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LINGUOCULTURAL, COGNITIVE, AND MULTIMODAL FEATURES OF TELEVISION MEDIA DISCOURSE HEADLINES IN ENGLISH AND UZBEK

Kodirov Isamitdin Kholmatjon ugli

Kokand State University, Uzbekistan

Doctoral Researcher, Department of Uzbek Language

ABSTRACT. This article examines the linguocultural, cognitive, and multimodal features of television media discourse headlines in English and Uzbek. The study focuses on the ways in which cultural values, national worldviews, cognitive structures, and multimodal resources are reflected in the linguistic organization and pragmatic interpretation of television headlines. Particular attention is given to culturally marked vocabulary, phraseological expressions, metaphors, evaluative units, conceptual associations, and culturally specific references that contribute to the formation of meaning in English and Uzbek media discourse. The cognitive dimension of headlines is analyzed through the concepts of framing, categorization, conceptualization, and the activation of background knowledge in the audience. The study also considers the interaction of verbal headlines with visual images, subtitles, typography, sound, video footage, and other semiotic resources characteristic of television communication. A comparative analysis demonstrates that English and Uzbek television headlines share common communicative functions, including information presentation, attention attraction, orientation, and interpretation management, while their linguistic and cultural realization may differ according to national communicative traditions and audience expectations. The findings indicate that television headlines represent complex multimodal units in which linguistic, cultural, cognitive, and visual components interact to construct and communicate media meaning.

Keywords: television media discourse, media headlines, linguoculture, linguocultural features, cognitive linguistics, multimodality, multimodal discourse, English media, Uzbek media, cultural values, national worldview, conceptualization, framing, categorization, metaphor, evaluative vocabulary, audience interpretation, media linguistics.

MAIN PART. Television media discourse is a complex communicative phenomenon in which linguistic, cognitive, cultural, visual, and auditory resources interact in the process of meaning construction. Within this discourse, the headline occupies a special position because it provides the audience with the first verbal representation of a media event. In English and Uzbek television media, headlines perform similar basic functions, such as presenting information, attracting attention, identifying the topic, and directing audience interpretation. At the same time, their linguistic and pragmatic realization is influenced by the cultural and communicative traditions of each language.



From a **linguocultural perspective**, television headlines reflect culturally significant concepts, values, traditions, social norms, and patterns of collective perception. English-language headlines may contain cultural references, idiomatic expressions, political or social concepts, and metaphorical constructions that are meaningful within the relevant English-speaking cultural context. Uzbek headlines, in turn, may demonstrate culturally specific vocabulary, phraseological expressions, references to national traditions, social values, and culturally established forms of evaluation. Such elements may not always have direct equivalents in another language and therefore require interpretation within their cultural context.

The linguocultural dimension of headlines is particularly evident in the use of **metaphors and phraseological expressions**. Metaphorical headlines can conceptualize complex social or political events through familiar images and experiences. Phraseological units may provide additional cultural associations and emotional connotations. In both English and Uzbek media discourse, these linguistic resources allow journalists to compress complex information into short and expressive forms. However, the choice of metaphor or idiomatic expression may vary according to the cultural background and communicative expectations of the target audience.

The **cognitive dimension** of television headlines is associated with the processes through which audiences perceive, organize, and interpret media information. A headline does not simply transmit information; it activates particular cognitive structures in the reader or viewer. Through processes such as categorization, conceptualization, framing, and association, the headline can direct attention toward specific aspects of an event. For example, the selection of a particular lexical item may activate concepts related to success, crisis, conflict, change, development, or uncertainty.

One of the significant cognitive mechanisms is **framing**. A media headline selects and foregrounds certain elements of an event while leaving other aspects in the background. Consequently, the same event may be presented through different conceptual frames. The linguistic structure of the headline therefore influences the initial cognitive organization of information. In English and Uzbek television discourse, framing can be realized through lexical choice, metaphor, grammatical structure, evaluation, and the selection of particular participants or actions.

Another important cognitive feature is the activation of **background knowledge**. Television audiences interpret headlines on the basis of previously acquired cultural, social, historical, and linguistic knowledge. A culturally familiar expression may be immediately understood by a native audience, whereas the same expression may require additional contextual explanation for an international audience. This demonstrates that headline interpretation depends not only on the linguistic form of the headline but also on the cognitive and cultural knowledge of its recipients.



