

Onomastic phraseological units in media discourse: typology and communicative roles

Niyazmetova Shakhsanam Kutlimuratovna
niyazmetovashahsanam123@gmail.com
PhD student
Urgench state University

Annotation. This study explores the classification and functional roles of onomastic phraseological units (OPUs) in modern media discourse. OPUs, which incorporate proper names, play a crucial role in enhancing expressiveness, shaping public opinion, and reinforcing cultural narratives. The research categorizes OPUs based on their structural, semantic, and functional characteristics while analyzing their impact in journalistic, advertising, and political texts. The findings highlight their rhetorical, persuasive, and cognitive significance in media communication. Furthermore, the paper delves into historical aspects of OPUs and their evolution in different linguistic and cultural contexts.

Key words: onomastic phraseological units, communication, media, modern discourse, context, texts, different languages.

Ономастические фразеологизмы в медиа дискурсе: типология и коммуникативные роли

Ниязметова Шахсанам Кутлимурадовна
niyazmetovashahsanam123@gmail.com
Независимый исследователь
Ургенчский государственный университет

Аннотация. В данном исследовании рассматривается классификация и функциональные роли ономастических фразеологизмов (ОФ) в современном медиа дискурсе. ОФ, содержащие собственные имена, которые играют ключевую роль в усилении выразительности, формировании общественного мнения и укреплении культурных нарративов. В исследовании классифицируются ОФ на основе их структурных, семантических и функциональных характеристик, а также анализируется их влияние в журналистских, рекламных и политических текстах. Полученные результаты подчеркивают их риторическое, убедительное и когнитивное значение в медиа-коммуникации. Кроме того, работа затрагивает исторические аспекты ОФ и их эволюцию в различных языковых и культурных контекстах.

Ключевые слова: ономастические фразеологизмы, коммуникация, медиа, современный дискурс, контекст, тексты, разные языки.

Mediadiskursda onomastik frazeologizmlar: tasnifi va kommunikativ funksiyalari.

Niyazmetova Shaxsanam Kutlimuratovna
niyazmetovashahsanam123@gmail.com
Mustaqil tadqiqotchi
Urganch davlat universiteti

Annotatsiya. Ushbu tadqiqot zamonaviy media diskursda onomastik frazeologik birliklarning (OFB) tasnifi va funktsional rollarini o'rganadi. To'g'ri otlarni o'z ichiga olgan OFB ifodalilikni oshirish, jamoatchilik fikrini shakllantirish va madaniy narrativlarni mustahkamlashda muhim rol

o'ynaydi. Tadqiqot OFBni ularning tuzilish, semantik va funksional xususiyatlariga ko'ra tasniflaydi hamda ularning jurnalistik, reklama va siyosiy matnlardagi ta'sirini tahlil qiladi. Natijalar OFBning media kommunikatsiyasidagi ritorik, ishontiruvchi va kognitiv ahamiyatini ko'rsatadi. Bundan tashqari, maqola OFBning tarixiy jihatlari va ularning turli lingvistik hamda madaniy kontekstlardagi evolyutsiyasini o'rganadi.

Kalit so'zlar: *onomastik frazeologik birliklar, kommunikatsiya, media, zamonaviy diskurs, kontekst, matnlar, turli tillar.*

Introduction

By incorporating proper names with colloquial terms that carry cultural, historical, or metaphorical implications, onomastic phraseological units (OPUs) constitute a crucial component of media discourse. For journalists and other media workers, these expressions, which are based on historical personalities, literary works, geographical locales, and popular culture – are effective language tools. By establishing associations that viewers can quickly identify, OPUs improve media texts and enable more in-depth interaction and understanding.

OPUs represent current societal shifts and beliefs in addition to offering historical and cultural context in contemporary conversation. OPUs are frequently used by media professionals to establish intertextuality within texts, elicit strong feelings, and offer concise interpretations of intricate concepts. Understanding how language shapes public discourse and influences collective memory requires an understanding of OPUs.

