

**SCIENCE**  
**PROBLEMS.UZ**

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Actual problems of social and humanitarian sciences  
Актуальные проблемы социальных и гуманитарных наук

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**2024**

# **SCIENCEPROBLEMS.UZ**

## **ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ ДОЛЗАРБ МУАММОЛАРИ**

*№ 2(4) - 2024*

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-  
ГУМАНИТАРНЫХ НАУК**

**ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES**

**ТОШКЕНТ-2024**

## **БОШ МУҲАРРИР:**

Исанова Феруза Тулқиновна

## **ТАҲРИР ҲАЙЪАТИ:**

### *07.00.00-ТАРИХ ФАНЛАРИ:*

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

Турсунов Равшан Нормуратович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Холиқулов Ахмаджон Боймаҳамматович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Габриэльян Софья Ивановна – тарих фанлари доктори, доцент, Ўзбекистон Миллий Университети.

### *08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:*

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Насирходжаева Дилафруз Сабитхановна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Остонокулов Азамат Абдукаримович – иқтисодиёт фанлари доктори, профессор, Тошкент молия институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Ҳожаев Азизхон Саидалоҳонович – иқтисодиёт фанлари доктори, доцент, Фарғона политехника институти

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакарров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

### *09.00.00-ФАЛСАФА ФАНЛАРИ:*

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Саидова Камола Усканбаевна – фалсафа фанлари доктори, “Tashkent International University of Education” халқаро университети;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Ўроқова Ойсулув Жамолиддиновна – фалсафа фанлари доктори, доцент, Андижон давлат тиббиёт институти, Ижтимоий-гуманитар фанлар кафедраси мудир;

Носирходжаева Гулнора Абдукаҳхаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

### *10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:*

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилович – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Ҳасанов Шавкат Аҳадович – филология фанлари доктори, профессор, Самарқанд давлат университети;

Бахронова Дилрабо Келдиёровна – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Мирсанов Ғайбулло Қулмуродович – филология фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

#### 12.00.00-ЮРИДИК ФАНЛАР:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуратовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат хавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Ҳакимов Комил Бахтиярович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Раҳматов Элёр Жумабоевич – юридик фанлар номзоди, Тошкент давлат юридик университети;

#### 13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Ҳашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Қаюмова Насиба Ашуровна – педагогика фанлари доктори, профессор, Қарши давлат университети;

Тайланова Шохидат Зайниевна – педагогика фанлари доктори, доцент;

Жуманиёзова Муҳайё Тожиевна – педагогика фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Ибраҳимов Санжар Урунбаевич – педагогика фанлари доктори, Иқтисодиёт ва педагогика университети;

Жавлиева Шахноза Баходировна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети;

Бобомуротова Латофат Элмуродовна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети.

#### 19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбахор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Шамшетова Анжим Караматдиновна – психология фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарканд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

Содиқова Шоҳида Мархабоевна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси.

#### 22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сейтов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

#### 23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атақулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

### ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхатига киритилган.

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#### Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).

**МУНДАРИЖА****07.00.00 – ТАРИХ ФАНЛАРИ***Файзуллаева Мавлюда Хамзаевна*ЎЗБЕК ВА ТОЖИК АНЪАНАВИЙ ТАОМЛАРИДА ЭТНОМАДАНИЙ АЛОҚАЛАРНИНГ АКС  
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ЎЗБЕКИСТОН РЕСПУБЛИКАСИ ИҚТИСОДИЙ ХАВФСИЗЛИГИГА ТАЪСИРИНИ БАҲОЛАШ  
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**Yuan Xiaowei**

National University of Uzbekistan, PhD student  
Jining Normal University, Mongolia, China  
E-mail: [melinda1128@126.com](mailto:melinda1128@126.com)

### **ON THE TITLE AND LEXICAL FEATURES OF THE WINTER OLYMPICS NEWS REPORT IN CHINA DAILY**

**Abstract:** With the successful hosting of the 2022 Winter Olympics, people all over the world have turned more attention to Chinese winter sports. China Daily is major media to know the news about it. This article made an analysis of the title and lexical features of the Winter Olympics through the news from China Daily.

