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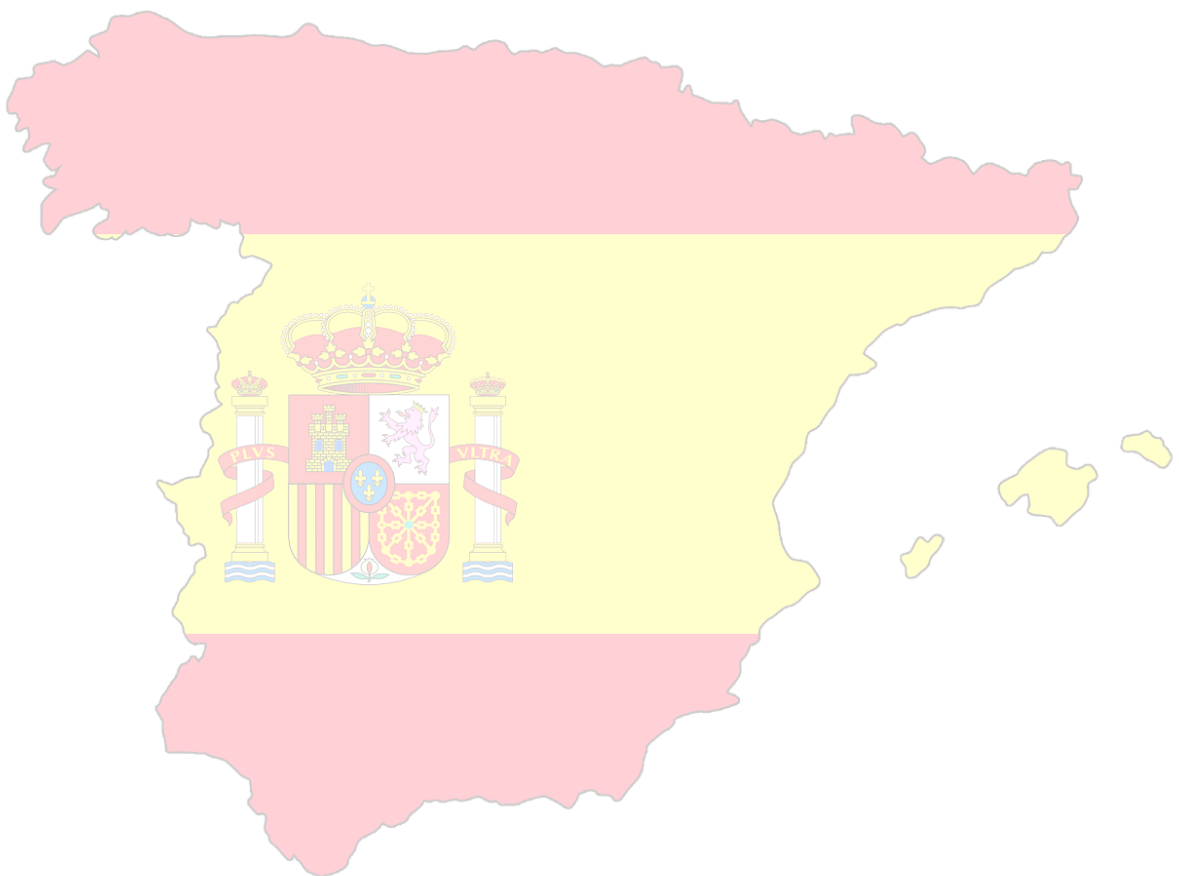
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## STYLISTIC DEVICES AND THEIR EMOTIVE-EXPRESSIVE POTENTIAL IN ENGLISH AND UZBEK MEDIA DISCOURSE

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**Annotation.** This article examines stylistic devices and their emotive-expressive potential in English and Uzbek media discourse. The study aims to reveal how stylistic means function as tools of emotional evaluation and influence readers' perception in media texts. The research is based on authentic English and Uzbek news articles and headlines drawn from leading media sources. A comparative, stylistic, lexical-semantic, and discourse analysis approach is employed to identify and interpret emotive-expressive features. The findings demonstrate both shared and language-specific patterns in the use of stylistic devices, reflecting cultural, communicative, and ideological differences between English and Uzbek media discourse.

**Key words.** Media discourse, stylistic devices, emotive-expressive potential, evaluative language, emotional impact, comparative analysis, English and Uzbek media, discourse analysis, linguistic expressiveness.