Materials and Procedures

Using a qualitative methodology, this study examines OPUs taken from media texts in Uzbek, Russian, and English. A corpus of newspaper articles, opinion pieces, ads, and political speeches over the previous ten years is used in the study. Linguistic, semantic, and functional criteria – such as the proper name's origin, metaphorical translation, and communication intent – form the basis of the classification framework. The universality and culturally particular features of OPUs can be better understood by comparative examination across languages.

The study uses both synchronic and diachronic techniques to guarantee thorough analysis. The diachronic perspective charts the development of these expressions throughout time, whereas the synchronic method analyzes OPUs in the context of current media discourse. The study is further enhanced by the incorporation of sociolinguistic and cognitive viewpoints, which offer. Additionally, the study compares the role of OPUs in traditional and digital media, examining their frequency, function, and adaptation in various platforms.

The integration of cognitive and sociolinguistic perspectives further enriches the analysis, providing insights into the psychological impact and societal functions of OPUs.

Impact of Globalization on OPUs

One of the key factors influencing the spread and evolution of OPUs in media is globalization. Due to the dominance of English-language media, many OPUs originating from English-speaking cultures are now widely used in other languages. For instance, phrases like "Big Brother is watching you" (derived from Orwell's novel) and "Catch-22" (from Joseph Heller's book) have been adopted into multiple languages, often without translation, preserving their original meanings.

Globalization facilitates the cross-linguistic exchange of OPUs through news agencies, social media, and entertainment industries. For example, in Russian and Uzbek media, English OPUs like "Plan B" and "Think outside the box" frequently appear in political discourse and business journalism. This borrowing process is often accompanied by semantic shifts, as the phrases adapt to local contexts and take on additional connotations. In contrast, some OPUs undergo partial translation, where the structure is retained but lexical elements are altered to fit the linguistic norms of the target language.

Results and Discussion

The digital age has significantly transformed the way OPUs function in media discourse. Social media platforms, blogs, and news aggregators have accelerated the spread and evolution of OPUs, reinforcing their role as dynamic linguistic tools. Unlike traditional media, digital platforms allow for rapid dissemination, user-generated content, and multimodal communication, amplifying the reach and impact of these phraseological units.

Comparison of OPUs in Traditional and Digital Media

Traditional media (newspapers, television, and radio) and digital media (social networks, blogs, and AI-generated content) exhibit differences in how OPUs are used. In newspapers, OPUs tend to be more formalized and linked to long-standing cultural references. For example, printed political columns often use expressions like "McCarthyism" to critique ideological persecution or "Orwellian surveillance" to describe excessive government control. In television broadcasts, OPUs frequently appear in analytical discussions, where journalists rely on phrases like "Achilles' heel" to highlight weaknesses in political strategies.

Conversely, in digital media, OPUs are more dynamic, evolving rapidly through viral trends and online discussions. Social media allows users to create and modify OPUs, leading to variations such as "Sherlock mode" (investigative behavior online) or "Cinderella moment" (unexpected success in viral fame). Furthermore, digital OPUs frequently appear in meme culture, where humorous or ironic expressions like "Marie Antoinette moment" are widely shared to criticize social elites who seem disconnected from reality.

Another significant distinction is the brevity and interactivity of digital OPUs. Unlike newspapers that provide in-depth analysis, Twitter and other social media platforms use OPUs in short, impactful ways, often within character-limited posts. The ability to tag, hashtag, and remix OPUs in digital communication further enhances their relevance. For instance, hashtags like #TrojanHorsePolicy have gained traction in online political debates, reinforcing the metaphor in contemporary discourse.

OPUs in Social Media

Social networks such as Twitter, Facebook, and Instagram have led the rise of OPUs through viral trends, memes, and online conversations. Restriction on characters and the speed also led to OPUs where you can use just a few words to express complex meanings in the form of phrases. For example:

"Marie Antoinette moment" – Employed in political and social conversations to deride people who are seen as separated from the reality.

"Dr. Jekyll and Mr. Hyde effect" – A phrase that typically refers to differences in people's public versus private personas. (Crystal, 2003, p.123)

"Sherlock mode" – A widely used term among internet users which describes investigative online behavior, such as researching someone's background on social media.

Moreover, OPUs can evolve through hashtags, GIFs, and remix culture on social media, meaning that they are malleable to new contexts.

