

## Maintaining Language Standards in Newspaper Discourse

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**Abstract.** This article discusses newspaper discourse and maintaining language norms in it. It examines the factors that led to the emergence of research on newspaper gender discourse and provides the necessary foundations and examples.

**Key words:** newspapers, language norm, pragmatic factor, genderblind, entertainment, genderology.

### Introduction

Unlike many countries, Great Britain and the United States are newspaper lovers. Reading newspapers has long become a national trait of these nations. The number of newspapers published in these countries is confirmed by facts. For example, in Great Britain, more than 125 are published daily, with a total circulation of more than 17 million. The same situation is observed in the United States. More than 1,700 newspapers are published there, with a total circulation of more than 60 million daily.

The following functions of a newspaper can be highlighted:

1. reporting
2. commenting on news
3. influencing citizens' opinions
4. setting the agenda for government action
5. socializing citizens about politics [1:1].

### Materials and methods

In addition to the functions listed above, newspapers also perform another important entertainment function, which is evidence of the popularity of newspapers. The function of letters alone still forces publishers to work for large companies and corporations, which basically control all the information they offer. Examples of such organizations include Rupert Murdoch Publishing, which controls the most popular British newspaper THE TIMES, and City and White Hall Publishing Corporation, which publishes the number 1 British national newspaper FINANCIAL TIMES. The same situation can be observed even in the United States, where Knight-Ridder's Corporation, Scripps-Harvard Co., and others have merged [2:1].

Newspapers published in English and Uzbek are usually divided into many groups, mainly based on their different characteristics. According to the content of their articles, newspapers are divided into two types:

1. Quality Papers - Political (state news) newspapers - publish the most important events of a political nature and limited color illustrations, strictly formatted content. You can find articles that reflect the opinions of the authors on political or social issues.

2. Public papers - Public papers is an entertainment server that fulfills its primary function with more colorful pages full of photos and content ranging from social events to games, drawings and quizzes. For these reasons, mass newspapers are considered more popular than others [3:1].

### **Research and discussion**

We agree with the views of scholar G.I. Ergasheva about the factors that led to the emergence of research on the newspaper's gender discourse. After all, the important factors in the emergence of any science are the developments in gender linguistics or gender and language studies.

- 1) pragmatic factor - the impact of the results of linguistic research on the needs of society;
- 2) epistemological factor - the general level of "knowledge". The anthropocentric paradigm in linguistics developed as a result of interest in the human factor, its mental and emotional world, and its relationship with the outside world. In this sense, W. Humboldt's excellent explanation of gender difference and its impact on organic nature in his work on the philosophy of language and culture made a great contribution to the development of genderology;
- 3) interdisciplinary factor - the specific features of gender studies, their development in an interdisciplinary paradigm;
- 4) scientific factor, i.e. the logical development of linguistics - the sharp impact of the shift in the scientific paradigm and social changes on gender studies;
- 5) the personal factor - the formation of ideas about the object of research;
- 6) the linguistic factor - the presence of linguistic materials determines the nature of linguistic theory;
- 7) each direction and school has its own metatheory - a system of terms;
- 8) the emergence of scientific schools of gender studies with their own paradigmatic nature;
- 9) the growth of lexicographic research is reflected in the need to compile gender glossaries and thesauri;
- 10) the development of gender studies and the publication of specialized periodicals;
- 11) The introduction of gender theory into the higher education system and the training of specialists in the field demonstrate the importance of the subject for applied linguistics, and this factor will form the basis for future positive social changes [4:1].

Gender terms are motivated and oriented because they are consciously created by naming a new concept in a specific context. However, in some cases, the addressee may be unaware of this property of the term and use it incorrectly, contrary to the author's intended purpose. For example, the addressee may understand the term genderblind as a positive policy that does not require a different approach to women and men, regardless of their biological, physical, and social characteristics [5:1]. Along with the nominative and signifying function of gender terms, which serve to reveal specific concepts and categories in a specific field, it is worth noting their communicative and information-transmitting function. Because they require the storage of information about a specific concept and feedback on it. In this case, the communicative function is related to the pragmatic function, is determined by the interaction of the sign with the participant in communication at a certain time and under certain circumstances, and conveys information about the existing concept and the corresponding association.

Gender metaphor is observed in the conceptualization of cultural, social and political reality. For example, in Uzbek, the comparison of the concept of Motherland with Mother is expressed in metaphorical expressions such as motherland, mother land, mother land, and in English, the mother of parliaments, which demonstrate the internal possibilities of these languages.

The research investigated the specific features of the term function of “secondary terms” – those with metaphorical meanings. In addition to answering the questions “Why?” and “How?” in the formation of term-metaphors based on extralinguistic factors, the specific features of the term “second shift” were observed in two cultures. While this term refers to the dual role assigned to women in Europe - service (career) and household chores (including childrearing), in the East, women's social status as brides can be used to describe the third shift - a triple role - for them. This shows the differences in cross-cultural “mommy's tracks”. Metaphorical terms such as glass ceiling, bamboo ceiling, sticky floor, broken ladders, locked doors, frozen middle, which are used to express “invisible barriers” to women due to extralinguistic factors, form a terminological group motivated by the same principle and enrich the synonymous series of terms. The use of the idiomatic term glass ceiling in the form of bamboo ceiling to refer to Asian Americans demonstrates the importance of national-cultural characteristics in the conceptualization of the term [6:1].

Interpreting linguistic signs instead of cultural signs provided important information and confirmed F. Nietzsche's idea that “the existence that actually surrounds us is metaphorical, not true to its true essence.” Thus, gender roles were interpreted in terms of phonemes and morphemes, which are linguistic signs, and compared to morphemes, whose attributes are phonemes, and it was argued that the categories "feminine" and "masculine" cannot represent separate gender roles.

## **Conclusion**

Today, “the development of cognitive psychology and linguistics requires a reconsideration of the internal laws and basic principles of categorization. Because categorization is a mental and linguistic process.” The cognitive potential of language was studied based on J. Lakoff's idea that “we construct our knowledge using idealized cognitive models (ICM), in which the structure of categories and prototypes are the result of this construction [7:1].”

The hypothesis of the important role of frame structures, which are a component of the ICM, in “understanding” a certain category in human rights texts was also proven in the research of G.I. Ergasheva through an analysis of the term “discrimination” based on a Gestalt model of more than 90 frames. Such analyses, in turn, naturally serve as a basis for the translator and terminologist to choose a certain strategy for creating and introducing terms into a particular discourse. The category of discrimination is manifested directly and indirectly in the following frames:

General forms: age, caste, class, color, disability, genotype, height, language, appearance, mental ability, race, nationality, religion, gender, sexual orientation.

Specific forms:

- 1) Social forms: Fight against AIDS, autism, homelessness, fight against left-handedness, heteronormativity, homophobia.
- 2) Manifestations: Class conflict, labor, trafficking in women, slavery.
- 3) Countermeasures: Anti-discrimination law, human rights, comprehensive approach to gender equality, international law, interethnic integration, social integration, tolerance.

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