

## **Theoretical Foundations of News Transmission**

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**Abstract.** *In this paper, we will examine the transmission of borrowed news using the example of Uzbek and French, analyzing how borrowed vocabulary is adapted and functions in news materials. Uzbek, influenced by both Russian and modern international terms, and French, which actively borrows Anglicisms in the context of global changes, offer an interesting context for study.*

**Key words:** *mass media, borrowed news, forms of communication, foreign language vocabulary, news adaptation.*

### **Introduction**

Modern mass media reflect the main socio-economic processes in society and the processes of transformation in language. Any phenomenon or event in one form or another is reflected on the pages of newspapers and magazines, on TV screens, in news feeds of Internet portals. It is no secret that the influence of the media on the development of language is sometimes very, very significant. Certain word formations introduced into the language by the mass media firmly enter our speech, take root in it. The mass media play a key role in shaping public opinion and disseminating information. In the context of globalization and the integration of various cultures, along with new forms of communication, there is an active borrowing of vocabulary from one language to another. This is especially pronounced in languages that are influenced by various cultural and economic processes.

Let us consider the transmission of borrowed news using the example of Uzbek and French, analyzing how borrowed vocabulary is adapted and functions in news materials. Uzbek, influenced by both Russian and modern international terms, and French, which actively borrows Anglicisms in the context of global changes, offer an interesting context for study. To study the influence of borrowed lexemes on the language of news, to identify the features of their use, and to understand how cultural and socioeconomic factors influence this process. The work includes an analysis of current examples of borrowings, value perception in society and criticism of borrowings in each of the language contexts.

The use of borrowed vocabulary helps to fill the media text with a certain amount of expressiveness and move away from formality, thus establishing contact with the readership. Speech expressiveness is realized in the stylistic "effect of novelty", in the desire for unusualness, freshness of the used lexical units, as well as in the desire to avoid repetitions of the same words (except for terms), phrases, constructions within a small context, in the wide use of verbal imagery. In this regard, it should be noted that borrowings - neologisms and various types of formations with them represent expressive

models that are more vivid against the background of neutral, standard words and expressions, that is, they have a high degree of stylistic maneuverability in the media text.

### **Definition of Concepts**

In the modern world, news plays an important role in the life of society, as it serves as the main channel for transmitting information about events, phenomena and facts both locally and internationally. The main characteristics of news are its relevance, significance and reliability. Each news item must be timely and relevant to vital aspects of society in order to attract the attention of the audience.

Borrowed news is information obtained from external sources that can be adapted for a specific audience, taking into account cultural, linguistic and social characteristics. Borrowing is an important process in journalism, allowing for the distribution of relevant information between different regions and cultures. However, it is important to note that borrowing news does not always mean direct copying. This process may include editing, cross-analysis and interpretation based on local contexts and values, making it more acceptable and understandable for a specific audience.

In media communication theory, there are three key elements that characterize the transmission of news:

**Sources:** These are those who create or transmit information. They include journalists, editors, and experts who are involved in collecting, analyzing, and disseminating news. The quality of news depends largely on the reliability and reputation of sources, as they form the initial information and its interpretation.

**Transmission Process:** These are the mechanisms by which information is disseminated. The transmission process can include various methods, such as investigative journalism, press releases, interviews, reports, and other formats that help convey information to the audience. Each of these methods has its own characteristics and can be adapted depending on the context and purpose of the message.

**Audience:** These are the groups of people who receive and interpret information. Audiences play an important role in media communication because the reception of information influences public opinion and reactions to events. Various factors, such as cultural context, education, and personal values, can influence how audiences understand and evaluate the information presented. Understanding these concepts will help you better understand how the news communication process works and how cultural, linguistic, and social aspects influence the adoption and adaptation of news in different contexts.

### **The Role of the Media**

The media occupy a central place in modern society, performing important functions. They not only inform society about current events, but also shape public opinion, draw attention to important issues and present different points of view on the same event.