**Kew words:** Title Features, Lexical Features, Winter Olympics, News Report, China Daily

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**Юань Сяовэй**

Национальный университет Узбекистана, аспирант  
Цзининский педагогический университет, Внутренняя Монголия, Китай

### **О НАЗВАНИИ И ЛЕКСИЧЕСКИХ ОСОБЕННОСТЯХ НОВОСТНОГО РЕПОРТАЖА О ЗИМНИХ ОЛИМПИЙСКИХ ИГРАХ В CHINA DAILY**

**Аннотация:** Благодаря успешному проведению зимних Олимпийских игр 2022 года люди во всем мире обратили больше внимания на китайские зимние виды спорта. China Daily — главное СМИ, которое знает новости об этом. В данной статье проведен анализ названия и лексических особенностей Зимних Олимпийских игр на основе новостей China Daily.

**Ключевые слова:** Особенности названия, Лексические особенности, Зимние Олимпийские игры, Новостной репортаж, China Daily

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**Yuan Xiaowei**

O'zbekiston Milliy universiteti, doktorant  
Jining Oddiy universiteti, Ichki Mo'g'uliston, Xitoy

### **XITOIDA QISHKI OLIMPIYA O'YINLARI YANGILIKLARI HISOBOTINING SARLAVHASI VA LEKSIK XUSUSIYATLARI HAQIDA**

**Annotatsiya.** 2022 yilgi Qishki Olimpiada o'yinlari muvaffaqiyatli o'tkazilishi bilan butun dunyo aholisi Xitoyning qishki sport turlariga ko'proq e'tibor qaratdi. China Daily bu haqdagi yangiliklardan xabardor bo'lgan asosiy ommaviy axborot vositalaridir. Ushbu maqolada China Daily xabarlarini orqali Qishki Olimpiya o'yinlarining nomi va leksik xususiyatlari tahlil qilindi.

**Kalit so'zlar:** Sarlavha xususiyatlari, leksik xususiyatlar, Qishki Olimpiya o'yinlari, Yangiliklar hisoboti, China Daily

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**Introduction.** As the Chinese English-language newspaper with the highest reprint rate among foreign media, *China Daily's* news reports on the Winter Olympics not only spread the Olympic culture, but also provide a platform for the international community to observe China and provides an opportunity to understand China. This article takes the news reports of the Winter Olympics in *China Daily* as the research object, analyze the title and lexical features of the Winter Olympics news report.

**Literature analysis and methodology.** Through sorting and summarizing, it is found that the literature research on Olympic news reports is basically concentrated in the field of Summer Olympics reporting. The Winter Olympics, which also belongs to the Olympic movement family, seems to be "left out" by the academic community. At present, research on the Winter Olympics mainly focuses on the following aspects:

There are research on the current situation and development strategies of Winter Olympics reporting: Ma Wei's "Research on the Current Status and Sustainable Development Countermeasures of my country's Print Media Reporting of the Winter Olympics - Taking the Vancouver Winter Olympics Reporting as an Example" (4; 42-44), based on five newspapers in my country ("Liaoshen Evening News", "Harbin Daily", "City Evening News", "Southern Metropolis Daily", "Sports Weekly") as the main research objects, from the current working status of journalists participating in the Winter Olympics reporting, news reporting categories, reporting genres, they conducted an investigation and analysis on the current situation of Winter Olympics reporting such as reporting types, reporting form characteristics, etc., found out the problems existing in the reporting of the Winter Olympics by print media represented by five newspapers, and provided corresponding feasibility for its sustainable development.

Li Fang and Zong Wei's "Research on the Reporting Characteristics and Development Strategies of my country's Evening News on the Vancouver Winter Olympics - "Xinmin Evening News"(2; 39-42) Winter Olympics Special Issue "Ice and Snow Feast" as an Example" (2011 Ninth National Sports Science Conference), article comparison According to the report of the Vancouver Winter Olympics by "Xinmin Evening News", "Liaoshen Evening News" and "Southern Metropolis Daily", it can be concluded that the "Xinmin Evening News" Vancouver Winter Olympics report has unique comments, innovative planning, vivid and vivid headlines, and highlights Humanistic care and other advantages, but also raised some problems in the reporting, providing reference and inspiration for domestic comprehensive newspapers to better report on the Winter Olympics.

Wang Wei's "Research on People's Daily's News Coverage of the Winter Olympics " (6; 22-25) believes that "People's Daily" should adopt a broad framework of reporting items in the process of reporting on the Winter Olympics, and at the same time increase follow-up reporting to Achieving all-round, multi-angle in-depth reporting will not only help promote ice and snow sports in our country, but also help improve the level of Winter Olympics reporting. Risa's "Analysis of the Japanese media's reporting framework for the 2006 Turin Winter Olympics - Thoughts on improving my country's coverage of the 2008 Beijing Olympics"(5; 40-43), the article is based on the reports of Japan's famous TV media NHK and three major newspapers during the Turin Winter Olympics For example, this paper presents the framework characteristics and influencing factors of the Japanese media's Winter Olympics reporting, and concludes that the Japanese media's reporting on the Winter Olympics has the characteristics of diversity of reporting topics and broadness of reporting projects, which has a positive impact

on my country's 2008 Beijing Reporting on the Olympic Games has very important reference value and operational significance.