**Introduction.** Media discourse occupies a central position in contemporary society, as it shapes public opinion, social attitudes, and ideological perspectives through language. One of the most influential linguistic mechanisms in media discourse is the use of stylistic devices, which enhance the emotive-expressive potential of media texts and intensify their persuasive impact. Stylistic choices in media language are not neutral, but serve ideological and evaluative functions by guiding readers' emotional interpretation of events [3]. From a stylistic perspective, Bednarek argues that expressive and evaluative language in media texts plays a crucial role in constructing affect and reader engagement. In Uzbek linguistics, researchers such as Karimova highlights that stylistic devices in media discourse function as tools of emotional influence and reflect national-cultural values. Despite extensive research on media discourse in individual languages, comparative studies focusing on stylistic devices and their emotive-expressive potential in English and Uzbek media discourse remain limited. This gap indicates the need for a systematic comparative analysis of stylistic means at different linguistic levels. Therefore, the present study aims to examine stylistic devices and their emotive-expressive potential in English and Uzbek media discourse. The objectives of the research include identifying major stylistic devices, analyzing their emotive-expressive functions, and revealing similarities and differences in their use across the two languages.

**Literature review.** Teun A. Van Dijk investigates stylistic and discourse strategies in English media, emphasizing the role of stylistic devices in conveying ideological messages and framing events. He argues that such devices help readers

interpret news in a meaningful and emotionally engaging context, shaping both perception and evaluation.

Theo van Leeuwen examines sound symbolism, lexical emotion markers, and evaluative narrative structures in media discourse. He demonstrates how linguistic choices influence readers' emotional reactions and how stylistic devices work to direct audience interpretation within news texts.

Paul Simpson analyzes narrative and stylistic layers in media texts, focusing on the use of metaphors, epithets, and evaluative phrases. His study shows how these stylistic devices guide the emotional orientation of information and affect audience perception across multiple media platforms.

David Machin investigates the interplay between stylistic devices and visual elements in media texts, highlighting how text-image combinations enhance emotive expression. His research demonstrates that stylistic choices work together with visual components to shape audience emotional responses and strengthen persuasive effects.

N. Ismailov examines emotive-expressive lexical units in Uzbek media, focusing on their semantic and pragmatic functions. He highlights how stylistic devices in news texts shape audience emotional engagement based on national culture and context.

A. Ergashev investigates evaluative lexis and pragmatic force in Uzbek media discourse. His study demonstrates how stylistic devices can guide audience emotions effectively, taking into account culturally specific narrative patterns.

M. Qodirov analyzes emotive constructions in Uzbek journalistic texts, focusing on their social significance and the mechanisms by which stylistic devices shape audience emotional responses.

### **Research Methodology:**

The study employs a qualitative comparative methodology based on the following approaches:

comparative analysis to identify similarities and differences in the use of stylistic devices and their emotive-expressive potential in English and Uzbek media discourse;

stylistic analysis to classify and interpret expressive stylistic devices such as metaphors, epithets, intensifiers, and evaluative constructions;

lexical-semantic analysis to examine the emotional and evaluative meanings of stylistically marked words and expressions;

discourse analysis to investigate how stylistic devices function within the communicative, ideological, and pragmatic structure of media texts.

The corpus consists of media materials drawn from English-language news outlets (BBC, The Guardian, CNN) and Uzbek media sources (Kun.uz, Gazeta.uz, Daryo.uz), including newspaper articles, online news reports, and headlines. Selected examples illustrate typical stylistic strategies employed to enhance emotive-expressive impact in both languages.

### **Discussion and Analysis**

This section analyzes stylistic devices and their emotive-expressive potential in English and Uzbek media discourse based on authentic media texts. The analysis focuses on lexical and figurative stylistic devices, evaluative constructions, and intensifiers, which play a crucial role in shaping emotional perception and persuasive impact in media communication.

#### Emotionally Marked Epithets and Evaluative Adjectives

In English media discourse, emotionally marked epithets and evaluative adjectives are frequently employed to intensify emotional response and frame events subjectively. For instance, expressions such as devastating attack (BBC), shocking decision (The Guardian), and remarkable achievement (CNN) convey strong emotional evaluation and immediately guide readers' interpretation of events. Lexical-semantic analysis shows that such adjectives encode judgment and affect, transforming neutral information into emotionally charged narratives.

