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PRAGMATIC FUNCTIONS OF DERIVATIVES IN MEDIA TEXTS BASED ON NEWSPAPER AND INTERNET ARTICLES (BASED ON EXAMPLES FROM ENGLISH LANGUAGE PUBLICATIONS)

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Annotatsiya:

Mazkur maqolada ingliz tilidagi gazeta hamda internet maqolalarida qoʻllanadigan morfologik derivatlarning pragmatik funksiyalari qiyosiy aspektda tadqiq etiladi. Tadqiqotning asosiy eʼtibori derivatsion birliklarning nominativ vazifasi bilan bir qatorda baholovchi, ekspressiv, taʼsirchanlik, konseptualizatsiya va kommunikativ strategiyalarni amalga oshirishdagi imkoniyatlariga qaratiladi. Tadqiqotda ingliz media diskursidan olingan derivatsion birliklar morfologik tarkibi, semantik mazmuni va pragmatik vazifasi nuqtayi nazaridan tahlil qilinadi.

Kalit soʻzlar: derivatsiya, morfologik derivat, derivatsion affiks, pragmatika, media diskursi, OAV tili, baholash, kognitiv-pragmatik xususiyat, ingliz tili.

Аннотация:

В данной статье рассматриваются прагматические функции морфологических производных, используемых в английских газетных и интернет-статьях, с сравнительной точки зрения. Основное внимание уделяется номинативной функции словообразовательных единиц, а также их потенциалу для реализации оценочных, экспрессивных, аффективных, концептуализационных и коммуникативных стратегий. В исследовании



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анализируются словообразовательные единицы из английского медийного дискурса с точки зрения их морфологической структуры, семантического содержания и прагматической функции.

Ключевые слова: деривация, морфологическое производное, деривационный аффикс, прагматика, медиадискурс, язык СМИ, оценка, когнитивно-прагматическая особенность, английский язык.

Annotation:

This article examines the pragmatic functions of morphological derivatives used in English newspaper and Internet articles from a comparative perspective. The main focus of the study is on the nominative function of derivational units, as well as their potential for implementing evaluative, expressive, affective, conceptualization, and communicative strategies. The study analyzes derivational units from English media discourse in terms of their morphological structure, semantic content, and pragmatic function.

Key words: derivation, morphological derivative, derivational affix, pragmatics, media discourse, media language, evaluation, cognitive-pragmatic feature, English language.

In today's era of globalization and the rapid development of information technologies, the mass media (mass media) are emerging as one of the most important communicative tools in society. Information transmitted through newspapers, magazines, news agencies and Internet publications not only serves to cover events, but also to influence the worldview, attitude and evaluation criteria of the audience. Therefore, mass media language is studied in modern



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linguistics not only as a means of transmitting information, but also as a discourse that implements certain communicative and pragmatic goals.

In the study of the linguistic properties of media texts, along with lexical and syntactic units, the role of morphological derivatives is of particular importance. New lexical units formed as a result of morphological derivation not only name objects, phenomena, processes and concepts in reality, but also have the ability to express a certain attitude towards them. In particular, in media discourse, derivatives can perform pragmatic tasks such as implementing the journalist's communicative intention, concisely expressing information, positively or negatively assessing a particular event, and directing the reader's attention to a specific issue.

Modern mass media have become an important means of information exchange, the formation of social relations and influencing the audience in society. Therefore, media language is being studied not only as a grammatical and lexical system, but also as a discourse aimed at a specific communicative goal. One of the important features of media discourse is the active use of new words, derivational units and neologisms in it. Studies that have studied English and Uzbek media discourses in a comparative manner have also highlighted the specific linguistic features of media language. [1: 32]

The productivity of derivational processes in English-language media discourse has been demonstrated in a number of studies. For example, in the study of P. Twardzisz, who studied Newsweek articles on international politics, the active use of affixal derivation was revealed. The study noted affixes such as un-, anti-, -ize, -(iz)ation and -ness as the most productive derivational tools. [5: 40] This is due to the fact that the media language constantly feels the need to name new social and political concepts. For example, units such as - global→globalization, -modern→modernization, - employ→unemployment, - develop→development,



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-national→nationalism, while naming a specific phenomenon, form an entire conceptual field in media discourse. Below are examples from the prestigious magazine “The Guardian”.

“UK unemployment rises to 5%, the highest level in four years” [The Guardian, published in 2025]

Here, the derivation employ → unemployment goes beyond simply indicating the "number of unemployed" and activates the conceptual field of the labor market, economic instability, public policy, and social problems.

“Open borders defy rising nationalism in Europe.” [The Guardian, published in 2025]

Here, the derivative nation → nationalism is used to name the political process in Europe. Concepts such as borders, Europe, identity, citizens, migration are united around the word nationalism, creating the conceptual field of national identity and migration.

“Globalisation has become a byword for homogenisation...” [The Guardian, published in 2025]

Here, the derivative global → globalization names a global economic and cultural process. It is important that around globalization, such units as homogenization, local traditions, mobility, belonging, internationalist appear. As a result, the derivative becomes not only the name of the process, but also a conceptual center expressing the relationship between globalization and national identity.

In an article about Jean-Marie Le Pen in The Guardian: "...far-right provocateur whose ugly nationalism lives on," and in the text, terms such as nationalist, anti-immigration, anti-EU, and populism also appear in the same context.

In English media discourse, derivational units not only name a specific phenomenon or concept, but also serve to form a broader conceptual space around it. For example, the unemployment unit used in the headline “UK unemployment



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risers to 5%” in The Guardian is derived from the lexeme employ and is used throughout the text together with semantically related units such as employment, workers, jobs, labour market. As a result, unemployment does not only name the phenomenon of “unemployment”, but also activates a broader conceptual space related to economic instability, the labour market and state policy. Also, the derivational sequence nation → nationalism has a special pragmatic significance in political media discourse. For example, in an article in The Guardian about open borders in Europe, the combination “rising nationalism in Europe” is used. Thus, derivational units such as unemployment, nationalism, globalization, development, in addition to their nominative function in media discourse, also appear as cognitive-pragmatic tools that influence the reader's conceptual perception of a particular phenomenon.

The use of derivational units in Internet news headlines has also been studied in separate studies. For example, in a study of The Jakarta Post online headlines, 214 words were analyzed, 21 of which were identified as units formed through the derivational process. [4: 105]

Internet media is a particularly active communicative space for the emergence and rapid spread of new words. As a result of the development of digital technologies, terms such as digitalization, influencer, deplatforming, misinformation, and disinformation have become widespread.

Digitalization is transforming the media industry.

Here, digitalization not only names the technological process, but also activates the concept of digital transformation in modern society.

Comparative analysis shows that, although the means of derivation in the two languages are structurally different, their communicative purposes in media discourse are in many cases common.



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In conclusion, the pragmatic function of morphological derivatives in media texts is determined not only by their morphological structure, but also by the context, communicative situation, the author's communicative intention and the audience's perception. The same derivational unit can acquire different pragmatic loadings in different contexts. A comparative analysis based on English and Uzbek media texts has shown that derivational units are one of the effective linguistic means of naming, evaluating, conceptualizing reality and influencing the audience in modern media discourse. Such multifunctionality of derivatives makes them an important object for research at the intersection of morphology and pragmatics.

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