Structural Analysis of Mass Media Terms in the English and Uzbek Languages

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Abstract: The given article illustrates data about structural foundation of Mass media terms in the English and Uzbek languages. Through the analysis isomorphic and allomorphic features of Mass media terms in terms of structure have been identified in order to compare and contrast above mentioned languages. Terms were analyzed according to their components.

Keywords: Mass media, term, structure, component, noun, English, Uzbek.

The beginning of the 21st century is characterized by the excessive growth of mass communication. Active development all over the world of traditional media - radio, television and especially print - leads to the appearance of new words and terms. Today there is no doubt that the boundaries of the Anglo-American linguistic and cultural space have extended far beyond English-speaking countries due to the enormous reach and influence of the English-language media in the modern world. There is plethora of Mass media terms in the field of mass communication. Emergence of excessive amount of terms leads to learn structural foundation in comparing languages to identify faults and fill the exist space.

Structural analysis is a strategy that is used to facilitate decoding as students become more proficient readers. These advanced decoding strategies help students learn parts of words so they can more easily decode unknown multi-syllabic words[1]. Structuralism, elements of a language are explained in relation to each other. For example, to understand the function of one grammatical case, it must be contrasted to all the other cases and, more widely, to all other grammatical categories of the language[2].From given definitions one can conclude that this type of analysis helps to learn with categories and find unique points of comparing languages.

It is obvious that the concept Mass media appeared due to technological advancements in the English language and their utilization is more widened over past centuries and this term was received without changes (phonetic, meaning, translation) into our mother tongue. First of all, formation of English mass media terms will be identified in order to find differences and similarities of both languages.

1. Simple terms (single-root morphemes)

Diary (noun)	*portal* (noun)
Log (verb)	*link* (noun)

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[1] W.D. Bursuck, & M.Damer. Teaching reading to students who are at risk or have disabilities: A multi-tier approach (2nd Ed). Boston, MA: Pearson.2011

[2] Plungyan, V. A. Modern linguistic typology. Herald of the Russian Academy of Sciences, 81(2), 101-113. doi:10.1134/S1019331611020158

Pilot (noun)	*line* (noun)
Tabloid (noun)	*icon* (noun)
Virus (noun)	*host* (noun)
Traffic (noun)	*handle* (noun)
Spam (verb)	*forum* (noun)
Reach (noun)	*flash* (noun)
Post (verb)	*chat* (noun)
Path (noun)	*blog* (noun)

Terms are considered as simple ones in above mentioned group of English mass media terms because they do not have any affixes and they have only one component. Simple mass media terms include mainly *verb* and *nouns.*

2. Compound terms

Checkerboard (checker+board=N+N)

Billboard (bill+board=N+N)

Sneakernet (sneaker+net=N+N)

Shareware (share+ware=V+N)

Postmaster (post+master=V+N)

Password (pass+word=V+N)

Newsgroup (news+group=N+N)

Javascript (java+script=N+N)

Bookmarks (book+marks=N+N)

Mailbomb (mail+bomb=N+N)

From analysis in terms of structure of English Mass media terms it can be concluded that all terms are in noun form and they are made by joining two independent lexemes and their composition consists of mainly **N+N** and **V+N** forms.

3. Two componated terms (terms with two components)

Remnant space (N+N)	*Magazine supplement* (N+N)
Line rate (N+N)	*Insertion order* (N+N)
Web address (N+N)	*Snail mail* (N+N)
Search engine (V+N)	*Response time* (N+N)
Page views (N+N)	*Page request* (N+N)
Page impression (N+N)	*Flame war* (N+N)
Flash session (V+N)	*Domain name* (N+N)

This structural group consist of two independent lexemes and they are written separately and basically in **N+N** and partly in **V+N** forms.

4. Three componated terms (terms with three components)

Designated Market Area (DMA), *persons using radio* (PUR), *total audience plan* (TAP), *advertising research foundation* (ARF), *brand development index* (BDI), *category development index* (CDI), *publishers information bureau* (PIB), *world wide web* (WWW), *search engine optimization* (SEO), *random access memory* (RAM), *portable document format* (PDF), *internet*

service provider (ISP), *hypertext transfer protocol* (HTTP), *frequently asked questions* (FAQ), *domain name system* (DNS).

Above mentioned terms consist of three different and independent lexemes and nearly all of them have abbreviation form. Members of this group of English mass media terms are utilized in abbreviation form in the sphere of mass media.

5. Four componated terms (terms with four components)

Moving picture experts group (MPEG)

Joint photographic experts group (JPEG)

Standard rate &Data service (SRDS)

Simmons market research bureau (SMRB)

Cost per rating point

Actually, terms which consist of four independent lexical units are few in the lexical layer of English language specifically among mass media terms. 16 nouns and 2 simple made terms (rating, moving) and 1 adjective (photographic) were participated in those terms.

As a given in English language terms related mass media have five structural types in terms of elements and here structural foundations of Uzbek mass media terms will be discussed.

