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ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ  
ДОЛЗАРЬ МУАММОЛАРИ

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АКТУАЛЬНЫЕ ПРОБЛЕМЫ  
СОЦИАЛЬНО-ГУМАНИТАРНЫХ НАУК

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ACTUAL PROBLEMS OF HUMANITIES  
AND SOCIAL SCIENCES



**ЭЛЕКТРОН ЖУРНАЛ**

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**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-  
ГУМАНИТАРНЫХ НАУК**

**ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES**

**ТОШКЕНТ-2023**

## **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 Аброр – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

### *08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:*

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

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

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

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

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;

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

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

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 ФАНЛАРИ:*

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 ҳавфсизлиги 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;

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

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

#### *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;

Тайланова Шоҳида Зайниевна – педагогика фанлари доктори, доцент.

#### *19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:*

Каримова Васида 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 Навбаҳор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психология кафедраси мудири;

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

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

#### *22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:*

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

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

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

#### *23.00.00-СИЁСИЙ ФАНЛАР*

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

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

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## **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 рўйхати (Рўйхатга) киритилган.

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Телеграм канал: [https://t.me/scienceproblems\\_uz](https://t.me/scienceproblems_uz)

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*10.00.00-Филология фанлари*

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### **BOSMA MEDIA TILINING SOTSIOLINGVISTIK ASPEKTDA O'RGANISH USULLARI**

**Annotatsiya.** Ilmiy maqolaning maqsadi bosma mediamatnning sotsiolingvistik aspekti va uning jamiyatga ta'sirini tahlil qilish usullarini tadqiq etish, filolog-olimlarining ilmiy-nazariy qarashlarini o'rganish va takliflar berishdan iborat. Ilmiy maqola mavzusini yoritishda nazariy, qiyosiy, tasniflash va tavsiflash metodlaridan foydalanildi. Mediamatnlarni o'rganishga sotsiolingvistik yondashuv ommaviy kommunikatsiyada til va ijtimoiy omillarning o'zaro ta'sirini tushunishga yordam beradi.

**Kalit so'zlar:** axborot, bosma media tili, diskursiv tahlil, kontent-tahlil, lingvistik tahlil, mediamatn, media tili, OAV, publitsistik matn, sotsiolingvistika, sotsiolingvistik tahlil.

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### **METHODS OF STUDYING THE LANGUAGE OF PRINT MEDIA IN THE SOCIOLINGUISTIC ASPECT**

**Abstract.** The purpose of the scientific article is to study the sociolinguistic aspect of the printed media text and its impact on society, to study the scientific and theoretical views of philologists, as well as to make suggestions. Theoretical, comparative, classification and descriptive methods were used to cover the topic of the scientific article. The sociolinguistic approach to the study of media texts helps to understand the interaction of language and social factors in mass communication.

**Keywords:** information, the language of printed media, discursive analysis, content analysis, linguistic analysis, media text, media language, media, journalistic text, sociolinguistics, sociolinguistic analysis.

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### **МЕТОДЫ ИЗУЧЕНИЯ ЯЗЫКА ПЕЧАТНЫХ МЕДИА В СОЦИОЛИНГВИСТИЧЕСКОМ АСПЕКТЕ**

**Аннотация.** Целью научной статьи является исследование социолингвистического аспекта печатного медиатекста и его влияния на общество, изучение научно-теоретических взглядов ученых-филологов, а также внесение предложений. При освещении темы научной статьи использовались теоретические, сравнительные, классификационные и описательные методы. Социолингвистический подход к изучению медиатекстов помогает осмыслить взаимодействие языка и социальных факторов в массовой коммуникации.

**Ключевые слова:** информация, язык печатных медиа, дискурсивный анализ, контент-анализ, лингвистический анализ, медиатекст, язык медиа, СМИ, публицистический текст, социолингвистика, социолингвистический анализ.

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**Introduction.** President of the Republic of Uzbekistan Sh.M. Mirziyoyev stated that "... today, when communication with the people, their life with dreams, pain and anxieties rises to the level of state policy, we will be able to achieve our goals only if each media becomes a platform for real dialogue, a platform for free opinions" [1]. In achieving this goal, sociolinguistics is understood as an interesting and important branch of linguistics that studies the relationship between language and society. Newspaper texts are one of the most popular and widespread means of communication and are valuable material for sociolinguistic analysis.