In summary, research on Olympic news reporting is highly sought after by Chinese scholars, with rich types of research and a relatively comprehensive research trend. However, a problem has also arisen, that is, there is a serious imbalance in the research ratio of Chinese scholars' reports on the Winter Olympics and Summer Olympics, and there are only a handful of studies on reports related to the Winter Olympics. Among the only few studies on Winter Olympics reporting, they are mainly studies on newspaper Winter Olympics reporting strategies or TV media reporting on the Winter Olympics. Research on the language characteristics of newspapers reporting on the Winter Olympics is even more unprecedented.

This article adopts descriptive and text analysis approaches to select China Daily Winter Olympics news report, going from the surface of the text to the depth of the text, thereby revealing the language characteristics of the *China Daily* Winter Olympics news report.

**Discussion.** Titles can be divided into broad and narrow senses. From a broad sense, the title not only covers the titles of books, works, articles, and news, but also includes the names of objects, utensils, etc.; from a narrow sense, the word title specifically refers to news titles. This article aims to study titles in a narrow sense - news topics, that is, the research on news topics reported on the Winter Olympics in *China Daily*. After summarizing and sorting out the research samples, it was found that the news topics reported by *China Daily* on the previous Winter Olympics have the following distinctive characteristics:

Firstly, the title has various rhetorical techniques and is full of literary talent. Sports news is different from other news, rhetorical techniques such as exaggeration, metaphor, and personification are frequently used in sports news titles to achieve better publicity effects. The same is true for the titles of *China Daily's* news reports during the Winter Olympics. The most obvious one is the use of a large number of exaggerated rhetoric. "Hyperbole" refers to a rhetorical technique that consciously exaggerates or reduces the image, characteristics, function, degree, etc. of things based on objective reality in order to emphasize or achieve a comical expression effect. "Exaggeration" does not equate to distortion of facts, but is intended to more vividly reflect the essential characteristics of things, strengthen the tone, and inspire the imagination of readers or listeners. For example, the news headline "*Thrilled Micaela shows on Slalom (Crazy Micaela's stunning debut slalom)*", the American alpine skiing star Micaela used a superb small slalom to kill all the competitors in the alpine skiing competition. She is only 17 years old. Then she won the championship in this project, and "thrilled" in English expression means "extremely excited, ecstatic". Through the use of this exaggerated rhetoric, it shows people's amazement for Micaela's outstanding performance.

"metaphor" generally means "analogy", that is, by looking for similarities between different things, using the rhetorical means of comparing one thing to another, such as "Sweet farewell" for China's lovebirds: Pang and Tong set to embark on life after skating" compares the figure skating couple Pang Qing and Tong Jian to "lovebirds", reflecting the pursuit of Pang Qing and Tong Jian in the ice and snow career. During the dream, they supported each other and showed deep love as husband and wife. At the same time, they also expressed their best wishes for the couple on the ice to bid farewell to the arena and restart a beautiful life outside the sports arena.

"Anthropomorphism" or "personification" refers to a rhetorical technique that compares an object (including concrete objects, abstract thoughts or concepts) to a human being, so that it has certain human attributes. The use of anthropomorphic techniques is not only beneficial to readers accurately capture the characteristics of things, and at the same time, the anthropomorphized things are more vivid and concrete, making it easier for people to understand better. For example, the news title "IOC Warns Drugs Will Be Thumped (The International Olympic Committee issued a warning that doping will be suppressed)", "thump" means "push to the ground, knock down" in English, and "thump" means The use of words shows that the reporter imagined "drugs" as a person who will be "knocked to the ground" and defeated by people. The use of this anthropomorphic technique not only shows that humans regard doping as a common enemy in sports competitions, but also shows their determination to fight doping resolutely.