1. Simple terms

Radio (noun)   *Video* (noun)

Gazeta (noun)   *Jurnal* (noun)

Xabar (noun)   *Nashr* (noun)

Efir (noun)   *Tahrir* (noun)

Fakt (noun)   *Dalil* (noun)

Muallif (noun)   *Blog* (noun)

2. Compound terms

Axborotnoma (noun+noun)

Radioeshittirishlar (noun+noun)

Given terms have two independent lexemes that is why they are called as compound terms and they are written together, without any space or hyphen.

3. Two componated terms (terms with two components)

Axborot agentligi (noun+noun)

Hujjatli kino (adjective+noun)

Davriy nashrlar (adjective+noun)

Tahririyat xodimi (noun+noun)

Jurnalistik tekshiruv (adjective+noun)

Audio texnika (noun+noun)

Video texnika (noun+noun)

In this group of Uzbek mass media terms lexical units consist of two lexemes and they are mostly in N+N and A+N structures.

4. Three componated terms (terms with three components)

Elektron axborot tizimi

Ommaviy axborot vositalari

From given analysis it can be concluded that terms related to mass media in English and Uzbek show differences and similarities in their structure.
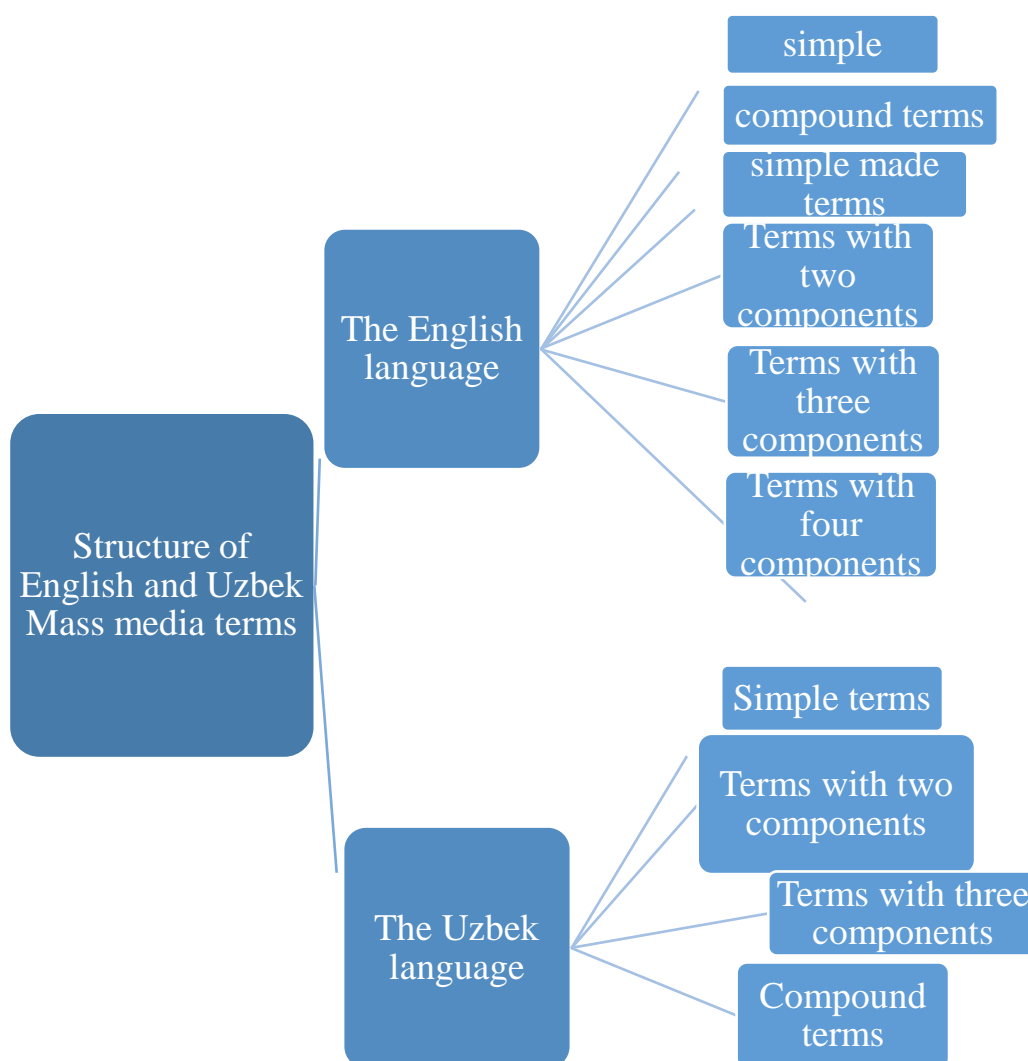
This figure shows the structural foundation of comparing languages and it can easily felt that Uzbek mass media terms have no terms with four components. Of course, this data is isomorphic feature of English mass media terms.

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