One of the main aspects of the sociolinguistic analysis of newspaper text is the study of the sociocultural context in which the text is created and distributed. The characteristics and style of newspapers may differ between countries and cultures. For example, newspaper texts in countries with different political systems and cultural traditions reflect these differences. Sociolinguistic analysis helps to determine the relationship between newspaper texts and socio-political processes, to study the influence of the political and social situation on the form and content of newspaper articles. Indeed, in the modern world, the media, including print media, play an important role. They not only provide information about events, but also shape public opinion and influence people's behavior. Therefore, studying the language of the media from a sociolinguistic point of view is an important task for understanding the linguistic and cultural aspects of society.

In the field of sociolinguistics, unique methods for the study of language have not yet been developed. Nevertheless, sociolinguists try to apply the best methods and techniques inherent in sociology and linguistics. According to E.P.Chernobrovkina, the methods of sociolinguistics relate to empirical research and may include methods for collecting material, processing and analyzing data [4, 28-35].

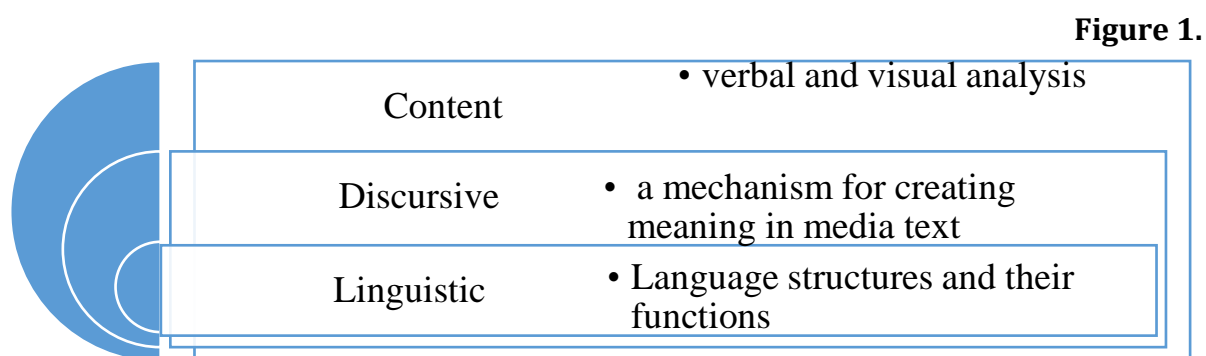
**Literature analysis and methods.** Journalists and philologists such as A.Shomaksudov, I.Toshaliyev, Q.Irnazarov, G.Bakieva, D.Teshabaeva, N.Kurbanov, A.Abdusaidov, B.Dostkaraev, M.Khudoykulov, L.Tashmukhamedova, S.Shamaksudova, S.Arifkhanova, A.Nurmatov, N.Toshpolatova in Turkish media studies and medialogistics present scientific and theoretical views on the language and style of media, its linguo-stylistic, genre-stylistic, sociolinguistic features.

A number of scientific studies on the study of media texts have been carried out in the CIS countries, scientific literature has been created. Scientific works by V.Kostomarov, G.Solganik, D.Rosenthal, W.Shestova, T.Dobrosklonskaya, M.Duskaeva, M.Volodina, M.Zheltukhina, I.Lysakova, L.Fedotova, I.Galperin and others scientifically analyze the language and style of media, linguo-methodological and sociolinguistic aspects of media texts.

To cover the topic of a scientific article, theoretical (analytical-synthetic, structural-typological, content analysis), comparative, classification and descriptive methods were used.

**Results and discussion.** There are several ways to study the journalistic style of newspapers from a sociolinguistic point of view, and one of these methods is the analysis of media texts. The article by T.G.Dobrosklonskaya “Mediatext: Theory and Research Methods” presents general material on the theory and methodology of media text research. According to the author, media texts are texts containing various multimedia elements, such as written information and images, audio and video files, graphic images, etc. [4, 28-35]. Media texts are a special kind of texts that require a special approach to analysis. The article presents the main concepts and theoretical approaches to the study of media texts, such as hermeneutics, semiotics, sociology, etc. The article also discusses methods of media text analysis, such as qualitative analysis, network analysis and content analysis.

