

REFLECTION OF VALUE VOCACULAR IN UZBEKISTAN AND ENGLISH IN MODERN MASS MEDIA

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ОТРАЖЕНИЕ ЦЕННОСТНОЙ ЛЕКСИКИ В УЗБЕКИСТАНЕ И АНГЛИЙСКОМ ЯЗЫКЕ В СОВРЕМЕННЫХ СМИ

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Annotatsiya: Mazkur maqolada oʻzbek va ingliz tillarida qadriyatga oid leksikaning zamonaviy ommaviy axborot vositalarida qanday aks etishi va ishlatilishi tahlil qilinadi. Baholovchi birliklar OAVda jamoatchilik fikri va madaniy qarashlarni shakllantirishda muhim rol oʻynaydi. Maqolada ijobiy va salbiy bahoga ega soʻzlar qanday ishlatilishi, madaniy kontekst ularning mazmuniga qanday ta'sir qilishi, shuningdek, tarjimada yuzaga keladigan semantik siljishlar koʻrib chiqiladi. Tadqiqot til va madaniyat, media diskursi va madaniyatlararo muloqot doirasida dolzarb ahamiyat kasb etadi.

Kalit soʻzlar: qadriyatga oid leksika, ommaviy axborot vositalari, baholash, madaniy kontekst, oʻzbek tili, ingliz tili, semantik siljish, tarjima, diskurs, lingvokulturologik tadqiqotlar.

Annotation: This article analyzes how value-laden vocabulary is used and reflected in modern mass media in Uzbek and English. Value expressions play a crucial role in shaping public opinion and cultural attitudes through news, online platforms, and political discourse. The article explores how positive and negative evaluative words function in both languages, how cultural context influences their usage, and how global media trends affect their interpretation. Special attention is given to translation difficulties and semantic shifts. The study contributes to linguocultural research, media discourse analysis, and intercultural communication.

Keywords: value vocabulary, mass media, evaluation, cultural context, Uzbek language, English language, semantic shift, translation, discourse, linguocultural studies.



Аннотация: В данной статье рассматривается использование и отражение оценочной лексики в современных средствах массовой информации на узбекском и английском языках. Оценочные выражения играют важную роль в формировании общественного мнения и культурных установок через новости, интернет-платформы и политический дискурс. Анализируется, как позитивная и негативная лексика функционирует в обоих языках, как культурный контекст влияет на их значение и как глобальные медиатенденции изменяют восприятие данных слов. Отдельное внимание уделяется трудностям перевода и семантическим смещениям. Исследование имеет актуальность в сфере лингвокультурологии, медиадискурса и межкультурной коммуникации.

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Ключевые слова: оценочная лексика, средства массовой информации, оценка, культурный контекст, узбекский язык, английский язык, семантическое смещение, перевод, дискурс, лингвокультурология.

Language is not only a means of communication but also a mirror of culture, morality, and collective consciousness. In this regard, value vocabulary — words and expressions that reflect moral, ethical, emotional, or cultural judgments — plays a crucial role in shaping public discourse. With the growing influence of mass media in both global and national contexts, the usage of axiological vocabulary has become a key component of how societies express, negotiate, and disseminate their values. This article explores how value-laden lexical items are used in Uzbek and English mass media, comparing their semantic nuances, sociocultural implications, and stylistic features.

In the Uzbek language media, especially in online news platforms, television broadcasts, and social media, value vocabulary is heavily influenced by national traditions, respect-based norms, and collectivist cultural perspectives. Words such as *xalqparvar*, *jasoratli*, *halol*, *vijdonsiz*, and *noinsoniy* are frequently used to describe actions, individuals, and policies in emotionally charged ways. These lexical items do more than merely describe — they pass judgment and help reinforce or challenge social norms. For example, when a public figure is referred to as *xalqparvar*, the term carries positive connotations of national service and public good, while *vijdonsiz* implies not only unethical behavior but also betrayal of collective trust.

In English-language media, value vocabulary is equally pervasive but shaped by different cultural priorities such as individual rights, liberal democracy, and personal responsibility. Terms like *heroic*, *transparent*, *corrupt*, *toxic*, *inclusive*, or *discriminatory* are frequently used to characterize events, policies, and social figures. These words often frame narratives in ways that influence public opinion and policy

debates. English media also employs metaphorical and idiomatic value expressions such as *sweeping reforms*, *a beacon of hope*, *a broken system*, or *dark times*, which subtly convey emotional evaluations without overt judgment.

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The comparative use of value vocabulary in Uzbek and English media reflects deeper sociocultural patterns. Uzbek media tends to emphasize collectivist values such as honor, dignity, humility, and service to the nation. In contrast, English media often highlights individual accountability, freedom of expression, and diversity. This distinction affects the choice of lexical items, their intensity, and their framing of events or personalities.

Another important aspect is the influence of digital and global media trends. Both Uzbek and English media increasingly share similar terminology through international reporting and online discourse. Words like *crisis*, *justice*, *human rights*, *fake news*, and *marginalized* appear in both spheres, but their interpretation and usage often depend on cultural context. Uzbek media may adapt such terms with national ideological coloring, whereas English media uses them within a framework of liberal democratic discourse.

It is also important to note that value vocabulary in mass media is not only a reflection of existing cultural norms but also a mechanism for shaping public perception. Journalists, editors, and media institutions intentionally use certain emotionally charged words to construct persuasive narratives or influence the audience's attitudes. In both Uzbek and English contexts, media framing of political events, social debates, or public figures often hinges on carefully chosen evaluative terms. For instance, describing a protest as *peaceful* versus *aggressive*, or calling a politician *visionary* versus *controversial*, can significantly alter audience interpretation. Moreover, with the rise of social media, ordinary users now participate in the reproduction and recontextualization of value-laden terms, which may amplify polarization or solidarity depending on usage. Thus, studying value vocabulary in mass media also requires analyzing discourse strategies, media ethics, and the evolving role of digital platforms in shaping collective values and ideological orientations.

Translating value-laden vocabulary between these languages poses specific challenges. A word or phrase that carries a strong positive or negative connotation in one language may be neutral or even opposite in the other. For instance, *open-minded* in English is a compliment, while in certain conservative contexts in Uzbek media, an equivalent could imply moral laxity. Therefore, understanding the cultural underpinnings of value vocabulary is essential not only for translation, but for intercultural communication, journalism, and education.

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In conclusion, value vocabulary in mass media is a powerful linguistic tool that reflects and shapes national ideologies, moral judgments, and cultural identity. The way such vocabulary is used in Uzbek and English media reveals fundamental differences in worldview, yet also shows points of convergence in an increasingly globalized information environment. Linguistic awareness of these expressions contributes to media literacy, critical thinking, and the promotion of mutual understanding between cultures.

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