, outrage, or solidarity. By tapping into the emotional resonance of these expressions, political communicators can foster connections with their audience and mobilize support for their causes.

4. Constructing Narratives: Through the strategic use of phraseological units, political actors can shape the narrative surrounding a particular issue or event. By framing the discourse in specific terms, they influence how the audience perceives and interprets the situation, guiding public opinion and discourse.

Results and discussion

Political media language uses two sorts of phraseological units: "purely political" and "related to other areas of society." Political discourse's phraseological units are characterized by informational saturation, emotional coloring and assessment, figurativeness, violation of impenetrability, and significant variability.

Conclusion

In conclusion, phraseological units are essential tools in political media texts, influencing how messages are conveyed and perceived by the audience. By analyzing their usage through a comparative lens, we can see how different political ideologies and agendas shape the language and rhetoric employed in newspapers and journals. Whether aiming to inspire loyalty, instigate change, or maintain the status quo, these linguistic elements play a pivotal role in shaping public discourse and political narratives.

Through further research and exploration, we can continue to uncover the nuances and power of phraseological units in political communication, shedding light on their role in shaping our collective understanding of complex issues and events.

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