To analyze media texts, researchers use content analysis, discursive analysis, linguistic analysis and various other methods (Figure 1):



Content analysis allows to study the quantity and quality of some language elements, such as words, sentences, topics, etc. Content analysis is one of the methods of studying texts from a linguistic point of view. This method is described in the article by A.V.Semenova “Content analysis and sociology: methodological innovations” [7]. In the article, the author states that “the increasing complexity of research tasks in the field of communication research, the obvious advantages of combining quantitative and qualitative methods that logically include content analysis and develop new modifications of this method on this basis, give researchers the opportunity to solve more complex problems, expand the problem area, field of study, they came to the conclusion that this makes it possible to obtain qualitatively new, deeper and more diverse conclusions about the nature of the phenomena under study” [7].

Traditional content analysis is often divided into explicit (manifest) and hidden (latent) types of content analysis. Explicit content analysis focuses on the clearest and most clearly defined meanings of the text, while implicit content analysis notices subtle semantic features of the message and deals with more subtle, ambiguous meanings. Explicit and implicit content analysis focus on different aspects of the text, but both use the same traditional content analysis methodology to conduct research [12].

The effectiveness of this method lies in the fact that researchers can also use sociolinguistic questionnaires to study newspaper language. Questionnaires may include questions about language preferences and influences on newspaper texts, assessments of style and content, and the interaction of newspaper language with the social and political aspects of

society. Polls allow collecting the opinions and views of various groups on newspaper language and its sociolinguistic features.

It should be noted that one of the main advantages of the content analysis of a journalistic text is a quantitative approach that allows one to obtain accurate and reliable information from the text and draw objective conclusions about the event information presented in the media. Using this method, media text analysis can also help determine the attitude of society towards certain issues, such as politics or culture. In general, the content analysis method is an effective tool for studying the language of print media, and its use allows to get a complete picture of the trends and events taking place in modern society.

It is important to note that when conducting any content analysis, it is necessary to take into account all stages of the above process. Careful selection of texts for analysis, adequate quantitative accounting of the frequency of use of textual elements, ensuring the representativeness of the studied textual material are the main conditions for achieving objectivity and systematic research [9]. The full compatibility of the content analysis process used in linguistic research with that developed and described in the scientific literature increases the theoretical and practical significance of media language research.

We consider it expedient to use the method of content analysis in the study of media language, especially when conducting qualitative research. They express the subjective meaning of textual material in an analytical way, not in a statistical way. In addition, media studies usually have a relatively small amount of material analyzed. But this provision does not interfere with understanding and obtaining qualitatively new and profound conclusions about the nature of the phenomena being studied. Today, their interpretive nature, which is one of the new types of content analysis, is a hallmark of media research.

Many linguists distinguish between the concepts of "text" and "discourse". So, according to some researchers, the text is a specific product, the result of speech interaction, and discourse is the process of this interaction. Text is a "written record" of the communicative process, and discourse is the communicative process itself [6]. Discursive analysis, in turn, makes it possible to study the mechanisms of meaning formation in media texts. In fact, one of the effective methods of studying the language of media is discursive analysis, and this method of analysis is based on the analysis of media texts created within the framework of sociocultural systems event/incident → information → channel → audience.

T.A.Alekseeva studied the discursive analysis of printed media texts in her article "PR and media texts in the discursive paradigm" [2, 104-113]. The author analyzes articles published in Russian newspapers and magazines using methods such as critical discourse analysis, semantic analysis and textual analysis. She puts forward the opinion that media texts are created within certain discourses that reflect the interests of certain social groups and are aimed at the formation of certain thoughts and ideas [2, 104-113].

Studying the topic of discourse within the framework of media linguistics, E.S.Zinovieva discusses the existence of various approaches to the analysis of discourse in the media, including cognitive, sociolinguistic and functional-pragmatic approaches. The author emphasizes that it is very important to analyze the linguistic means used in the media to form a certain worldview and influence public opinion. The scientist also shows that discourse in the media is a method that allows you to study lexical and grammatical features [2, 104-113].

Indeed, using a discursive approach in linguistics, we can analyze media texts in terms of their specific characteristics and the social context in which they appear. This approach makes it possible to consider texts not only from a linguistic point of view, but also in the context of the social framework of communication. In our opinion, the discursive approach provides a comprehensive analysis of media texts that can achieve the intended goals that go beyond the scope of strict linguistic research, using materials available for research.

Thus, the discursive analysis of the media text is a methodological approach used in the study of language sentences and their sociocultural context. It is based on the assumption that language not only conveys information, but also shapes our perception of the world, social relationships and power. Discursive analysis helps to identify these socio-cultural aspects and their manifestation in texts. This approach considers media texts as products of social practices that reflect and construct social realities. The ways of organizing the media text, the choice of language means, the establishment of relationships between various elements of the text and the context in which it is used are analyzed. This approach explores how power and ideology are represented linguistically and how they influence the formation of meaning. This helps researchers understand what ideologies and values are formed and maintained through language and how they affect the interaction between different groups of people.