Blogs and Online Journalism OPUs

In digital journalism and opinion blogs, OPUs have rhetorical and persuasive significance, making articles more fun and accessible. They use these phrases to orient the audience to cultural touchstones, analogies, and reinforce their claims. Some examples include:

- "Machiavellian strategy" – This phrase is a go-to for political analyst blogs describing manipulative tactics on the campaign trail. (Lakoff, G., & Johnson, M., 1983, p.43.)

- "Cinderella story" – A phrase often used in sports journalism to describe a surprise success.

- "Frankenstein legislation" – Used in economic and political blogs to criticize laws that contain contradictory provisions.

Blogs, in particular, offer a more flexible and creative space for experimenting with OPUs, often incorporating them into clickbait headlines or storytelling techniques to capture readers' attention.

OPUs in News Aggregators and AI-Generated News

As automated news aggregation and AI-generated content become more prevalent, OPUs play a crucial role in enhancing the impact of headlines. Numerous news platforms utilize algorithm-driven personalization, where popular or trending OPUs affect the visibility of articles. Some examples include:

- "The Silicon Valley bubble" – Often seen in tech news aggregators to address market changes.
- "A Trojan horse policy" – A term frequently used in discussions about international relations.
- "The new Cold War" – Commonly referenced in analyses of geopolitical issues. (Bakhtin, 1981, p.65)

Onomastic Phraseological Unit Classification

OPUs can be categorized according to the kind of proper name they use:

- **Anthroponymic OPUs**, such as "Einstein moment"-a startling discovery of genius; "Dorian Gray syndrome"-a fear of aging; and "Achilles' heel"-a weakness.
- **Toponymic OPUs** (such as "Waterloo moment"-a crushing defeat; "Bermuda Triangle"-a location where objects suddenly vanish; and "Silicon Valley"-a sign of innovation).
- **Mythological and astronomical OPUs** (such as "Herculean task"-an extremely challenging task; "Mars-like conditions"-a severe environment; and "Pandora's box" – a wellspring of problems).
- **Zoonymic OPUs** (e.g., "Trojan horse" – hidden danger, "Cheshire cat smile" – mysterious smile, and "Buridan's ass" – indecision). (Wierzbicka, 1997 p.76)

Functional Aspects of OPUs in Media Discourse

- **Expressive Function:** OPUs enrich journalistic writing by adding vivid imagery and metaphorical meaning. Examples include using "Kafkaesque bureaucracy" to describe an overly complex system. (McLuhan, 1964, p.55)

- **Manipulative Function:** They serve as rhetorical devices to shape public opinion, often carrying ideological connotations, such as "Orwellian surveillance" to criticize excessive government control.

- **Cognitive Function:** OPUs facilitate comprehension by linking new information to familiar cultural or historical references, e.g., "Shakespearean drama" to describe an emotionally charged political scandal. (Orwell, 1949, p. 234)

- **Advertising and Branding Function:** Proper names within OPUs create strong brand associations (e.g., "Nike – Just do it" linked to the Greek goddess of victory, "McCarthyism" used to label political witch hunts).

- **Irony and Satire:** OPUs contribute to humor and critique in media discourse, enhancing engagement (e.g., "Napoleonic ambitions" – overconfidence, "Marie Antoinette moment" – out-of-touch privilege).

Conclusion

The integration of OPUs into social media, blogs, and news aggregators highlights their adaptability and continued relevance in digital communication. Their ability to encapsulate complex ideas into memorable expressions makes them valuable in shaping online discourse. As digital platforms evolve, new OPUs may emerge or existing ones may undergo semantic shifts, reinforcing their role in the ever-changing landscape of media language. Onomastic phraseological units serve as powerful linguistic tools in media discourse, fulfilling expressive, cognitive, and persuasive functions. Their classification highlights both universal patterns and culture-specific nuances in different linguistic contexts. The study confirms that OPUs not only enhance language expressiveness but also play a significant role in ideological framing and cultural transmission. The contrast between their use in traditional and digital media further demonstrates their flexibility, with print and broadcast media favoring stability, while digital platforms encourage rapid adaptation.

Given their impact on public perception and discourse construction, further research could explore their role in digital media, social networks, and cross-cultural communication.

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