Secondly, the title expression forms are diversified and novel. The news titles of *China Daily* about the Winter Olympics report are not only accurate and appropriate in wording, but also have rich and diverse expressions, which have a strong appeal to readers. Their expressions can be divided into the following three categories: (1) Indicate the theme of the report: Such as "*Olympic curtain drawn on Turin, see you in Vancouver in 2010*" (the Turin Winter Olympics has come to an end, and the 2010 Vancouver Winter Olympics will meet), "*Chinese legend Yang retires*" (Yang Yang retires), "*China eyes breakthrough on snow in 2010 Games*" (China witnessed its country's achievements in snow sports at the 2010 Winter Olympics), "*IOC warns cheats will be unmasked*" (The International Olympic Committee issued a warning that cheating in competitions will have nowhere to hide), etc. (2) Explain or point out the conclusion: such as "*Russian biathlete Pyleva fails dopetest*" (Russian ski shooter Pyleva failed to pass the drug test), "*Chinese legend Yangretires*" (athlete Yang Yang announced his retirement), "*Olympic history made on ice: Chinese pair win Vancouver gold, ending Russia's 46-year domination in this event*" , "*Winning gold on solid ground: Chinese speed skater Wang Mengdefends her 500m short track title*" (on solid ice Gold medal: Chinese speed skater Wang Meng successfully defended his 500-meter short track speed skating championship), etc., directly showed the results of the event in the news titles or indicated the reporting tendency for the results of the event. (3) Expressions describing the characteristics of news objects: such as "*Better English, more confidence and the best performance ever: Sports boss lauds super achievement at the Winter Olympic Games*" (more fluent English, more confidence, the best performance ever ----- the head of the Chinese sports delegation praised (members of the Chinese sports team) (their) outstanding achievements in this Winter Olympics), "*A shy star thrust into the Games' spotlight*" (a restrained star thrust into the Olympic spotlight), "*China coach furious over 'passionless' team*" (Chinese coach furious over 'passionless' team Titles such as "*Expressing dissatisfaction with sports teams that compete passively*" and "*Debutante wins China's first gold*" (Olympic novice wins China's first gold) fall into this form.

Third, the title is concise and the expression is dynamic. The title of the *China Daily* Winter Olympics news report is lively and has a finishing touch on the content of the report. It is conducive to attracting readers' attention, and at the same time, it also makes readers feel the novelty and pleasure of reading.

(1) Omission of articles, auxiliary verbs and linking verbs. For example:

Delayed Result Ends 18-year Wait=A Delayed Result Ends 18-year Wait(omission of article)

Couple to Have Baby=The Couple to Have a Baby (omission of article)

More Children Encouraged to Take up Ice Hockey=More Children Are Encouraged to Take up Ice Hockey (omission of linking verb)

Investment in Domestic Professional Leagues, Not Olympic Glory Matter for Strong Sporting Brands?=Does Investment in Domestic Professional Leagues, Not Olympic Glory Matter for Strong Sporting Brands? (omission of auxiliary verb)

(2) Most verbs are used in the title, which is full of flexibility. Use verb tenses to give readers a sense of presence. like:

Starter sparks anger after disqualification =Starter sparked anger after disqualification (reporting on what happened in the past)

Men's aerials have bright future: China claim bronze in Vancouver but better expected in four years =Men's aerials will have bright future:

China claim bronze in Vancouver but better expected in four years. (Reporting what will happen in the future)

IOC President Meets Medvedev to Iron out Drug Issues as Vancouver Games Near. =IOC President is Meeting Medvedev to Iron out Drug Issues as Vancouver Games Near (report what is happening)

Lexical features. After summarizing and sorting out the research samples, we found that *China Daily* Winter Olympics news reports have the following two main characteristics in the use of words:

First, a large number of metaphorical words originating from war are used. This kind of metaphorical rhetoric derived from war can create a murderous atmosphere like a battlefield where life hangs at a moment's notice. It vividly highlights the intensity of competition in sports competitions, making readers feel like they are on the scene and empathize with the athletes at the scene. *China Daily* Winter Olympics news reports use a lot of metaphorical words derived from war, such as:

(1)The victory ended an agonizing 18-year wait for short-track relay glory.

(2) China's captain, Wang Meng, said her team's biggest aim in Vancouver was to beat the South Koreans and that the greatest prize of all was the relay gold.

(3) The referees ruled Kim Min-Jung impeded Sun Linlin's path after a handover with six laps to go and disqualified the defending champions.

(4) Zhou achieved success against seven foreign competitors.

(5)Her performance earned kudos from other rivals.