The **multimodal nature** of television discourse further distinguishes television headlines from purely written media headlines. A television headline functions together with moving images, photographs, video footage, subtitles, typography, sound, music, voice-over, and graphic elements. These semiotic resources participate in the construction of a unified communicative meaning. Therefore, the interpretation of a headline cannot always be explained solely through its verbal component.

Visual information may reinforce, specify, or sometimes modify the meaning expressed by the headline. For example, an emotionally marked headline accompanied by dramatic video footage can produce a stronger emotional response than the verbal headline alone. Similarly, neutral lexical material may acquire additional evaluative meaning through the accompanying image, intonation, or visual composition. This interaction demonstrates the importance of multimodal analysis in the study of television media discourse.

A comparative examination of English and Uzbek television headlines also reveals differences in **lexical and grammatical organization**. English headlines frequently employ concise syntactic structures, action-oriented verbs, omission of certain grammatical elements, and compact noun phrases. Uzbek headlines may similarly demonstrate syntactic economy, but their organization is influenced by the grammatical structure of the Uzbek language and its agglutinative nature. Word order, affixation, lexical selection, and culturally established patterns of expression contribute to the formation of headline meaning.

The differences between English and Uzbek headlines can also be observed in their **evaluative and expressive potential**. Evaluation may be expressed through adjectives, verbs, nouns, adverbs, metaphorical constructions, and contextual associations. In both languages, evaluative expressions can guide the audience toward a particular interpretation of an event. However, the intensity and manner of evaluation may depend on linguistic conventions, cultural expectations, and the communicative style of the particular media organization.

The interaction of linguocultural, cognitive, and multimodal features can be represented as a communicative chain:

linguistic form → cultural knowledge → cognitive interpretation → multimodal context → audience response.

This chain demonstrates that the meaning of a television headline is constructed through several interconnected levels. The linguistic level provides the verbal structure; the linguocultural level activates culturally relevant meanings; the cognitive level organizes and interprets the information; and the multimodal level integrates verbal meaning with visual and auditory resources.

Thus, English and Uzbek television media headlines can be regarded as complex communicative units in which language, culture, cognition, and multimodality



operate simultaneously. Their comparative study makes it possible to identify both universal features of media communication and language-specific characteristics determined by national linguistic and cultural traditions. The headline therefore functions not merely as a concise title but as a multidimensional discourse element that participates actively in the construction, interpretation, and transmission of media meaning.

CONCLUSION. The analysis demonstrates that television media discourse headlines in English and Uzbek represent complex linguistic units in which linguocultural, cognitive, and multimodal features interact. Their communicative function extends beyond the simple presentation of information: headlines attract audience attention, activate background knowledge, establish conceptual frames, and influence the initial interpretation of media events.

From a linguocultural perspective, English and Uzbek headlines reflect culturally specific values, concepts, metaphors, phraseological expressions, and patterns of evaluation. These elements demonstrate that headline interpretation is closely connected with the cultural knowledge and communicative experience of the target audience.

The cognitive analysis shows that headlines participate in categorization, conceptualization, framing, and the activation of associative knowledge. Through lexical and grammatical choices, particular aspects of an event may be foregrounded and subsequently become more prominent in the audience's interpretation.

The multimodal analysis confirms that television headlines cannot be examined independently from visual and auditory components. Images, video footage, subtitles, typography, sound, intonation, and graphic elements interact with verbal information and contribute to the construction of the overall communicative meaning.

The comparison of English and Uzbek television headlines reveals both universal and language-specific features. While headlines in both languages perform common functions of information transmission, attention attraction, and audience orientation, their linguistic realization is shaped by differences in grammatical structure, cultural conventions, and national communicative practices.

Therefore, the study of television headlines from linguocultural, cognitive, and multimodal perspectives provides a broader understanding of how media meaning is constructed and interpreted. Television headlines should consequently be regarded as multidimensional discourse units in which linguistic form, cultural knowledge, cognitive processes, and audiovisual resources function as interconnected components of media communication.



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