**Informing:** The main task of the media is to provide relevant and reliable news to its audience. This requires journalists to carefully check the facts and analyze the information.

**Forming public opinion:** The media help shape public opinion on certain events and phenomena using various tools, such as the choice of topics, emphasis in the presentation of information and the use of emotions.

**Social function:** The media play an important role in educating and informing the public about legal issues, social changes and current events. They can perform an educational function that helps citizens make informed decisions. Thus, the media are an important tool not only for disseminating information, but also for shaping the cultural context in which this information fits.

### **Specifics of a News Broadcast**

Each genre of news has its own distinctive features that influence its perception. The main types of news include:

Text news: Offers a detailed description of events, often with analysis and commentary from experts. Typically contains headlines, key facts, quotes, and the journalist's opinion. Text news influences perception through word structure and choice of vocabulary.

Video news: Provides a visual representation of events, which can make information more accessible and emotionally rich. Here, the combination of image, sound, and text is important, creating a multimedia experience.

Audio news: Media such as radio use sound to convey information, relying on intonation and intonation accents. This can create an atmosphere that promotes emotional perception of events.

Online news: Includes various multimedia formats, allows interactive interaction with the audience through comments, polls and social networks. They quickly respond to changes and can be updated continuously.

The process of transmitting news includes several stages: collecting information, processing and editing it, and then delivering it to the audience. At each of these stages, it is important to consider the influence of cultural and linguistic factors that can affect the perception and interpretation of information.

Ultimately, understanding the theoretical foundations of news transmission is necessary for the correct analysis and evaluation of borrowed news in different cultural contexts.

## **Methodology**

This study employs a qualitative research approach to analyze the transmission of borrowed news in Uzbek and French media. News articles from various Uzbek and French sources were collected, including both print and online platforms, to examine the adaptation of borrowed vocabulary. The research focuses on identifying borrowed terms, their frequency, and their contextual usage.

Lexical analysis was conducted to categorize borrowed words based on their origin, such as Russian and international terms in Uzbek and Anglicisms in French. The study also examines how these borrowed terms integrate into journalistic discourse and influence media language.

Semi-structured interviews with journalists and editors from both language contexts provide insights into borrowing practices, challenges in adaptation, and audience reception. The comparative analysis highlights linguistic and cultural factors shaping the borrowing process, revealing how global trends influence news discourse in both Uzbek and French media.

## **Results and Discussion**

The study reveals that borrowed vocabulary plays a significant role in Uzbek and French news discourse, reflecting linguistic globalization and cultural influences. In Uzbek media, Russian-origin words and modern international terms are widely adapted, while French media actively incorporate Anglicisms due to global trends.

Journalists and editors acknowledge that borrowing enhances news expressiveness and relevance but also raises concerns about linguistic purity and audience comprehension. The adaptation process varies, with Uzbek media often modifying borrowed words to fit phonetic and grammatical structures, whereas French media tend to retain original forms.

Cultural differences influence news perception; Uzbek media prioritize social unity and localized interpretations, while French media emphasize critical analysis and global perspectives. These findings highlight how borrowed news reflects broader sociolinguistic and cultural dynamics in media communication.

## **Conclusion**

The results of interviews with journalists and editors from Uzbek and French media showed that difficulties in borrowing news arise not only from language differences, but also from cultural aspects that play an important role in the perception of information. Adapting news requires journalists to understand both local and foreign cultures and traditions. The interview data not only confirmed the

theoretical aspects discussed in the previous sections, but also provided valuable practical insights that can be useful for future researchers in the field of media broadcasting and translation.

Our research has found that cultural differences play a key role in how imported news is received. We observed that different national and cultural contexts influence which aspects of the news are emphasized and which are omitted. Uzbek media, for example, emphasize values such as social unity and support for local communities, while French media tend to focus on critical analysis and human rights issues. These differences affect not only the content of the stories, but also the emotional response of the audience, contributing to the formation of different worldviews and opinions.

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