The use of war-like metaphorical words in the above example sentences demonstrates the militarized style to varying degrees. In addition, "fighting", "triumph", "strike", "fighting", "triumph", "strike", "championship", "weapon", "winner", "attack", "campaigns", "control", "battle", "defender", "military might", "invasion", "rivalry", "territorial", "offensive", "defensive", "veteran", "fierce", "defiant", "surrendered", "avenge", etc. The use of these metaphorical words on the one hand shows the fierce confrontation between different athletes and sports teams, which is eye-catching, on the other hand, by reading these words, the audience will integrate themselves into every exciting game scene and pay close attention to the dynamics of the game. War is not just a simple competition of strength between the enemy and ourselves, but also a

test of both sides' strategies, layout and other tactical ideas. Competitive sports share these characteristics to some extent. Therefore, it is very realistic to vividly compare the major "arenas" where sports are held to "battlefields". Who dares to say that the intensity of competition in sports arenas must be inferior to that of real battlefields?

Second, the use of words demonstrates humanistic care. In recent years, *China Daily* has reported on the progress of the Winter Olympics, the situation inside and outside the stadium, and the close-ups of athletes. The use of words has further demonstrated humanistic care, and the humanistic spirit has been fully reflected between the lines. Through the text of *China Daily* Winter Olympics news report, analysis and research found that in the coverage of the 2002 Salt Lake City Winter Olympics at the beginning of the century, almost no relevant words were used to express the spirit of humanism, but in the subsequent 2006 Winter Olympics, some words appeared to highlight humanistic care. For example, during the Turin Winter Olympics, Canadian pairs skater Marie-France Dubreuil unfortunately fell while performing difficult moves with her partner Lauzon. The injury was so serious that the competition was immediately terminated and she was sent to the hospital. *China Daily* reported on her injury on February 21, 2006, using the words "most heartrending", "pray for her together", "look after oneself well" Sentences full of concern and encouragement such as "take care of yourself" and "body is the most important" express sympathy for Dubrel's accidental injury, and also show the importance of *China Daily* in sports reporting.

Humanistic care has no national or racial boundaries. In addition, at the Vancouver Winter Olympics and Sochi Winter Olympics in recent years, there have been more and more examples of using words to show humanistic care. For example, at the 2010 Vancouver Winter Olympics, the former defending champion of the men's freestyle skiing aerials event The champion Han Xiaopeng made a mistake in the second jump in the preliminaries and ended up in 20th place. He missed the finals and was eliminated. *China Daily* wrote an article on February 25, 2010, "Devastated Han calls it quits: Reigning Olympic champ makes a tearful exit at Vancouver Games", the article uses sentences such as "dry your eyes", "no regrets", "ultimately self-defeat" to show encouragement and comfort for Han Xiaopeng's failure to successfully defend his title. Fully promoted the spirit of humanism.

At the 2014 Sochi Winter Olympics, the Chinese women's curling team failed to renew the bronze medal glory of the previous Winter Olympics, ranking seventh in the round-robin with a record of 4 wins and 5 losses. It was a pity that the Winter Olympics in Russia ended prematurely. During the conference trip, the entire women's curling team bowed and apologized in front of the camera after the game, saying they were very sorry for everyone's support. The report used the words "failure cannot beat your ambition", "maintain confidence and enthusiasm", "All up good, then". Descriptions such as "starting" and "has a bright future" not only affirm the efforts of the Chinese women's curling team, but also express understanding and tolerance for their failures. He also expressed great confidence and encouragement for their future, demonstrating humanistic care.

**Results.** The use of such words by *China Daily* in reporting on the Winter Olympics is not only conducive to correctly guiding public opinion in external communications, but also conducive to promoting the spirit of humanism. Mr. Samaranch, the lifelong honorary president of the International Olympic Committee, once said: The Olympic movement is culture plus sports. The essence of its culture is "the exchange of body and soul", which shows a humanistic

spirit. *China Daily* highlights humanism in its reporting vocabulary, deepens people's understanding of Olympism, and further promotes the development of the Humanistic Olympics.

**Conclusion.** Sports events are sports without borders. *China Daily* should break the shackles of traditional concepts, establish a cosmopolitan reporting mindset, conduct comprehensive reports on athletes from different countries and regions, and pay due attention to different sports continue to expand the mass base of the Winter Olympics, and make the Winter Olympics a sports event as popular as the Summer Olympics, so that the audience can understand the true meaning of the Olympic spirit, further promote the humanistic spirit, and demonstrate our country's feelings as a great country.

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*№ 2 (4) – 2024*

## АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

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[scienceproblems.uz@gmail.com](mailto:scienceproblems.uz@gmail.com)

**Боғланиш учун телефонлар:**

(99) 602-09-84 (telegram).