In Uzbek media discourse, similar stylistic strategies are observed through evaluative adjectives that reflect culturally grounded emotional expression. Examples include dahshatli hodisa (Kun.uz), hayratlanarli qaror (Gazeta.uz), and e'tiborga molik yutuq (Daryo.uz). These epithets intensify emotional impact while emphasizing collective values and social significance.

Comparative analysis reveals that both languages actively employ evaluative adjectives to construct emotive meaning. However, English media tends to favor globally recognizable evaluative patterns, whereas Uzbek media often relies on culturally resonant and socially oriented epithets, reinforcing shared emotional perspectives within the national audience.

#### Metaphorical Stylistic Devices

Metaphor represents one of the most productive stylistic devices in English media discourse, serving both emotive and cognitive functions. Expressions such as a wave of protests (BBC), a storm of criticism (The Guardian), and an economic meltdown (CNN) conceptualize abstract events through vivid imagery. These metaphors intensify emotional engagement and allow readers to visualize complex social processes.

Uzbek media discourse similarly employs metaphorical expressions, though they often reflect national-cultural imagery. Examples include norozilik to'loqini (Kun.uz), tanqidlar bo'roni (Daryo.uz), and iqtisodiy inqiroz girdobi (Gazeta.uz). Such metaphors enhance emotive-expressive potential by dramatizing events and aligning them with culturally familiar conceptual models.

Comparison shows that while metaphorical devices in both languages perform equivalent emotive and persuasive functions, English metaphors are often more idiomatic and internationally standardized, whereas Uzbek metaphors demonstrate stronger cultural embeddedness and contextual specificity.

#### Intensifiers and Emotive Constructions

English media discourse frequently utilizes intensifiers to amplify emotional evaluation. Adverbial intensifiers such as absolutely, deeply, and extremely appear in constructions like absolutely devastating consequences (BBC) and deeply

troubling development (The Guardian). These intensifiers heighten emotional salience and contribute to urgency and dramatic emphasis.

In Uzbek media discourse, intensification is commonly achieved through lexical combinations and phrase-based constructions. Examples include *nihoyatda og'ir oqibatlar* (Kun.uz), *juda keskin vaziyat* (Daryo.uz), and *o'ta muhim masala* (Gazeta.uz). These constructions reinforce emotive meaning and strengthen persuasive impact.

Comparative analysis indicates that English relies predominantly on single-word intensifiers, while Uzbek employs multi-word expressive constructions. Despite structural differences, both strategies effectively enhance emotive-expressive force and reader engagement.

#### Discourse-Level Emotive and Ideological Functions

From a discourse-analytic perspective, stylistic devices in both English and Uzbek media discourse operate within broader ideological and pragmatic frameworks. In English media, emotive stylistic means often support evaluative framing and ideological positioning, particularly in political and social news (BBC, CNN). Similarly, Uzbek media employs stylistic devices to reinforce national values, social cohesion, and collective emotional responses (Kun.uz, Gazeta.uz).

Comparison demonstrates that stylistic devices in both languages function not only as linguistic ornaments but as strategic tools of emotional influence and ideological framing. The emotive-expressive potential of stylistic means thus serves a universal communicative function while reflecting language-specific and cultural differences.

#### Conclusion

This study has provided a comparative analysis of stylistic devices and their emotive-expressive potential in English and Uzbek media discourse. The findings demonstrate that both languages actively employ evaluative adjectives, intensifiers, metaphors, and other expressive stylistic devices to shape readers' emotional perception and enhance the persuasive impact of media texts. English media discourse tends to favor idiomatic and globally recognizable stylistic patterns, whereas Uzbek media discourse relies on culturally grounded and socially oriented expressions. Comparative and lexical-semantic analyses reveal both shared mechanisms of emotive expression and language-specific strategies reflecting cultural, ideological, and communicative traditions. Discourse analysis highlights that stylistic devices function not only at the lexical level but also as tools of ideological framing and audience engagement. Overall, the study confirms the universal role of stylistic devices in constructing emotive-expressive meaning while emphasizing the influence of national-cultural contexts on media communication. These insights contribute to media linguistics, discourse analysis, and cross-cultural stylistic studies, providing a foundation for further research on syntactic and digital media genres.



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