Language and discourse are complex and multifaceted, and the researcher must be sensitive to context and possible distortions of meaning when interpreting texts. Discursive text analysis is a powerful tool for studying linguistic expressions and their socio-cultural context. Discursive analysis has a wide range of applications and continues to evolve along with the rapidly changing social and communicative environment.

**Linguistic analysis.** This method allows to study language structures and their functions in media texts.

An important aspect of linguistic analysis is its objectivity and scientific methodology. Linguists seek to systematically study language using empirical data and logical analysis. This allows for a deeper understanding of the language and its usage.

According to S.Ticher, M.Meyer, R.Vodak, E.Vetter, "... the linguistic analysis of the text can be defined according to the emphasis on its coherence and integrity. It is with this feature that it differs from other (social) methods of text analysis, where only a small number of examples of one of these two dimensions (relatedness or integrity) are selected" [8, 48]. The linguistic analysis of the text works both with the syntactic level and with the semantic and pragmatic levels.

Linguistic research also actively uses special methods of linguistic analysis, known as linguistic experiments. It is commonly used to describe native speakers' understanding of the formation of lexical meanings.

The following methods are used in the linguistic analysis of the language of print media:

1. The method of distributive analysis used to study the context in which separate linguistic units are located in the media text.
2. The method of direct component analysis aimed at studying and describing syntactic structures, including determining the relationship between words in a sentence.
3. The method of transformational analysis used to study events at the syntactic level by turning one sentence into another. This method helps to identify various structural and

semantic changes that occur during the transition from one form of expression to another [2]. Linguistic analysis allows the study of language structures and their functions in media texts.

**Linguistic-methodical analysis** is a method based on linguistic and visual analysis of texts in order to determine the details of the use of individual words. These details arise from the communicative and aesthetic purposes of the text.

The study of journalistic texts with the help of linguistic analysis allows using the mental-linguistic space of the mass media to study various linguistic categories. It is a space that is interconnected with the fact that it is a part of the national landscape of the world reflected in the linguistic consciousness of both the authors and the addressees of the text.

However, in addition to these methods, there are other, less well-established ways of learning media language. According to A.K.Khamidova, media linguistics uses the whole range of methods for analyzing media texts, including traditional system analysis, logical, empirical, sociolinguistic and comparative cultural approaches to describing a text [10, 299].

**Conclusions and suggestions.** The sociolinguistic aspect of the journalistic text study is that media texts and language elements used in them are not only a product of the language system, but also reflect the socio-cultural, political and economic aspects of society. It should be noted that the study of media language in a sociolinguistic aspect helps to understand how the elements of language used in socio-political media texts form the public opinion of political figures and influence elections.

Sociolinguistics has not yet developed specific methods of language research. Considering its origins at the intersection of sociology and linguistics, sociolinguistics strives to blend the most advantageous research methods and techniques from both fields. The empirical investigations within sociolinguistics encompass its methodological characteristics, with the entirety of sociolinguistic methodologies encompassing material collection, processing, and data reliability assessment. Newspaper texts are frequently selected as study materials, commonly subjected to content analysis, a vital tool for gathering and processing textual content.

It's worth highlighting that a comprehensive array of text processing methods is harnessed for analyzing print media texts. These range from systematic and content analysis techniques to logical, empirical, sociolinguistic, and comparative-cultural approaches. Noteworthy methods encompass content analysis, involving socio-statistical content assessment based on predefined units within a specific text corpus. Discursive analysis is employed to investigate the methods of creating, distributing, and interpreting mass media texts. Sociolinguistics, functional linguistics, rhetorical criticism, and pragmatics are also widely used. Pragmatics encompasses a suite of linguistic techniques along with historical-cultural and cultural-comparative methods.

In terms of recommendations, it's crucial to address all the aforementioned stages while conducting content analysis research. Methodical text selection stands out as a primary requirement to ensure research objectivity and consistency. Equally important is the precise calculation of specific text elements' frequency of use, coupled with the representation of the analyzed text material. Conforming rigorously and comprehensively to the content analysis process outlined in existing linguistic literature enhances the theoretical and practical significance of philological research, particularly within interdisciplinary domains, thereby stimulating interest in research endeavors.

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*№ S/5 (3)-2023*

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